



Europe & Middle East Candidate

**Stephen Reid**  
Managing Director  
Fabled Creative Ltd.  
Primary Location: United Kingdom  
*Running for 1<sup>st</sup> term*



**ABOUT THE APPLICANT:**

I am eager to join the board of the Themed Entertainment Association (TEA) due to my strong desire to help shape the future of the industry. My primary motivation lies in my aspiration to construct a comprehensive roadmap for the emerging talents at my own company Fabled Creative Ltd, guiding them toward early involvement with the TEA. With a lifetime dedicated to the attractions industry, I now find myself in a position to contribute meaningfully. My passion for the intricacies of the design process and my commitment to fostering the growth of young designers fuel my enthusiasm. I firmly believe in imparting a 360-degree perspective on attraction design, and I am confident that, with the backing of the TEA and its accomplished leadership team, I can significantly impact this facet of development. I see this as an opportunity for me to give back to an industry that has been my lifelong passion, ensuring that the next generation is well-prepared and engaged in the journey ahead.

My Career highlights include winning two IAAPA awards in 2013.

“IAAPA Best new technical product”

“IAAPA Impact Award” for the product most like to impact the attractions industry.

**VISION FOR THE TEA:**

If I am to be given the opportunity to contribute to the Themed Entertainment Association (TEA), I would bring a combination of innovative technological insights and strategic communication expertise. As the attractions industry continues to evolve, I recognize the importance of integrating cutting-edge technologies like augmented reality, virtual reality, and AI-driven experiences into themed attractions. My background in staying updated with the latest advancements in these fields would enable me to advise TEA on how to leverage these technologies to create immersive and unforgettable visitor experiences. Furthermore, my proficiency in strategic communication would aid in effectively conveying the value and impact of TEA's initiatives to a wider audience, fostering collaboration, and attracting potential partners and sponsors.

My combined expertise in Design, technology, and communication, I believe aligns with TEA's goals of industry advancement and resource sharing.

specific goals: If I am successful in getting a five-year term serving on the Board of the Themed Attraction Association, my tenure would be dedicated to advancing the organization's mission and fostering growth and innovation within the themed attraction industry. My overarching goal is to contribute to the development and elevation of immersive experiences that captivate and delight visitors, while also promoting inclusivity in the sector.

I am a firm believer that the best attraction designers understand 360-degree attraction design, as such I am committed to sharing my expertise and insights to the upcoming generation of attraction designers. I passionately believe education is the key to the future of attraction design, and I am unwavering in my commitment to fostering an environment where budding designers can absorb knowledge and flourish. By promoting, through organized workshops, a comprehensive understanding of every facet of attraction design, spanning ideation and storytelling to technical execution and guest interaction, my goal is to inspire emerging talents to stretch the confines of creativity and ingenuity, thereby shaping the attraction landscape for years to come.

## **SKILLS AND CORE COMPETENCIES**

I believe my diverse skill set aligns seamlessly with the core objectives outlined in the strategic plan.

With extensive senior executive management skills, I am well-equipped to guide and execute the implementation of strategic initiatives. I bring a proven track record in business development, which will be pivotal in identifying growth opportunities as outlined in the TEA's strategic plan. Having operated on an international scale, I possess the cross-cultural acumen necessary to navigate global markets, in line with the plan's international focus.

Business development is an area where I excel. I possess the awareness to identify untapped opportunities and cultivate strategic relationships that would help expand the TEA's reach and influence.

A highlight of my competencies lies in my industry relationships. I have cultivated an extensive network of contacts and collaborators, enabling TEA to tap into a wealth of expertise and perspectives. Drawing from my background in attraction design, planning, feasibility assessment, business planning, and operations, I possess a holistic understanding of the lifecycle of attractions. This knowledge equips me to contribute valuable insights across all stages of attraction development and management.