



**EXPERIENCE
LAB**

for Tourism Executives

When: November 10–12, 2025

Where: Augusta, Georgia

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 15, 2025: \$1,499.

through June 1, 2025: \$1,599.

through August 1, 2025: \$1,699

through September 8, 2025: \$1,799.

Special hotel rates are available at The Augusta Marriott hotel, Augusta, Georgia.

Benefits:

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



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.

"Attending The Experience Lab was a game-changer for me. The workshop not only deepened my understanding of how to craft unforgettable experiences but also immersed me in a hands-on learning environment where I could witness the power of The Experience Design Studio™ in action."

Tanya Rainey
Community Development Manager
Sonoma County Tourism

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

Augusta, Georgia
November 10–12, 2025
The Augusta Marriott hotel

Lab Schedule*

Day 1 Monday, November 10, 2025

- 9:00 am Lab kick-off and Welcome Destination Augusta
Session: Engineering Unforgettable Destination Experiences
Lunch at the Hotel
- 1:30 pm Augusta, City Highlights Tour, Bike Bike Baby
Augusta Museum of History, The James Brown Collection
- 4:30 pm Augusta & Co — Destination Augusta Experience Center
All Equal Parts, Bartender for a Day
Dinner: Augusta & Co Experience Center

Day 2 Tuesday, November 11, 2025

- 7:30 am Breakfast at the Hotel
- 8:30 am Augusta Arts Council, Promenade and Paint Experience
- 10:00 am Morris Museum of Art, Mystery at the Morris
- 11:30 am Session: The Art of Designing and Developing Unforgettable Experiences
- 1:00 pm Lunch at the Hotel
- 2:00 pm Panel Discussions: The Experience Design Studio™
Destination Augusta — Engineering Experiences
Augusta Tourism Partners — Nuts and Bolts of the Experience Design Studio™ Process
- 4:00 pm Lucy Craft Laney Museum — The Men on the Bag
- Free night in Augusta

Day 3 Wednesday, November 12, 2025

- 7:00 am Breakfast at the Hotel
- 8:30 am Phinizy Nature Park — Citizen Scientist
- 10:30 am Augusta Canal — Cotton to Cloth
- Noon Session: Implementing Experiential Development
Wrap up — Lab wraps up by 2:00 pm

*Dates and Experiences subject to change

"The Experience Lab was truly transformational! I was impressed with the program content, experience design, and the results achieved by the tourism partners. The Lab connected me to experiences I won't ever forget! We can't wait to get started! "

Shelley Zucht-Shorter
VP Destination Experience and
Services, Tourism Calgary



SPECIAL Early Booking Rates available.
For information and registration, visit
www.venetocollaboratory.com/experiencelab