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Veneto Collaboratory Experiential Seminars & Workshops

Veneto Collaboration has developed a group of Experiential seminars and workshops. They are designed to provide content, skills and tools to design, craft, script and stage unforgettable customer experiences.

Engineering Experiences from Concept to Competitive Advantage

Consumers select destinations, attractions, cultural sites and travel products. However, what they really want are experiences. Learn the strategies you and your organization must implement to create competitive advantage by engineering UFEs, Unforgettable Experiences for visitors. 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. Incorporate experience filters that nurture your narrative and engage your customers. Learn about successful models as well as the best product types to develop new experiences. Your customers will become your ambassadors who generate on-going marketplace buzz for your brand.

Nurturing Your Narrative — The Power of Stories

Stories are the building blocks of unforgettable experiences. Discover the power of stories to create a compelling experience narrative. Learn how to uncover impactful stories, develop a story inventory and identify your most compelling stories to enhance your experience. Acquire story techniques that will take your narrative from mundane to memorable and create emotional connections. Your customers will remember and recount your stories to amplify your message and build your business.

Storyboarding, Scripting and Staging Unforgettable Experiences

Discover the essential elements for scripting and staging experiences through the use of storyboarding. This amazing technique will allow you to develop unforgettable experiences using the Experience Formula™ as well as unique experience filters. Learn

how to create variety, change information delivery methods, craft special Wow moments and plant seeds for follow up visits. Your completed storyboard will provide a roadmap to craft a script, stage and deliver unforgettable experiences to your customers.

Selling Unforgettable Experiences

Discover the strategies and techniques to implement a sales process that will identify market opportunities, generate leads and convert sales for your experiences. Access multiple sales channels that will convert customers and drive on-going success. Learn how to upsell your customers by creating ad-hoc groups of leisure clients. You will drive a steady stream of business for your new experience.

Marketing Unforgettable Experiences

Create compelling content to market and promote your experiences. Identify the best marketing strategies and techniques to reach multiple market segments. Craft a powerful on-line presence that includes your web site, mobile and social media channels. Incorporate marketing methods that enable your customers to amplify your message and generate social proof.

Best Practices for Delivering Unforgettable Experiences

The essential ingredient in any organization to deliver unforgettable customer experiences is the front-line staff of associates, docents and guides. Learn effective techniques for connecting and interacting with customers. Uncover the five stages of any experience and discover how to dynamically deliver impact. Acquire new skills to present compelling information, recount interesting stories and dramatically enhance your presence with customers. You will deliver unforgettable experiences that will create customers for life.

For further information contact Joe Veneto, Chief Experience Officer at
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