



AdventureEDU New Brunswick

Building New Brunswick's Adventure Tourism Market:
A workshop to build knowledge and skills

The purpose of this two-day workshop is to increase the market and trade readiness of New Brunswick Adventure Tourism Suppliers. Participating businesses will gain skills and tools needed to strengthen their ability to deliver internationally competitive, high quality adventure experiences.

The first day we focus on adventure travel global trends and how to create adventure travel products while keeping safety and risk management in mind. On the second day we build cohesion within the regional industry community and learn about marketing strategies and product delivery.

OCTOBER 18, 2016 Schedule

What You Will Gain on Day One:

- Enhance your awareness of global adventure travel market trends, best practices, expectations and policies
- Strengthen your capacity to deliver internationally competitive, high quality adventure and complementary experiences for the adventure travel trade
- Build your knowledge and skills in the area of product development with a special focus on safety and risk management for adventure and complementary experiences

Welcome, Check-in, Coffee & Networking

8:00AM – 9:00AM

Event Welcome and Introduction

RUSSELL WALTERS, PRESIDENT, NORTHERN OUTDOORS, ATTA BUSINESS DEVELOPMENT and AdventureEDU | 9:00AM – 10:15AM

Learn about the ATTA. Review global adventure tourism industry concepts and trends and common trade terms. Discuss what to expect over the next 2 days of the AdventureEDU event.

BREAK

10:15 – 10:30AM



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Product Development Part 1: How to Create Quality Experiences for the Adventure Travel Trade Market

RUSSELL WALTERS | 10:30AM – 12:00PM

Focusing in on adventure travel product development, learn how to:

- Identify key attributes of excellent adventure travel trips
- Appraise New Brunswick's current product in comparison with competitive offers
- Identify opportunities for regional collaboration

LUNCH & NETWORKING

12:00PM – 1:00PM

Experience Marketing: How to Work with DMO's and Industry Buyers to Maximize Your Exposure to Global Markets

MIKE BRCIC, FOUNDER & CEO, SACRED RIDES | 1:00PM – 2:45PM

Learn how to develop and prepare your marketing content so that DMOs can market your services effectively to industry buyers.

BREAK

2:45PM – 3:00PM

Capstone Exercise: Create and Market Quality Experiences to the International Travel Trade

RUSSELL WALTERS AND MIKE BRCIC | 3:00PM – 4:45PM

Learn how to apply new ideas and skills to a realistic marketing plan that can be presented to the international market.

Summary, Questions, Expectations for Day 2

RUSSELL WALTERS | 4:45PM – 5:15PM



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OCTOBER 19, 2016 Schedule

Today's sessions provide participants with detailed information on improving adventure travel and complementary experiences. Local businesses participate in a high energy, interactive day opening up with a strategic planning session, followed by safety and risk management and a second session on product development.

What You Will Learn on Day Two:

- Establish and strengthen linkages and cohesion within the region, the community and with each other
- Further build your knowledge and skills in the area of product development, with focus on content marketing tools and techniques for the adventure travel trade
- Review and enhance your knowledge of safety and risk management systems, with an emphasis on product development

Welcome, Coffee & Networking

8:30 – 9:00AM

Review of Day 1 & Expectation Setting for Day 2

RUSSELL WALTERS | 9:00AM – 09:15AM

- Summarize and discuss product development and marketing sessions from Day 1. What questions arose since yesterday?
- Introduce the agenda for the remainder of the event

Product Development Part 2: How to Improve the Quality of Your Experiences for the Adventure Travel Trade

MIKE BRCIC | 9:15PM – 10:45PM

This morning's session provides an opportunity to continue to build on product development learnings and delve into content marketing tools for the Adventure Travel Trade with some specifics on social media.

BREAK

10:45PM – 11:00PM

Safety and Risk Management, with an Emphasis on Product Development for the Adventure Travel Trade

RUSSELL WALTERS | 11:00PM – 12:30PM

Participants will be introduced to Safety Management Systems and learn why an established system is important for working with DMOs and the international market.

LUNCH & NETWORKING

12:30PM – 1:30PM



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Community-Builder Facilitated Strategy Session: Focus on Partnerships and Regional Itinerary Development

RUSSELL WALTERS | 1:30PM –4:30PM

Team up with peers in your region and leave with both short and long-term action plans in order to:

- Develop strong relationships and cohesion amongst diverse stakeholders
- Better understand each other's needs, concerns, and priorities
- Come together to align on priorities and focus on advancing the adventure travel economy
- Establish a structure and plan to keep ideas and strategies moving forward

BREAK

4:30PM – 4:45PM

Conclusion, Official Event Closing and Certificate Award

RUSSELL WALTERS | 4:45PM – 5:30PM

Thank you for participating in this 2-day AdventureEDU event. Within one week, you will receive an email that includes: copies of all presentations, a digital badge showing the courses you completed, a link to complete an online satisfaction survey, and information on discounted ATTA membership.

** Times may shift based on how long it takes participants to complete the exercises in each subject area*