



EXPERIENCE LAB FOR TOURISM EXECUTIVES

THE UNFILTERED TRUTH COLLECTION



The 2021 Experience Lab will feature the Unfiltered Truth Collection, a unique group of Unforgettable Experiences developed by Veneto Collaboratory for Louisville Tourism and their Tourism Partners. The offerings celebrate the impact of the African American contributions to Louisville's history, heritage, and culture.

The curated group of experiences is designed to engage and immerse visitors and locals. The offerings connect to the city's essence including Bourbon, Black History and Horseracing. Participants will journey back in time to experience and explore the stories of the extraordinary people who built Louisville.

When: October 25-27, 2021

Where: Louisville, Kentucky

Who Should Attend: Destination Marketing Executives and Travel Suppliers who want to engineer Multicultural Visitor Experiences.

Investment: \$1,299. **Value:** Priceless.

Early booking rates through September 7, 2021: \$999
through October 1, 2021: \$1,199

Special hotel rates will be available in Louisville at the Lab Hotel.

Benefits:

- Discover the Experience Formula to engineer innovative new tourism experiences.
- Gain insight into how Louisville Tourism successfully created "The Unfiltered Truth Collection."
- Experience unique products firsthand through a series of mobile workshops.
- Go behind the scenes with DMOs and Louisville Tourism travel suppliers to hear how they engineered new experiences.
- Learn the elements of the experiential development process including: design, storycrafting and staging.

The Lab includes:

- Presentations and learning sessions
- Panel discussions by DMOs and travel suppliers
- Six mobile workshop experiences
- 5 Meals: 2 breakfasts, 2 lunches, 1 dinner
- All mobile workshop transportation
- Networking and learning to apply to your destination or organization

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 Experience Formula process in multiple destinations.

Sample Experiential destinations include: Louisville, KY; 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 25 participants! Reserve your space now!

For information and registration, call 1.617.786.9096
or visit www.venetocollaboratory.com/experiencelab



EXPERIENCE LAB

Louisville, Kentucky
October 25–27, 2021

Lab Schedule*

Day 1 Monday, October 25, 2021

- Noon: Kick-off and Welcome Louisville Tourism
Lunch at the Hotel
Session: Engineering Unforgettable Multicultural Experiences
- 4:30 pm Kentucky Derby Museum- Experiences and Dinner
Black Jockeys Tour of Churchill Downs
Proud of My Calling Experience

Day 2 Tuesday, October 26, 2021

- 7:00 am Breakfast at the Hotel
Session: The Art of Designing and Developing Multicultural Experiences
- 10:30 am Experiences:
Roots 101, The Sankofa Experience
Historic Locust Grove, Unfolding the story of the Enslaved
- 1:00 pm Lunch at hotel
- 3:00 pm Experiences:
Frazier Museum, Kentucky's African American Experience through Bourbon
Evan Williams, The Ideal Bartender, Tom Bullock
Free night in Louisville

Day 3 Wednesday, October 27, 2021

- 7:00 am Breakfast at the Hotel
- 8:30 am Kentucky Center for African American Heritage
- 10:30 am Panel Discussions Experiential Development
Louisville Tourism
Louisville Tourism Partners
- 12:00 noon Implementing Experiential Development & Wrap Up

*Dates and times may be subject to change.

SPECIAL Early Booking Rates available.

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

"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

