



for Tourism Executives

When: October 15-17, 2018

Where: Minneapolis, Minnesota

Who Should Attend: Destination marketing executives and travel suppliers who want to engineer Unforgettable Experiences.

Investment: \$1,899. Value: Priceless.

Early booking rates through May 31, 2018: \$1,499.
through July 15, 2018: \$1,699.
through August 15, 2018: \$1,799.

Special hotel rates will be available at the hotel website when finalized

Benefits:

- Discover the Experience Formula to engineer innovative new tourism experiences
- Gain insight into how Meet Minneapolis, Visit St. Paul and The Mall of America successfully created Experiential Destinations
- Experience unique products firsthand through a series of mobile workshops.
- Go behind the scenes with DMOs and Twin Cities travel suppliers to hear how they engineered new experiences
- Learn the elements of the experiential development process including: design, story development, scripting and staging.

The Lab includes:

- Presentations and learning sessions
- Panel discussions by DMOs & travel suppliers
- Six mobile workshop experiences
- 6 Meals: 2 breakfasts, 3 lunches, 1 dinner
- All mobile workshop transportation
- Networking and learning to apply to your destination or company



What's in your snow globe?

Imagine transforming your visitors into advocates and ambassadors based on the experiences in your destination? Attend The Experience Lab, a unique hands-on workshop designed for Destination Marketing Executives and Travel Suppliers to engineer new offerings and transform visitor experience.

“My expectations were high — and the Lab delivered even more. The workshop content, visits to experiential attractions and the camaraderie among industry professionals hit the bulls eye. Learning is one thing, but getting down to really practical advice and a process to improve a destination’s products — well, just awesome.”

Mary Huggard,
VP of Tourism Development
Visit Indy

Joe Veneto aka the Opportunity Guy collaborates with DMOs and travel suppliers to create innovative new customer experiences. He is an expert in the creation, design, scripting and staging of Experiential Tourism Products. He developed and implemented the experiential process in multiple destinations.

Sample Experiential destinations include: Philadelphia, PA; Minneapolis, MN; Columbus, OH; Hilton Head, SC; Virginia Beach, VA, Baltimore, MD. and Shreveport, LA.



Limited to only 45 participants! Reserve your space now!
For information and registration, call 1.800.840.4919
or visit www.opportunityguy.com/ExperienceLab



Minneapolis, Minnesota
October 15-17, 2018

Lab Schedule*

Day 1 Monday, October 15, 2018

- 8:30 a.m. Kick-off and Welcome Meet Minneapolis
Opening Session: [Experiential Tourism, Driving Economic Development](#)
- 11:00 a.m. Midtown Global Market — Tour & Lunch
- 2:00 p.m. FOCI Glass Demonstration/Workshop
- 4:30 p.m. Presentation: [Building Brand Equity with Experiential Development](#)
- 7:30 p.m. Brave New Workshop Improv

Day 2 Tuesday, October 16, 2018

- 8:00 a.m. Breakfast at American Swedish Institute
- 9:00 a.m. Swedish Sensibilities of Art, Craft & Design
- 11:30 a.m. Presentation: [Stories, Scripting and Staging Experiences](#)
- 12:30 p.m. Lunch at Hotel
- 2:30 p.m. Highlights Tour at Minneapolis Institute of Arts or
The Textile Center, Shibori Dyeing
- 6:30 p.m. [Vom Fass Experience](#) – Dinner at Mall of America

Day 3 Wednesday, October 17, 2018

- 7:00 a.m. Breakfast at Hotel
- 8:30 a.m. Como Zoo Experience
- 11:30 a.m. Panel Discussions:
- [DMOs, Engineering Experiences for Destinations](#)
 - [Twin Cities Travel Partners — The Nuts and Bolts of the Experiential Process](#)
- 1:00 p.m. Lunch at Hotel
- 2:30 p.m. Presentation: [Implementing Experiential Development](#)
- 4:00 p.m. Next Steps & Wrap Up

*Experiences, dates and times may be subject to change based on availability.

SPECIAL Early Booking Rates will be available through August 2018.

For information and registration, visit www.opportunityguy.com/experienclab

“In my 30 years in Tourism, the Experience Lab was the most enlightening and worthwhile program I have ever attended. It provided an insightful process to create value for DMOs and their partners that provides “points of differentiation” to fulfill consumers desires. What a tremendous program.”

Gary Stogner
Senior Marketing Director
Visit Tallahassee, Florida

