

## DAY 1: WEDNESDAY 21<sup>ST</sup> OF OCTOBER 2026

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| 9:00 am – 10:00 am<br>(60 min)  | REGISTRATION + NETWORKING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 10:00 am – 10:05 am<br>(5 min)  | WELCOME REMARKS – DMG EVENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 10:05 am – 10:10 am<br>(5 min)  | WELCOME REMARKS – QIDDIYA CITY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 10:15 am – 10:30 am<br>(15 min) | <p><b>IN CONVERSATION WITH SIX FLAGS QIDDIYA CITY: THE JOURNEY TO OPENING</b></p> <p><b>Summary:</b><br/> <i>Ahead of the exclusive guided tour, hear the story behind one of the world's most ambitious theme park developments. This executive conversation explores the strategic vision, leadership decisions, and development journey behind Six Flags Qiddiya City, offering insight into the planning, delivery, and operational readiness of a next-generation entertainment destination.</i></p> <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li><i>1. The strategic vision and leadership behind the development of Six Flags Qiddiya City.</i></li> <li><i>2. The key decisions that shaped the park's planning, delivery, and operational readiness.</i></li> <li><i>3. The long-term vision for creating a world-class theme park destination.</i></li> </ol> |

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| <p><b>10:35 am – 11:15 am</b><br/><b>(40 min)</b></p> | <p><b>PANEL: FROM VISION TO DESTINATION - CREATING SUCCESSFUL ENTERTAINMENT DESTINATIONS</b></p> <p><b>Summary:</b><br/><i>Creating a successful entertainment destination requires more than great attractions. It demands strategic vision, the right mix of experiences, strong partnerships, and long-term thinking. Bringing together developers, destination owners, and operators, this panel explores the decisions that shape successful destinations from master planning and positioning to investment, placemaking, and sustained commercial success.</i></p> <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li>1. <i>How developers, owners, and operators align around a shared vision.</i></li> <li>2. <i>The critical ingredients that transform individual attractions into destination ecosystems.</i></li> <li>3. <i>Lessons from successful destinations on balancing guest appeal with commercial performance.</i></li> </ol> |
| <p><b>11:20 am – 11:30 am</b><br/><b>(10 min)</b></p> | <p><b>VISION TALK: THE EXPERIENCE ECONOMY</b></p> <p><b>Summary:</b><br/><i>As guest expectations continue to evolve, experiences have become the true measure of value. This Vision Talk explores how the world's leading entertainment destinations are redefining what creates memorable experiences and why experience has become the industry's greatest competitive advantage.</i></p> <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li>1. <i>Why experiences are shaping the future of entertainment.</i></li> <li>2. <i>The forces redefining what guests value most.</i></li> <li>3. <i>How experience-led thinking is influencing the next generation of destinations.</i></li> </ol>                                                                                                                                                                                                                                                   |

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| <p><b>11:35 am - 12:05 pm</b><br/><b>(30 min)</b></p> | <p><b>FIRESIDE CHAT: THE STRATEGY OF LIVE ENTERTAINMENT</b></p> <p><b>Summary:</b><br/>Live entertainment has become a powerful driver of tourism, destination appeal, and economic growth. Behind every successful event lies a clear strategy that balances audience demand, commercial objectives, partnerships, and long-term vision. This fireside chat explores how leading organisations build globally recognized event brands, create year-round entertainment ecosystems, and deliver lasting economic and destination impact.</p> <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li>1. The strategic drivers behind successful live entertainment brands.</li> <li>2. How audience insight, partnerships, and programming create long-term competitive advantage.</li> <li>3. The role of live entertainment in strengthening destinations, driving tourism, and creating sustainable growth.</li> </ol> |
| <p><b>12:10 pm – 12:50 pm</b><br/><b>(40 min)</b></p> | <p><b>PANEL: THE ECOSYSTEM DRIVING SAUDI ARABIA'S NEXT PHASE OF ENTERTAINMENT GROWTH</b></p> <p><b>Summary:</b><br/>As Saudi Arabia's entertainment sector continues to expand, long-term success will depend on more than new destinations and attractions. This panel explores the talent, partnerships, supply chain, innovation, and industry collaboration needed to support sustainable growth and strengthen the Kingdom's entertainment ecosystem.</p> <p><b>Closing Perspectives:</b><br/>To conclude the discussion, each panelist is invited to answer one final question:</p> <p><b>“What is the one action the industry should take over the next twelve months to strengthen the ecosystem and support long-term growth?”</b></p> <p>Each panelist shares a brief closing perspective before the discussion opens to the audience for final reflections.</p>                                                            |

