



P.O. Box 692359
Quincy, MA 02269

ph: 617.786.9096
fx: 617.786.1081
venetocollaboratory.com

Veneto Collaboratory Seminars

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.

Designing and Developing Unforgettable Visitor Experiences

Discover the essential elements of designing and developing Unforgettable Visitor Experiences using the Experience Formula™. Learn the best product types to design engaging and immersive experiences. Uncover experience filters that will allow you to nurture your narrative and create customer impact. Finally, learn about successful product models and case studies that have been created with the Experience Formula™. You will have actionable ideas to engineer new visitor experiences for your organization.

Web Strategies to Deliver a Consumer Path to Purchase

The dynamics of consumer travel research, buying, and the booking process have been transformed by the internet. To be competitive, destinations, travel suppliers, and travel packagers must embrace an online paradigm. This session uncovers the various online package and product models used by destinations and travel suppliers. Tap into the web trends, mobile tools and marketing techniques essential for online packaging success. In addition, you will review successful websites where destinations as well as travel suppliers have incorporated these web strategies into their business models.

Building Bridges for Tourism with Cultural Connections

Cultural attractions and organizations provide an invaluable and renewable resource to attract visitors to a destination or tourism region. This program creates a bridge for cultural organizations to build products, services, and experiences to meet the needs of today's savvy travelers. Gain comprehensive knowledge of travel products, industry trends, and consumer buying habits to connect cultural assets with travel suppliers. Building bridges with cultural connections will create economic success for both cultural organizations and travel partners.

From Age to Affinity: The New and Emerging Group Travel Market

Both the individual and group travel markets continue to transform. Making sense of consumer behavior will continue to be increasingly more complex. What will motivate future group customers to travel? What type of products and experiences will people be looking for? What will be destinations of choice? These are just some of the questions tour & travel suppliers will need to answer to attract the new travel consumers and motivate past visitors to return again. You will learn about new trends and motivating interests that are shaping travel and connecting consumers in the marketplace. The marketplace is moving; are you?

— over —

Sales Impact with an R.O.I.

Making the most of every selling opportunity to create a return on investment is essential. This session will finetune and enhance your customer-focused selling skills. You will uncover how to understand your buyers' wants and motivating factors as well as best practices to position your products to meet their needs. Then, you will learn how to leverage networking opportunities to drive leads and referral business as well as create benchmarks to measure sales results. Effective appointment dynamics, networking, and follow-up best practices will also be covered. You will create an R.O.I. with sales impact.

Taking Your Show on the Road

Create results and grow your business at conventions, trade shows, or sales appointments. This program provides industry professionals with the tools and techniques to succeed in the marketplace. You will understand appointment dynamics, acquire improved sales skills, and enhance your visibility with memorable marketing techniques. The industry cycles of planning, pricing, purchasing, and promotion will plug you into the market at the right time. You will succeed when you take your show on the road!

For further information contact Joe Veneto, Chief Experience Officer at
Veneto Collaboratory, joe@venetocollaboratory.com
or call 617.786.9096.