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JNELC E – JOURNAL

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Picture credit: nWave

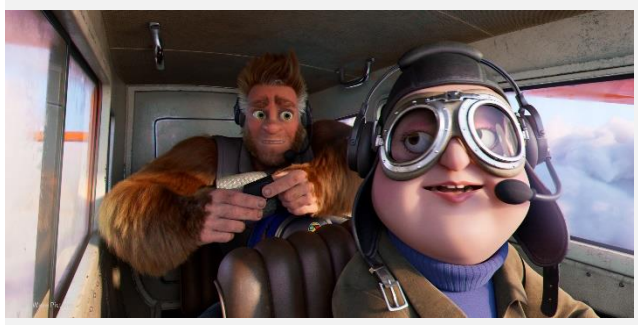
nWave – "The Bigfoot Family" Film

GOEDELE GILLIS

August 18, 2020 - Following their 2017 blockbuster The Son of Bigfoot, nWave is back with a unique family: the Bigfoot Family! The Belgian animation studio's eighth feature film features all of the first installment's beloved characters and introduces spectators to new ones. In this sequel, Bigfoot (Adam's father) wants to use his fame for a good cause. Protecting a large wildlife reserve in Alaska sounds like the perfect opportunity! When Bigfoot mysteriously disappears without a trace, Adam and his animal friends will brave anything to find him again and save the nature reserve…

The film revolves around important topics for today's youth such as family values, ecology and even the impact of social media:

"Ever since our first animated feature film Fly Me To The Moon, we felt lead to address relevant themes that would resonate within our audience - children, teens and adults combined.



Picture credit: nWave

While The Son of Bigfoot tackled the issues of bullying and exclusion, Bigfoot Family introduces the other side of the coin: fame.

Bigfoot is eager to use his popularity for good but he doesn't really notice the toll it takes on his wife and son.



Picture credit: Team JNELC

First ever virtual trade show for JNELC… and for many others!

JEROEN NIJPELS

A few weeks ago, IAAPA organized the first ever virtual trade show within our industry. In a short period of time , the team at IAAPA put together a complete new way for the industry to mingle, gather insights, interact with manufacturers and suppliers and all of this without having to pack a suitcase or in fact spend any money on travel. Moreover JNELC decided to exhibit, as the digital platform enabled us with a unique opportunity to promote the company, all five of its partners and be present as well at the Zierer booth, JNELC's long term partner for their well-known portfolio of family rides, roller coasters and more.

So how was the experience? I think first of all it was very important that IAAPA took the immediate initiative to look at alternative ways to create connections and experimented with this new marketing & sales tool (new for our industry). The number of visitors also did certainly not disappoint, and I would like to sincerely thank all visitors to the JNELC and Zierer booths. Many of our clients, colleagues, partners and friends stopped by to say hello, and we truly appreciated that.

Most of our visitors were curious about this new way of connecting, and it was obvious that many also missed the events that had to be cancelled over the past months, as a way to stay in touch with each other, so the virtual expo satisfied at least partly that social need for contact with our peers.

What became evident is that our industry still loves real interactions, and that it will take some years before we are really ready to conduct business on a virtual platform. And it will take much more experimenting with the different available vendors to find the right level of interaction required to have meaningful meetings online over the course of such an event. It will not, at least not in the foreseeable future, replace a real trade show, but in the right format it could function as a really welcome supplement to the traditional expos and expand its reach to many more in our industry that previously did not have a chance to attend any of our three expos or other face-to-face events.

So thumbs up to IAAPA and all the exhibitors and visitors for the first virtual expo and let's work together to create future success!

We are always appreciating our partners

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All these dynamics propel the story forward and we are thrilled to see the positive reaction of our audience." – Alexandre Milazzo, Marketing and Communication Coordinator.



Picture credit: nWave

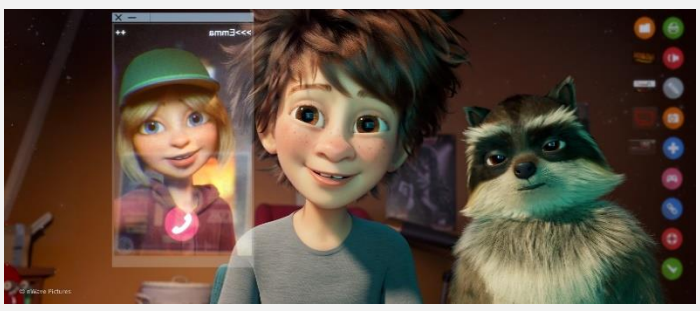
As with its previous releases, nWave's distribution department will create a special attraction version specifically designed for theme and attractions parks worldwide equipped with a 4D/3D projection system.
With a budget that is many times smaller than American competitors, nWave manages to compete with the very best. This is showcased by its string of critically-acclaimed 3D hits, which account for a combined revenue of more than 325 million dollars. In addition to ingenious craftsmanship, the animation studio based in Forest, Belgium owes its worldwide success to two factors: pioneering in the field of 3D and developing its own niche market.



