



Maine's Lakes & Mountains Tourism Council Sponsors Nationally Renowned Speaker to Train Businesses In Travel Packaging Success

On Thursday, November 5th at the Granary Brew Pub & Restaurant in Farmington, Joe Veneto, "The Opportunity Guy", will present **part one of a two part program** on travel packaging success. Mr. Veneto is a 20-year veteran of the tourism industry and an expert in the areas of planning, development, marketing and distribution of package tourism products.



Create results for your tourism destination, lodging property, attraction, restaurant, art organization, festival, or event with *The Secrets of Travel Packaging Success*. This hot travel trend is revolutionizing the way travel products are being created, promoted and purchased in the marketplace. At this program, you will obtain all the tools needed to develop packages and keep up with world-wide travel trends!

Opportunities Unlimited has developed a travel packaging laboratory that will assist you with the creation and ongoing development of compelling package products. This methodology streamlines the process of travel packaging to ensure results.

AS A MEMBER OF YOUR LOCAL CHAMBER, YOU MAY ACCESS THIS TWO-PART TRAINING FOR \$30! Typically, training of this caliber would cost up to \$200 per person! Register now by calling or emailing Dina Jackson at 783-9186 or djackson@avcog.org. The first 50 chamber member registrants will receive a discounted rate of \$30 for the two part program. After the first fifty registrants, the cost to participate will be \$50 per person.

"You not only engaged the audience, but left our members with quality information that could immediately be put into action."

**Rachel Pearson,
Scottsdale Convention & Visitors Bureau**

"I am pleased to report significant growth in traffic on the packing pages of www.exploreasheville.com. Specifically, page views have increased over 200 percent during the last six-week period."

**Diane Jackson Piece,
Asheville Convention & Visitors Bureau**

"Your extensive knowledge of our industry, dynamic personality and involvement with the audience created a program that had real sizzle!"

**Susan Logan,
New Hampshire Tourism Network**

Part I: The Secrets of Travel Packaging Success

November 5, 2009

8:30 a.m. to 5:00 p.m.

This is a **full-day program** on the trends, tools and techniques to develop package products.

Tap into opportunities for your business with Travel Packaging. You will discover marketplace consumer forces, the scope of your potential customer base and new packaging trends. Uncover package product types, customer groups and successful package models to leverage. The essentials of package pricing and operations will also be presented. Finally, participants will work in small groups to design new and innovative packages.

A follow up conference call is included with participants 2-3 weeks following the session to ensure participants are working on their packages. The call addresses, questions, challenges and issues that will keep partners on task.

Part II: The Art of the Deal

Monday, December 7, 2009

8:30 a.m. to 12:30 p.m.

This **half-day program** builds on the initial program where newly created packages are reviewed, critiqued and finalized for the marketplace. Then, operational aspects, the reservations process and customer documentation are reviewed for seamless delivery. Next, opportunities in consumer distribution channels are outlined along with package marketing and promotional strategies. Finally, package public relations and administrative partnership details are reviewed to complete the entire packaging process.

An action plan will be developed by participants in both sessions. At the end of the Lab, participants will have acquired the skills, tools and techniques to develop new and compelling package products. The packages will be ready for posting to the web sites of individual businesses, as well as the Maine Lake's and Mountains www.westernmaine.org and the Maine Office of Tourism's website, www.visitmaine.com

REGISTRATION FORM

Packaging Seminars with world-class trainer, Joe Veneto, "The Opportunity Guy"

The Secrets of Travel Packaging Success

Thursday, November 5, 2009

8:30 a.m. – 5 p.m. (includes lunch)

Granary Brew Pub & Restaurant

Farmington, Maine

AND

The Art of the Deal

Monday, December 7, 2009

8:30 am – 12:30 p.m.

Ben Franklin Center at Franklin Memorial Hospital

Farmington, Maine

\$50 per person for both sessions*

***\$20 discount to the first 50 respondents!**

Print and complete this registration form out and return today!

____ Yes! Sign me (us) up for the *Secrets of Travel Packaging Success* workshop on Thursday, November 5, 2009 **AND** the *Art of the Deal Seminar* on Monday, December 7, 2009

____ I have enclosed a check for ____ participants for a total of ____.
(Call Dina Jackson at 783-9186 or e-mail her at djackson@avcog.org to see if you are one of the first 50 respondents to receive a \$20 discount per person)

Name(s) _____

Business _____

Mailing address _____

Phone _____ e-mail _____

Mail this form with your payment no later than October 30th to:

Maine Lakes & Mountains Tourism Council
c/o Dina Jackson, AVCOG
125 Manley Road
Auburn, ME 04210

Remember to make a copy of the registration form for your records.