EXPERIENCE DESIGN STUDIO™ ACADEMY

An innovative program for Destinations, Travel Attractions and Businesses to develop Unforgettable Revenue-Producing, Market-Ready Tourism Experiences for their Organization or Business

PROGRAM DESCRIPTION:

Join The Veneto Collaboratory Experience Design Studio™ Academy open enrollment program to develop the essential skills and abilities to create unforgettable tourism experiences that are market-ready, revenue producing, and will amaze and delight customers. The virtual program runs for seven months and enrollment is limited to 10 participating organizations per cohort.

Participants learn the proven Experience Design Studio™ process including designing & developing, storycrafting & storyboarding, scripting, staging & testing, marketing & selling, launching, and managing their new experiential offering.

Design Studio Process

EXPERIENCE DESIGN · STORY CRAFTING · STORY BOARDING · SCRIPTING · STAGING & TESTING · MARKETING & SELLING · READY TO LAUNCH

Organizations are guided through each step of the process with on-line video lessons, facilitated monthly hands-on work sessions, individual mentoring and coaching, skill building assignments, turn-key templates and proven techniques.

Each participating organization creates one new experience that is ready to sell and deliver. The program also equips participants with the essential strategies, skills, tools, and process to create additional tourism experiences on an ongoing basis.

WHO SHOULD ATTEND:

Product development professionals, marketers, program designers, or business owners from tourism attractions, cultural organizations, lodging and hospitality venues, non-profit organizations, restaurants, breweries & wineries, retail shops and tourism-related businesses responsible for creating new tourism offerings.

INVESTMENT:

Tuition for each organization is $7,500 USD (up to 3 team members) which is due upon enrollment in the program.

UPCOMING DATES:

For 2025, the next program starts in April and runs through October.

FOR MORE INFORMATION:

Please Contact

Joe Veneto
Chief Experience Officer
joe@venetocollaboratory.com

Jackie Avery
at Veneto Collaboratory
jackie@venetocollaboratory.com
(617) 786-9096

PROGRAM OVERVIEW:

Participants are guided through each step of the process. The program includes the following:

Video Lessons and Tools: Participants view monthly video lessons that teach the knowledge and skills needed to complete each part of the process. Quick reference tools are provided to make the topics readily accessible.

Worksessions: During a live, hands-on virtual, three-hour worksession each month conducted by a coach/facilitator, participants work on their assignments with coaching and feedback. This is an opportunity to get support in completing the monthly assignments and work.

Mentoring: Each month, participants receive a 60-minute individual mentoring and coaching session. Their assigned coach provides guidance and support to complete assignments, handle any challenges, and produce an unforgettable experience.

Assignments: There is a monthly assignment to complete such as conducting research, crafting stories, writing a draft script, capturing a staging video of the experience for feedback, as well as preparing a marketing and sales plan.

Turnkey Templates: Proven turnkey templates are included for all assignments to provide a useful framework and make them easier to complete.

PROGRAM OUTLINE:

The program is delivered as a virtual cohort. Each month features a 30 to 60-minute video lesson along with a preworkshop assignment, a live, virtual hands-on worksession to complete work and gain feedback, assignments to complete using templates, and an individual 60-minute mentoring session for each participant. All worksessions and mentoring are completed virtually, participation is required.

Orientation Session: Program Overview and Welcome

MONTH	FOCUS
1	Designing and Developing Unforgettable Experiences
2	The Art of Storycrafting
3	Nurturing the Narrative; Outlining and Storyboarding
4	Creating an Engaging Script
5	Staging and Testing: Launching and Marketing Experiences
6	Creating Sales Success
7	Managing Delivery Excellence; Experience Showcase

Program Project: Create one new market-ready, revenue-producing tourism experience.

Candidate Qualifications and Application Process:

Candidates are accepted into the program following an application and interview process.

This fast-track program has ambitious objectives for developing a real, market-ready offering. Successful candidates must be able to meet the course deadlines and devote sufficient time to the video lessons, workshops, individual mentoring meetings and monthly assignments. All program work needs to be completed on time and within the designated timeline of the schedule.

Candidates should have proficient writing skills and appropriate subject matter knowledge to prepare draft stories, scripts and other materials needed to develop the experience.