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|                                         | <b>Key Takeaways:</b> <ol style="list-style-type: none"> <li><i>The strategic priorities shaping the next phase of Saudi Arabia's entertainment ecosystem.</i></li> <li><i>How cross-sector collaboration accelerates industry growth and long-term competitiveness.</i></li> <li><i>The capabilities, talent, and innovation required to build a resilient, globally leading entertainment sector.</i></li> </ol>              |
| <b>12:55 pm – 13:00 pm<br/>(5 min)</b>  | <b>CLOSING REMARKS</b>                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>13:00 pm – 14:00 pm<br/>(60 min)</b> | <b>NETWORKING LUNCH</b>                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>14:15 pm – 15:45 pm<br/>(90 min)</b> | <b>GUIDED TOUR – SIX FLAGS QIDDIYA CITY</b><br><br><i>Gain firsthand insight into one of the world's most anticipated theme parks through an exclusive behind-the-scenes tour of Six Flags Qiddiya City. Experience groundbreaking attractions, including Falcon's Flight, the world's tallest, fastest, and longest roller coaster and discover the vision, innovation, and operational excellence behind the destination.</i> |
| <b>15:45 – 17:45 (120 min)</b>          | <b>FREE PARK EXPLORATION</b>                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>18:00 – 19:30<br/>(90 min)</b>       | <b>NETWORKING DINNER</b>                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>19:45</b>                            | <b>HOTEL TRANSFER</b>                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                         | <i>Closing Remarks</i>                                                                                                                                                                                                                                                                                                                                                                                                          |

## DAY 2 - THURSDAY 22<sup>ND</sup> OF OCTOBER 2026

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|                                 | Opening Remarks by the Chairperson                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 9:30 am – 10:00 am<br>(30 min)  | NETWORKING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 10:00 am – 10:05 am<br>(5 min)  | WELCOME REMARKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 10:10 am – 10:25 am<br>(15 min) | <p><b>IN CONVERSATION WITH AQUARABIA QIDDIYA CITY: REDEFINING THE NEXT GENERATION OF WATERPARKS</b></p> <p><b>Summary:</b><br/>Ahead of the exclusive guided tour, this executive conversation explores the strategic vision behind Aquarabia Qiddiya City from concept and master planning to delivery and operational readiness. The discussion examines the decisions that have shaped one of the region's most ambitious waterpark developments, providing delegates with valuable context and insight before experiencing the destination firsthand.</p> <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li>1. The strategic vision and decision-making behind the development of Aquarabia Qiddiya City.</li> <li>2. How design, operations, and guest experience have been integrated to create a next-generation waterpark.</li> <li>3. Key insights to enhance the guided tour and understand the project's defining features.</li> </ol> |
| 10:30 am – 11:10 am<br>(40 min) | <p><b>PANEL: FAMILY ENTERTAINMENT CENTERS – THE FORMULA FOR SUCCESS</b></p> <p><b>Summary:</b><br/>Family Entertainment Centers (FECs) have become a strategic component of modern entertainment destinations, driving footfall, increasing dwell time, and creating long-term commercial value. As mixed-use developments and lifestyle destinations continue to evolve, this panel explores the strategic decisions behind successful FECs from investment and concept development to operational excellence, innovation, and guest engagement.</p>                                                                                                                                                                                                                                                                                                                                                                                                               |

