



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, Economic Development Agencies, 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



EXPERIENCE LAB

for Tourism Executives

When: October 28–30, 2024

Where: Scottsdale, Arizona

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

Investment: \$1,999. **Value:** Priceless.

Early booking rates through January 31, 2024: \$1,499.

through April 30, 2024: \$1,599.

through June 30, 2024: \$1,699

through August 31, 2024: \$1,799.

Special hotel rates will be available.

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 and Columbia Valley, BC, Canada, and others.



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
October 28–30, 2024

Lab Schedule*

Day 1 Monday, October 28, 2024

- 9:00 am Kick-off and Welcome Experience Scottsdale and the City of Scottsdale
Session: Engineering Unforgettable Destination Experiences
Lunch at the Hotel
- 1:00 pm Old Town Scottsdale Experiences:
Joy Rides AZ, Best of the West, or Puzzle Rides,
Copper Canyon Caper
- 3:30 pm Ayurvedic Royals: Rituals for Health and Wellness
- 5:30 pm Dinner: Ayurvedic Royals

Day 2 Tuesday, October 29, 2024

- 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, October 30, 2024

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

*Dates subject to change

"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



SPECIAL Early Booking Rates available.
For information and registration, visit
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