



**EXPERIENCE
LAB**

for Tourism Executives

When: November 6 – 8, 2023

Where: Scottsdale, Arizona

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

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

Early booking rates through April 30, 2023: \$1,499.

through June 30, 2023: \$1,599.

through July 31, 2023: \$1,699

through September 30, 2023: \$1,799.

Special hotel rates will be available at the Embassy Suites, Scottsdale, AZ.

Benefits:

- Discover the Experience Formula to engineer innovative new tourism experiences
- Gain insight into how Experience Scottsdale successfully created "Exceptionally Scottsdale Experiences."
- Experience unique products firsthand through a series of mobile workshops.
- Go behind the scenes with DMOs and Scottsdale 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
- 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 company

Joe Veneto Chief Experience Officer, Veneto Collaboratory, partners with DMOs and Travel Suppliers to create innovative new customer experiences. He is a placemaking expert who works to design, develop, script, stage and launch Experiential Tourism Products. He has implemented The Experience Design Studio process in multiple destinations throughout North America. Sample Experiential Destinations include: Scottsdale, AZ; Louisville, and Paducah, KY; Gulf Shores and Orange Beach, AL; Deadwood, SD; Madison, Green Bay and Eau Claire, WI; Minneapolis and St. Paul, MN. Richmond, BC, Canada and others.



What's in your snow globe?

Imagine transforming your visitors into advocates and ambassadors based on the experiences in your destination? Attend The Experience Lab, a unique hands-on workshop designed for Destination Marketing Executives and Travel Suppliers to engineer new offerings and transform visitor experience.

"The Experience Lab provides so many ideas and examples of ways to transform your destination and attractions into amazing sites that tell your stories and truly bring them to life. Joe has an extraordinary talent for turning the mundane into lively, interactive and unforgettable experiences!"

Joanne Crawford
Executive Director
Texas Hill Country Trail Region

Limited to only 35 participants! Reserve your space now!
For information and registration, call 1.617.786.9096
or visit www.venetocollaboratory.com/experiencelab



EXPERIENCE LAB

Scottsdale, Arizona
November 6–8, 2023

Lab Schedule*

Day 1 Monday, November 6, 2023

- 11:00 am Kick-off and Welcome Experience Scottsdale and the City of Scottsdale
Lunch at the Hotel
Session: Engineering Unforgettable Destination Experiences
- 3:30 pm Old Town Scottsdale Experiences:
Joy Rides AZ, Best of the West, or Puzzle Rides,
Copper Canyon Caper
- 5:30 pm Dinner: Belle's Nashville Kitchen: Bourbon, Boots and Belle's

Day 2 Tuesday, November 7, 2023

- 7:00 am Breakfast at the Hotel
- 9:00 am Frank Lloyd Wright's Taliesin West
- 11:00 am Session: The Art of Designing and Developing Unforgettable Experiences
- 12:30 pm Lunch at the Hotel
- 1:30 pm Panel Discussions: The Experience Design Studio
Experience Scottsdale and the
City of Scottsdale — Engineering Experiences
Scottsdale Tourism Partners — The Nuts & Bolts
of the Experiential Process
- 3:30 pm Western Spirit — Scottsdale's Museum of the West
- 5:00 pm LDV Winery — Le Nez du Vin

Free night in Scottsdale

Day 3 Wednesday, November 8, 2023

- 7:00 am Breakfast at Hotel
- 8:30 am Native Art Market — An Indigenous Experience:
Native American Arts & Culture
The Merchantile — Be the Maker
- Noon Session: Implementing Experiential Development & Wrap Up
The Lab wraps up by 1:30 PM

Wednesday Evening optional program:

An evening of Scotches — Westin Kierland Scotch Library
(added fee for this session)

*Dates 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

