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## Veneto Collaboratory Signature Sessions

Create results and maximize the opportunities in today's travel and hospitality markets. Whether you represent a tourism association, regional destination, lodging group, attraction, cultural organization, or hospitality company, ongoing innovation is essential to grow your business. **Veneto Collaboratory's** strategic approach provides our partners with educational sessions that are insightful, strategic, and content-rich. Signature Sessions are designed as a general session or keynote program to appeal to a wide audience of industry professionals. Our seminars work best for breakout and concurrent programs. We also design half- and full-day customized workshops and training programs.

### Engineering Experiences from Concept to Competitive Advantage

Today's travelers are experience junkies and want unique, local, authentic experiences when they travel that connect them to the heart and soul of destinations as well as attractions. Uncover the consumer forces that are impacting visitor behavior. Learn the strategies you and your organization must implement to create competitive advantage by engineering UFEs, Unforgettable Experiences. Discover the Experience Formula™ to impact and influence your customers' emotional bank accounts. Uncover the five stages of every experience to create meaningful customer connections. You will turn your visitors into brand ambassadors who will amplify your message.

### The Secrets of Travel Packaging Success

Create results for your tourism region, lodging property, attraction, cultural organization, historic site, restaurant, or retail venue with the secrets of packaging success. This hot travel trend is revolutionizing the way travel products are being created, promoted, and purchased. Uncover the marketplace forces of packaging, online packaging models, and consumer psychographics that influence buying decisions. Learn a process to tap into the most popular package product types and the different package components to design your own compelling products. Acquire techniques to create package sizzle with the 4 Ts & events that connect emotionally with the interests and affinities of your customers. You will be able to immediately apply packaging secrets to your business to generate results.

### Get Turned ON in the Off-Season

The difference between survival and success for destinations and travel suppliers may be the ability to create opportunities and attract new business during the off-season. Discover creative tools and techniques to get you "Out of the Box" to develop new offerings, products, and events for the off-season. Uncover the unique strengths of your product, service, or destination, and learn how to promote it in new and exciting ways. Product models of successful destinations, travel suppliers, and operators will also be presented. You will turn ON your off-season and generate results!

### Destination Innovation to Create Competitive Market Advantage

Destinations must revitalize and innovate their tourism landscape to meet the ever-changing needs of today's savvy travelers. Learn how the Experience Formula™ will assist your destination in leveraging existing assets and attractions into new unforgettable visitor experiences. Uncover the touchpoints and impact moments that influence consumers' journeys. Discover the essential elements of building a comprehensive Experience strategy. Learn best practices of destinations that have successfully innovated their tourism landscape.

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## Energizing Events and Festivals to Drive Visitation

Events and festivals are destination drivers that will attract new visitors and reengage repeat customers. Uncover the essential ingredients events must have to generate gravitational attraction with visitors. Discover how to create special offers and value-added experiences that will increase appeal and revenue. Learn how to design a seamless path to purchase for consumers by packaging your events and festivals with other partners to create success. Drive visitation year-round and generate economic development by energizing your events and festivals.

## The Product Development Runway for Sustainable Success

Hitting the runway to reinvention is essential to meet the ever-changing tastes of today's travelers. Discover what your organization must do to implement a process to create, prototype, test, and launch new products, services, and experiences on an ongoing basis. Uncover the Product Development Continuum, which will ensure ongoing success. By innovating your product development process, you will create consistent results for your organization and travel partners.

## Driving Opportunities — Creating Year-round Business Results

Provide year-round business opportunities for your organization from the local, in-state, and regional drive markets. Leverage business with the 4Ps: Pulse, Positioning, Products, and Partnerships. Uncover the Pulse of the industry to develop a success strategy. Learn to Position your products and services to meet current market needs and consumer trends. Discover new Product development opportunities for packages and promotion. Finally, leverage your business through strategic Partnerships to amplify your promotion and attract new customers. You will drive year-round opportunities for your organization.

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