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## Veneto Collaboratory Workshops

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### Travel Packaging Lab

Create results for your tourism destination, lodging property, attraction, restaurant, cultural organization, festival, or event with the Power of Travel Packaging. This hot travel trend is revolutionizing the way travel products are being created, promoted, and purchased in the marketplace.

Veneto Collaboratory has developed the travel packaging laboratory for tourism professionals to acquire the skills to create compelling package products for consumers. Our unique turnkey methodology will streamline the travel packaging process to ensure results.

#### **Part I: The Secrets of Travel Packaging Success**

This is a full-day program on the trends, tools, and techniques to develop innovative travel package products.

#### **Session Description: The Secrets of Travel Packaging Success**

Create opportunities for your business with travel packaging. You will discover marketplace trends, consumer forces, and new packaging models. Uncover the various package product types, target customer groups and successful package examples to leverage

your packaging results. The essentials of package pricing and operations will also be presented. Finally, participants will work in small groups to design new and innovative packages for their businesses.

#### **Part II: The Art of Package Promotion**

Thirty to 45 days after the initial program, this session ensures accountability and package results. New packages are reviewed, evaluated, and finalized for the marketplace.

#### **Session Description: The Art of Package Promotion**

Building on the initial program, newly created packages are reviewed, evaluated and finalized for the marketplace. Then, the reservations process, operational details and customer documentation are covered to create seamless delivery. Next, consumer distribution channels are outlined along with package marketing and promotional strategies. Finally, package public relations and partnerships are reviewed to complete the entire packaging process.

At the end of the packaging lab, participants will have acquired the skills, tools, and competencies to develop, launch, and deliver compelling new packages for their organizations that will generate results.

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### Experiential Development Workshop

#### **Designing and Developing Unforgettable Visitor Experiences**

Today's travelers are experience junkies and want unique, authentic, and local experiences when they travel that connect to destinations and attractions. Learn how your organization can leverage your existing assets to design and develop new engaging and immersive experiences for visitors.

Understand the trends and motivations that impact visitors' emotional bank accounts. Uncover the Experience Formula™ to create meaningful customer connections at each stage of an experience. Discover best practices for designing experiential content to create impact. Learn about experience filters that will nurture your narrative and convert customers into brand ambassadors.

Mobile workshop: during the workshop, you will tour a local attraction to assess their experience. This will allow you to uncover how to apply and implement the experiential principles to your visitor experiences.

You will also review successful models and case studies, which have been created as a result of the Experience Formula™ process. You will leave the workshop with a framework of actionable ideas for developing new experiences.

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## Workshop Schedule

Engineering Experiences content: 90 minutes

Mobile workshop: 90 minutes

Debrief and brainstorming: 60 minutes

Lunch (may be working)

Experience-design exercises and new-content development (afternoon)

All programs are designed and developed based on the desired goals and outcomes of the sponsoring organization.

For further information contact Joe Veneto, Chief Experience Officer at Veneto Collaboratory, [joe@venetocollaboratory.com](mailto:joe@venetocollaboratory.com) or call 617.786.9096.