Picture credit: nWave

Despite the pandemic that took everyone by surprise and impacted working habits, the nWave artists managed to respect the project's original deadline. As of now, Bigfoot Family has been sold to 65 territories and is already out in 11 of them with new release dates to follow closely. Far from resting on its laurels, the animation studio is already hard at work on its next movie, Chickenhare and the Hamster of Darkness, scheduled to be released in 2022.

Other production stills from "The Bigfoot Family" film.

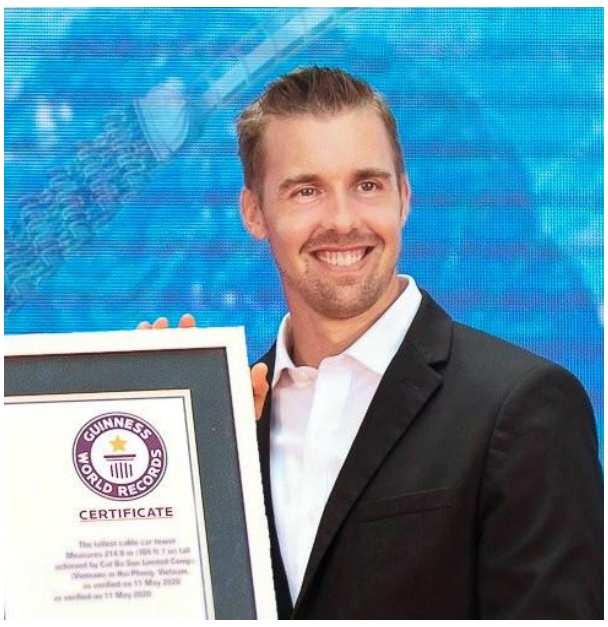




Succeeding as a Foreign Leader in Asia

DAAN DUIJM

Daan's passion is delivering world-class Theme & Water Park experiences by optimizing safety and operational excellence. Having worked in 6 different countries, with companies like Disney, Jumeirah, and Merlin Entertainments, Daan loves sharing his knowledge about theme / water park management, guest service, and operational improvements.



Picture credit: Daan Duijm personal archive

Just like Walt Disney, my career started with a mouse. Mickey convinced me to join the amusement park industry 9 years ago. Yes, my first full time job was a Fitness Director (fancy words for a Personal Trainer) on Disney Cruise Line. I fell in love with the attention to detail, bringing stories to life and smiles to people's faces. When I went to finish my bachelor degree, I emailed a lot of theme parks all over the world and got an opportunity to join a Regional Theme Park in Malaysia. I had never been to Asia and definitely was in for a culture shock in 2013. For the last 7 years I've worked in Dubai, Malaysia (twice), Indonesia and now in Vietnam.



One of the Sun world locations
Picture source: Daan Duijm

Currently I'm the Director of Operations & Set Up for Vietnam's largest theme park operator Sun World. The most impactful things that motivate me as a leader are; the ambitious goals, different way of working, cultural differences and the joy of seeing people develop.

Top 6 tips for attractions leaders to succeed in Asia.

1. Each country and work place has different culture which takes time to get to know
   a. Always approach new customs with an open mind to avoid making culturally sensitive mistakes. Example: Be mindful of Muslim prayer times on Friday when scheduling meetings.
   b. Getting to know a culture takes immersing yourself inside of it, not just at work. From having a tea break with your colleagues, or visiting a local museum or temple to learn about the values of the community.
2. Be respectful and humble when learning
   a. Respecting the organization hierarchy is often required and shows your understanding of the value of "face" and respect. (https://en.wikipedia.org/wiki/Face_(sociological_concept))
   b. Avoid thinking that your way is best without fully understanding their view point and address differences with a humble attitude
   c. Learn the language. Not only will it allow you to communicate more effectively, it will create respect from the locals for your commitment.
3. Relationships are key
   a. Meetings and introductions are often about getting to know a person more so than pitching a product or service. Many Asian cultures are not as direct and you have to understand the culture and context to judge how to proceed and connect.
4. Share your knowledge and experience
   a. Bringing western leadership styles to Asians can be a great learning experience for both cultures and provides opportunities to take best practices from both cultures.
5. Adjust your management style and communication
   a. No management style is best, and you have to learn based on experience what works best in your specific company. Some might be very open and adaptive to change, some will be more focused on traditions and might be more resistant to change. Adjust your management style accordingly.
6. Commit to excellence and be a driver for change
   a. Whatever you do, do it well. Very few cultures respect laziness and few results. Despite the challenges, continue to drive the changes that you feel are best for the company despite it's challenges. Example: Implementing morning briefing might not be appreciated in the short term, but are a great tool for commitment, communication and focus in the long run.

To summarize. Take the best practices from a global industry and implement them based on local cultures to drive improvements and positive change.



Daan with his team having a team meeting
Picture credit: Daan Duijm personal archive