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Joe Veneto, Chief Experience Officer, CSP

Joe Veneto is Chief Experience Officer at Veneto Collaboratory (formerly Opportunities Unlimited), a management consulting and training company. He collaborates with destination marketing organizations, hospitality companies, travel attractions and service-related companies to create results that generate economic development, drive customer engagement and loyalty.

Since 1996, Joe has provided consulting services and presented content-rich keynotes and presentations to hundreds of destinations, travel organizations and hospitality companies. His areas of specialty include experience design and development, consumer product/vacation packaging, sales development and customer service.

Management Consultant

Veneto Collaboratory partners with clients in the Tourism, Hospitality, Retail and Service Industries on a variety of business development initiatives.

Working with senior executives in organizations, we identify new business opportunities, develop strategies and implement solutions. We leverage an organization's assets to capitalize on new business opportunities that generate sustainable results.

Areas of Specialty include:

- Customer Experience Design and Development
- New Product Development
- Consumer Travel Packaging strategies
- Strategic Planning

Speaker: Certified Speaking Professional

Joe Veneto provides audiences with engaging, thought-provoking presentations that deliver high-energy, content-rich, sustainable strategies. Sessions are designed to create new business solutions that capitalize on emerging industry trends, challenge assumptions and create results.

Programs include:

- Keynote addresses
- Seminars and breakouts
- Workshops and training sessions

Signature Session Topics

- Engineering Unforgettable Experiences from Concept to Competitive Advantage
- Destination Transformation — Product Development Strategies to Create Economic Development.
- The Secrets of Travel Packaging Success
- Get Turned On in the Off Season
- Nurturing Your Narrative — Crafting Your Brand Story

Clients Include

Bermuda Tourism Authority
Canadian Museum Association
Charleston Area CVB
Colonial Williamsburg
Destinations International
Experience Columbus
Florida Association of CVBs
Meet Minneapolis
Southeast Tourism Society
Texas Travel Industry Association
Visit Houston

What customers are saying —

"You were an absolute hit at the Governor's Conference on Tourism! Thank you for sharing relevant information to take Wisconsin Tourism and our travel experiences to the next level."

Stephanie Klett, Secretary
Wisconsin Department of Tourism

"Thank you for your outstanding session at our Spring Meeting. We purposely set the schedule to have you as our closing for a grand finale!"

Bill Hardman, President & CEO
Southeast Tourism Society

For further information contact Joe Veneto, Chief Experience Officer at
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or call 617.786.9096.