

NORWAY

DETAILED AGENDA

NOVEMBER 2017



ADVENTURE
EDU

The purpose of this two-day program is to strengthen the capacity of industry participants to attract international adventure travelers and exceed their expectations. Focus will be placed on strengthening the participants' understanding of global market dynamics and improving their skills to collaborate with international adventure travel industry partners. The first day will introduce global trends and dynamics that are expected to shape the adventure travel industry in the near future. Participants will be familiarized with relevant tactics for accessing international markets and will be engaged in hands-on learning that will strengthen their ability to attract international travelers to Norway and to manage relations with international trade partners. The second day will be devoted to behavioral economics and sustainable product development. Participants will be exposed to practical behavioral solutions and will apply them to sustainable product development, marketing and service delivery.



DAY 1: NOVEMBER 2 WHAT YOU WILL LEARN IN DAY 1

- Dominant global adventure trends
- The profile of the global adventure traveler
- Key principles of global adventure trade and markets
- Building and maintaining relationships with trade partners

8:00am – 8.30 am REGISTRATION

8:30am – 8:45am WELCOME

Innovative Experiences
ATTA Team Introduction: Chris Doyle,
Milena Nikolova, Jack Delf, Dave Butler

8:45am – 10:00am ADVENTURE TRENDS & CONCEPTS

Chris Doyle, ATTA Executive Director

- Brief history of the Adventure Travel Trade Association and its global role
- Dominant adventure travel trends
- Who is the global adventure traveler?

10:00am – 11:00am

TREND-BASED INNOVATION LAB

Chris Doyle

- Blitz activity for generating innovative ideas based on highlighted trends and adventure traveler profile insights

11:00am – 11:15am BREAK

11:15 am – 1:00pm

MEET THE MARKETS – PART 1

Jack Delf

- Key business and trade marketing principles in adventure travel
- Standing out in the eyes of trade partners
- Relationships at the core of sales

1:00pm – 2:00pm LUNCH BREAK

2:00pm – 3:30pm

MEET THE MARKETS – PART 1

Jack Delf

- Understanding potential partners' needs and nurturing business relationships
- Preparing your pitch – small group activity
- Follow up and long-term relations

3:30pm – 3:45pm BREAK

3:45pm – 5:00pm

PRODUCT DEVELOPMENT - PART 1

Dave Butler

- Key attributes of successful adventure itineraries
- Product development with sustainability in mind

5:00pm – 5:15pm

DAILY SUMMARY & EXPECTATIONS FOR TOMORROW

Chris Doyle



DAY 2: NOVEMBER 3 WHAT YOU WILL LEARN IN DAY 2

- Behavioral economics and tourism
- Behavioral tactics for market success and impact
- Developing adventure travel products with sustainability in mind
- Key attributes of successful adventure itineraries

8:30am – 8:45am

WELCOME BACK
Chris Doyle

8:45am – 10:30am

PRODUCT DEVELOPMENT & SUSTAINABILITY – PART 2

Dave Butler

- Integrating sustainability solutions in products
- Benchmarking Norway's current product against competition
- Collaboration as a vehicle for product portfolio enhancement

10:30am – 10:45am BREAK

10:45am – 12:30pm

BEHAVIOURAL THINKING FOR MARKETING AND SUSTAINABILITY

Milena Nikolova

- Benefits of behavior-based strategies
- Effective tactics for commercial for success

12:30pm – 1:30pm WORKING LUNCH

1:30pm – 3:00pm

CAPSTONE ACTIVITY

Chris Doyle, Milena Nikolova, Jack Delf, Dave Butler

- Designing effective offerings that are:
 - competitive on global markets
 - appealing to the international adventure traveler
 - sustainable and smart
 - oriented towards the upcoming future

3:00pm – 3:15pm BREAK

3:15pm – 3:45pm

CAPSTONE ACTIVITY RESULTS

Chris Doyle, Milena Nikolova, Jack Delf, Dave Butler
Small group reports

3:45pm – 4:00pm

REFLECTIONS & CLOSING WORDS

Chris Doyle

4:00pm – 4:30pm

CERTIFICATE CEREMONY