



International Board Candidates

Steve Ryan

Animax Designs
Executive Producer/Project Director
Primary Location: United States
Running for 1st term



Markets served:

- Asia
- Europe
- Middle East
- North America

Industry Experience:

- Brand Activations
- Cultural Attractions
- Live Events
- Museums
- Theme Parks
- Traveling Exhibits

ABOUT THE APPLICANT:

I aim to leverage my extensive global network of contacts and relationships to facilitate the expansion of TEA International's presence in events and conferences beyond the LBE Sector. As the ""Experience Economy"" continues to flourish, the TEA remains at the forefront as the foremost authority in Immersive Storytelling and experiential ventures.

Our organization must actively pioneer fresh avenues for our members, extending business opportunities beyond the confines of the conventional LBE Sector.

As a member of the International Board, I am committed to utilizing this platform to advance the organization's reach. This will be achieved through proactive participation in speaking engagements and workshops strategically designed to introduce our diverse membership to broader markets and horizons.

I am dedicated to pursuing the following goals to enhance TEA International's impact and reach:

1) Amplify the Global Network for TEA:

Building upon my extensive network of contacts and relationships, I endeavor to strengthen TEA's global presence. We can broaden the organization's influence and foster valuable collaborations by cultivating connections with key industry players, thought leaders, and innovators across various sectors. This expanded network will benefit TEA's reputation and facilitate knowledge exchange and mutual growth.

2) Institute a Member Program to Foster International Partnerships with Governments:
Recognizing the significance of government collaboration in driving the immersive storytelling and experiential industry, I propose establishing a dedicated member program. This initiative will forge strategic partnerships with governments worldwide, fostering a supportive environment for immersive experiences. By working closely with governmental bodies, we can unlock regulatory support, funding opportunities, and policy frameworks that propel our industry's advancement.

3) Support and Promote Regional Events:
I commit to championing regional events that promote TEA's mission to ensure a well-rounded impact. These events will serve as platforms for members to showcase their expertise, connect with local stakeholders, and explore emerging markets. By facilitating regional gatherings, we can empower our members with localized opportunities and facilitate cross-cultural collaborations, ultimately contributing to the diversification and expansion of the immersive storytelling realm.

Through these goals, I aim to uphold TEA's position as a leader in immersive storytelling and propel the organization's growth by fostering global connections, nurturing partnerships with governments, and nurturing regional engagement.

SKILLS AND CORE COMPETENCIES

1. Strategic Planning:

In the context of the TEA International Board, I will collaborate with the stakeholders in the strategic planning and growth of the organization's future, devising strategies to enhance its influence and ensuring alignment with industry trends.

2. Global Networking & Global Contacts:

As a TEA International Board Member, I will continue forging relationships with industry professionals, potential partners, stakeholders, and thought leaders. I will leverage my extensive global travel experience to connect our membership with new businesses and projects.

I also share my broad array of global contacts within the LBE and Theme Entertainment Industry to expand its reach and influence. These contacts could include experts, innovators, investors, and industry influencers from various cultural backgrounds and regions.

4. Creative Development:

In the context of TEA International Board Member, creative development skills are essential for envisioning events and programs that will captivate our membership and push the boundaries of entertainment.

Each of these core skills plays a pivotal role in driving TEA International's growth and impact. By effectively employing strategic planning, networking, global contacts, and creative development, the organization can expand its position as a trailblazer in the immersive storytelling and



experiential industry, connecting with diverse audiences worldwide and shaping the future of entertainment and engagement.



09 August 2023

Attn: To Whom it May Concern

LETTER OF RECOMMENDATION

I'm writing this letter of recommendation for Steve Ryan, to help continue his pursuit of an International Board position for the Themed Entertainment Association (TEA). We are an architectural firm located in Singapore, with specialization in themed entertainment design. I've been a member of the TEA APAC Board for the past six years.

Steve and I met in 2008 during the development of Universal Studios Singapore, while working on the *Lights, Camera, Action!* attraction. Steve was the Executive Producer for Resorts World at Sentosa, and I was a Project Manager for Integrated Design Build. During that time, Steve was instrumental ensuring smooth approvals with the owner and IP holder throughout the process. He fostered a collaborative environment through his leadership, and always had innovative solutions to achieve the ultimate goals for the project.

Steve has built relationships around the globe and has obtained an open view of business and culture while doing so. I'm excited to see that he has recently joined Neon Global/Animax Designs, a close partner of P+A. He has worked not only on big theme parks, but also smaller and wide ranging Location Based Experiences. He has represented many Clients and IP's and is a well known leader in our industry. I believe his combined experience within themed entertainment and his extensive global network will make him an excellent asset for the TEA International Board.

If you have any questions, or would like more clarification, please contact me via email at mason@parkassociates.com.sg or on my mobile +1.619.719.7720.

Yours faithfully,

P+A PROJECTS PTE LTD



MASON SCHMITZ
Director