



Experience Essentials Workshop Drumheller

What does it take to turn a product or an activity into a memorable and remarkable experience? If you're ready to raise the bar on your visitor experience and meet the growing demand for more immersive, local and authentic experiences, Travel Alberta's new Experience Essentials workshop can help.

This introductory session explores the fundamental elements of experience development and shows you where opportunities exist to grow your business, enhance your competitive appeal and respond to what travellers are looking for. In this full-day session you'll be introduced to experience examples, learn through group and individual exercises, and receive a comprehensive workbook to spark new ideas now and in the future.

Cost: \$35.00 + GST

Wednesday, March 25, 2020
Registration & Networking: 8:30 - 9:00 a.m.
Workshop: 9:00 a.m. - 4:00 p.m.
Badlands Community Facility
80 Veterans Way
Drumheller, Alberta

To secure your spot, please register by March 11

[REGISTER HERE](#)

