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## Veneto Collaboratory Experiential Development Workshop

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. Our customized workshops and training programs are designed to build business skills and develop an innovation mindset.

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### 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.

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.