



EXPERIENCE LAB FOR TOURISM EXECUTIVES

THE UNFILTERED TRUTH COLLECTION



The **2022 Experience Lab** will feature The Unfiltered Truth Collection, a unique group of Multicultural Experiences developed with Louisville Tourism and their Partners. The curated group of offerings celebrate the contributions of the African American Community and connect to the City's essence of Bourbon, Black History and Horseracing.

Participants will journey back in time to experience the stories and people who built Louisville.

"If you want to create experiences that tell the stories of your destination in an immersive way, go to the Experience Lab!"

Angela Brady,
Partnership Sales Manager,
Detroit Metro CVB

When: October 3-5, 2022

Where: Louisville, Kentucky

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

Investment: \$1,699. **Value:** **Priceless.**

Early booking rates through April 30, 2022:	\$1,299
through June 30, 2022:	\$1,399
through August 31, 2022:	\$1,599

Special hotel rates will be available in Louisville at the Brown 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; Scottsdale, AZ and The Mall of America.



Limited to only 35 participants! Reserve your space now!

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



EXPERIENCE LAB

Louisville, Kentucky
October 3–5, 2022

Lab Schedule*

Day 1 Monday, October 3, 2022

- 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 Heritage in Racing at Churchill Downs
- Proud of My Calling Experience

Day 2 Tuesday, October 4, 2022

- 7:00 am Breakfast at the Hotel
8:30 am 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, Black Americans in Bourbon
- Evan Williams, The Ideal Bartender, Tom Bullock
Free night in Louisville

Day 3 Wednesday, October 5, 2022

- 7:00 am Breakfast at the Hotel
- 8:00 am Panel Discussions Experiential Development
- Louisville Tourism
- Louisville Tourism Partners
- 10:30 am Kentucky Center for African American Heritage
- Songbird of the South
- 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/experiencelab**

*"The Lab changed how I
look at experiences and
how they should be created.
An experience needs to be
immersive and tell a story.
A total game changer!"*

Judy Cullen,
Vice President of Partner
Development, Visit Salt Lake