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|                                                       | <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li>1. <i>The strategic role of Family Entertainment Centers in enhancing destination value and commercial performance.</i></li> <li>2. <i>How investment, innovation, and operational excellence drive long-term success.</i></li> <li>3. <i>The trends shaping the next generation of Family Entertainment Centers and their role within integrated entertainment destinations.</i></li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>11:15 am – 11:55 pm</b><br/><b>(40 min)</b></p> | <p><b>PANEL: WATERPARKS AS DESTINATION DRIVERS</b></p> <p><b>Summary:</b><br/><i>Waterparks have become strategic assets within integrated leisure developments, enhancing destination appeal, extending length of stay, and driving long-term commercial performance. Bringing together developers, destination owners, and operators, this panel explores how waterparks contribute to successful destinations from master planning and attraction strategy to innovation, operational excellence, and long-term growth.</i></p> <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li>1. <i>The strategic role of waterparks in enhancing destination appeal and commercial performance.</i></li> <li>2. <i>How planning, innovation, and operational excellence support long-term success.</i></li> <li>3. <i>The trends shaping the next generation of waterparks and integrated leisure destinations.</i></li> </ol> |
| <p><b>12:00 pm – 12:10 pm</b><br/><b>(10 min)</b></p> | <p><b>VISION TALK: WHAT TOMORROW'S GUESTS WILL EXPECT</b></p> <p><b>Summary:</b><br/><i>Guest expectations are evolving faster than ever, driven by changing lifestyles, emerging technologies, and shifting consumer behaviours. This Vision Talk explores the trends that will shape the next generation of entertainment experiences and what they mean for the future of destinations, attractions, and live entertainment.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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|                                                       | <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li><i>1. The trends redefining guest expectations across the entertainment industry.</i></li> <li><i>2. How evolving consumer behaviour is influencing destination and experience strategy.</i></li> <li><i>3. The opportunities that will shape the next generation of entertainment experiences.</i></li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><b>12:15 pm – 12:55 pm</b><br/><b>(40 min)</b></p> | <p><b>PANEL: THE FUTURE OF ENTERTAINMENT – WHAT COMES NEXT?</b></p> <p><b>Summary:</b><br/> <i>Entertainment is entering a new era, shaped by technological innovation, evolving consumer expectations, and changing investment priorities. Bringing together industry leaders, this panel explores the strategic shifts that will define the next generation of entertainment destinations, experiences, and business models and what organisations must do to remain competitive in an increasingly dynamic market.</i></p> <p><b>Key Takeaways:</b></p> <ol style="list-style-type: none"> <li><i>1. The global trends reshaping the future of the entertainment industry.</i></li> <li><i>2. The strategic opportunities emerging for destinations, developers, and operators.</i></li> <li><i>3. How industry leaders are positioning their organisations for long-term growth and resilience.</i></li> </ol> |
| <p><b>12:55 pm – 13:00 pm</b><br/><b>(5 min)</b></p>  | <p><b>CLOSING REMARKS</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>13:00 pm – 14:30 pm</b><br/><b>(90 min)</b></p> | <p><b>NETWORKING LUNCH</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p><b>14:30 pm – 15:00 pm</b><br/><b>(30 min)</b></p> | <p><b>TRANSFER TO AQUARABIA</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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| 15:00 pm – 16:00 pm<br>(60 min) | <b>GUIDED EDUCATIONAL TOUR – AQUARABIA QIDDIYA CITY</b><br><br><i>Continue the conversation through a second day of conference content before heading to Aquarabia for an exclusive educational tour and networking lunch. Gain a deeper understanding of the operational, design and guest experience considerations shaping one of the region's most ambitious water park developments.</i> |
| 16:00 pm                        | <b>OFFICIAL CONNEX CLOSE</b>                                                                                                                                                                                                                                                                                                                                                                  |
| 16:00 pm onwards                | <b>OPTIONAL AQUARABIA QIDDIYA CITY ACCESS</b>                                                                                                                                                                                                                                                                                                                                                 |
| 16:00 pm<br>And<br>18:00 pm     | <b>TRANSFER TO HOTEL</b>                                                                                                                                                                                                                                                                                                                                                                      |