

# Application for the 2020 Experience Economy Expert Certification Course August 3-7, 2020 | Minneapolis, MN

*The 2020 course is limited to 12 participants. Applications are evaluated in the order received.*

<b>Name:</b> _____
<b>Company:</b> _____
<b>Address:</b> _____
<b>Phone:</b> _____
<b>E-mail:</b> _____

1. How did you first encounter the ideas pertaining to the Experience Economy?

2. What is your favorite chapter of *The Experience Economy*? Why?



**3.** What economic experience do you most enjoy as a consumer?

**4.** What is the specific industry for which you seek certification?

**5.** In what ways could the enterprises in your industry most improve with regard to staging more compelling experiences?

**6.** In what ways have you already been working to improve the state of experience staging in your industry?



7. In what ways will this certification assist you in gaining credibility within your industry, either in terms of gaining credentials for yourself within your own organization, or in terms of marketing to outside clients?

8. What three questions would you most want to ask Pine & Gilmore about experience staging?

i.

ii.

iii.

9. The final (**optional!**) step in the application process involves the following: Use the concept of *-ing the thing* from Chapter 1 of *The Experience Economy* to stage an application submitting **experience**. Apply your creativity and grasp of Experience Economy principles to stage a memorable experience associated with the submission of your application.

**Complete and submit to:**

**Doug Parker  
Strategic Horizons LLP  
105 Woodland Trace  
Aurora, OH 44202  
+1 (330) 995-4680  
FAX +1 (330) 995-4686**

**[Explore@StrategicHorizons.com](mailto:Explore@StrategicHorizons.com)**

