



EXPERIENCE LAB FOR TOURISM EXECUTIVES

EXPERIENCES
are the currency of
today's travellers



Today's experience-junkie travelers crave local, authentic experiences. Attend the 2020 Experience Lab and learn the essential strategies and skills to design and develop engaging and immersive experiences for your destination or organization. The results will drive visitation and convert customers into your best brand ambassadors.

"The Experience Lab was an amazing conference that engaged, immersed and entertained; it takes destination development from ideas and conversation to point of sale experiences. Well done!"

Sarah Kearney
Director of Membership,
Experience Scottsdale

When: June 22-24, 2020

Where: Hilton Hotel — Madison, Wisconsin

Who Should Attend: Destination marketing executives and travel suppliers who want to engineer Unforgettable Visitor Experiences.

Investment: \$1,899. **Value:** Priceless.

Early booking rates through February 29, 2020: \$1,599
through April 30, 2020: \$1,699
through May 21, 2020: \$1,799

Special hotel rates will be available at the Hilton Madison Monona Terrace Hotel.

Benefits:

- Discover the Experience Formula to engineer innovative new tourism experiences
- Gain insight into how the Greater Madison CVB successfully created "Essential Madison Experiences."
- Experience unique products firsthand through a series of mobile workshops.
- Go behind the scenes with DMOs and Madison travel suppliers to hear how they engineered new experiences
- Learn the elements of the experiential development process including: design, story development, scripting and staging

The Lab includes:

- Presentations and learning sessions
- Panel discussions by DMOs and travel suppliers
- Seven mobile workshop experiences
- 7 Meals: 3 breakfasts, 3 lunches, 1 dinner
- All mobile workshop transportation
- Networking and learning to apply to your destination or company

Joe Veneto Chief Experience Officer, Veneto Collaboratory partners with DMOs and travel suppliers to create innovative new customer experiences. He is an expert in the creation, design, scripting and staging of Experiential Tourism Products. He developed and implemented the experiential process in multiple destinations. Sample Experiential destinations include: Philadelphia, PA; Minneapolis and St. Paul, MN; Columbus, OH; Gulf Shores and Orange Beach, AL; Madison, Green Bay and Eau Claire, WI and the Mall of America.



Limited to only 45 participants! Reserve your space now!
For information and registration, call 1.617.786.9096
or visit www.venetocollaboratory.com/experiencelab



EXPERIENCE LAB

Madison, Wisconsin
June 22–24, 2020

Lab Schedule*

Day 1 Monday, June 22, 2020

- 8:30 a.m. Kick-off and Welcome Destination Madison, Madison CVB
Opening Session: Experiential Tourism, Driving Economic Development
- 11:30 a.m. Mustard Museum – Mustard Bites culinary experience
- 2:00 p.m. University of Wisconsin – Wheelhouse Studios
- 4:30 p.m. Presentation: Building Brand Equity with Experiential Development
- 6:30 p.m. Avenue Club and Bubble Up Bar – Bitters Bootcamp

Day 2 Tuesday, June 23, 2020

- 8:00 a.m. Breakfast at the hotel
- 9:00 a.m. Madison's Artistic Dimensions:
- Monona Terrace and Frank Lloyd Wright's legacy
- Overture Center – Madison's Center for the Arts
- 12:00 p.m. Lunch at Hotel
- 1:00 p.m. Presentation: Stories, Scripting and Staging Experiences
- 4:00 p.m. Sassy Cow Creamery – Meet the Sassy Cows
- 6:00 p.m. Fromagination – Building a Wisconsin Cheeseboard

Day 3 Wednesday, June 24, 2020

- 7:00 a.m. Breakfast at Hotel
- 8:30 a.m. Olbrich Botanical Gardens – Garden to Glass: Totally Tropical
- 11:00 a.m. Panel Discussions:
• DMOs, Engineering Experiences for Destinations
• Madison Travel Partners – The Nuts and Bolts of the Experiential Process
- 12:30 p.m. Lunch at Hotel
- 2:00 p.m. Presentation: Implementing Experiential Development
- 3:30 p.m. Next Steps & Wrap Up

*Dates and times may be subject to change.

SPECIAL Early Booking Rates available.

**For information and registration, visit
www.venetocollaboratory.com/experiencelab**

"The Experience Lab immerses you, feet on the ground, into successful experience models and showcases how to apply them to your destination. A very worthwhile Experience!"

Jennifer Bowen
VP Destination Development
Augusta, GA CVB

