

Experience LAB

for tourism executives

When: May 12–14, 2014

Where: Hyatt Regency Minneapolis, **Minneapolis, Minnesota**

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

Cost: \$1,899

Early booking rates: through December 15, 2013: **\$1,399.**

through January 15, 2014: **\$1,599.**

through March 14, 2014: **\$1,799.**

Special hotel rates will be available at the Hyatt Regency website at www.minneapolis.hyatt.com or by phone at 612-370-1234.

Benefits:

- Discover the Experience Formula to engineer innovative new tourism experiences
- Gain insight into how Meert Minneapolis successfully created an Experiential Destination
- Experience unique products firsthand through a series of mobile workshops.
- Go behind the scenes with DMOs and Minneapolis 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 & travel suppliers
- Mobile workshop experiences
- 6 Meals: 2 breakfasts, 3 lunches, 1 dinner
- All mobile workshop transportation
- Networking and learning to apply to your destination or company

Joe Veneto aka the Opportunity Guy collaborates 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 experiential process in multiple destinations.

Experiential destinations include:
Philadelphia, Pennsylvania; Minneapolis, Minnesota, Columbus, Ohio; Dutchess County, New York and Virginia Beach, Virginia



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 was inspiring. Through your process, it proves amazing moments can be developed in all kinds of attractions. It was eye-opening to experience the amazing stories and experiences that made lasting impressions. Thanks for making your inspiration available for all of us!"

Scott Feltman
Director of Convention Marketing
Visit Orlando

Limited to only 50 participants! Reserve your space now!
For information and registration, call 1-800-840-4919
or visit www.opportunityguy.com/ExperienceLab



Minneapolis, Minnesota
May 12–14, 2014

Lab Schedule

Day 1 —————

- 8:30 a.m. Kick-off and Welcome Meet Minneapolis
Opening Session: **Experiential Tourism, Driving Economic Development**
- 11:00 a.m. Midtown Global Market — Tour & Lunch
- 1:30 p.m. The Guthrie — Actor Secrets for Powerful Presence
- 3:30 p.m. Treasures of Fort Snelling
- 6:00 p.m. Mall of America: Scavenger Hunt

Day 2 —————

- 8:00 a.m. Breakfast at American Swedish Institute
- 9:00 a.m. Swedish Sensibilities of Art, Craft & Design
- 11:30 p.m. Presentation: **Building Brand Equity with Experiential Development**
- 12:30 p.m. Lunch at Hotel
- 2:00 p.m. Presentation: **Stories, Scripting and Staging Experiences**
- 4:00 p.m. **FOCI Glass Demonstration**
*Dinner on own
- 7:30 p.m. **Brave New Workshop Improv**

Day 3 —————

- 8:00 a.m. Breakfast at Hotel
- 9:00 a.m. **Museum Experiences: Highlights Tour at Minneapolis Institute of Art or Walker Contemporary Art 101**
- 11:00 a.m. Panel Discussions:
- **DMOs, Engineering Experiences for Destinations**
 - **Meet Minneapolis Travel Partners — The Nuts and Bolts of the Experiential Process**
- 1:00 p.m. Lunch at Hotel
- 2:00 p.m. Presentation: **Implementing Experiential Development**
- 4:00 p.m. Next Steps & Wrap Up

SPECIAL Early Booking Rates will be available through February 2014.

For information and registration, visit www.opportunityguy.com/experiencelab

“My expectations were high — and the Lab delivered even more. The workshop content, visits to experiential attractions and the camaraderie among industry professionals hit the bulls eye. Learning is one thing, but getting down to really practical advice and a process to improve a destination’s products — well, just awesome.”

Mary Huggard,
VP of Tourism Development
Visit Indy

