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WESTERN BALKANS ADVENTUREEDU PHASE II

HOTEL SARAJEVO, 28-30 MARCH 2017

Day One

Welcome Coffee and networking: 8:30am – 9:00am

The purpose of this two and a half day workshop is to build the capacity of industry participants to deliver adventure travel services. In the first day we learn about safety and risk management for adventure travel ground suppliers. In the second day we focus on product development and marketing. On the morning of the third day we review what we've learned in a capstone exercise focused on product development and marketing.

What You Will Learn in Day One:

- Adventure travel industry trends affecting your business in 2017
- The importance of a Safety and Risk Management System
- How to analyze the risk associated with adventure activities in your business
- How to create procedures and documents to operate your own Safety and Risk Management System

Introduction & Context Setting:

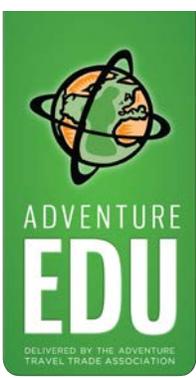
Chris Doyle, ATTA Executive Director - Europe

9:00AM – 10:00AM



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- Brief history of the Adventure Travel Trade Association, the largest international association for adventure travel
- Roadmap of market development, how the AdventureEDU program fits into the larger plan for regional tourism development
- Trends in Adventure Tourism today: trending issues, destinations, source markets, activities, traveler types, motivations, and buying behaviors



Safety and Risk Management in Adventure Travel

Jean-Claude Razel, Alaya Expedições and AdventureEDU

10:00AM – 11AM

Introduction to the Safety Management System:

- Adventure travel: a complex environment
- ISO 21.101
- Get to know your risks: inventory, assessment, treatment, procedures, metrics and PCDA

BREAK

11:00 – 11:15am

11:15AM – 1:00PM

Risk Assessment: Consequence and Probability

Exercise 1

Risk assessment of your operations

LUNCH & NETWORKING

1:00 – 2:00pm

2:00PM – 3:00PM

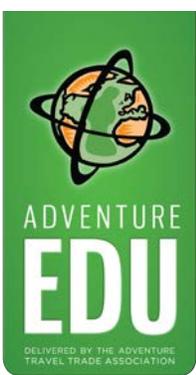
Risk Treatment

Exercise 2

How to reach an acceptable level of risk in your own operations



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3:00PM – 3:30PM

Management System: Procedures and Documents

Exercise 3

Write Standard Operational Procedures of your operations

3:30PM – 4:00PM

Goals and Metrics

Exercise 4

Write goals and metrics you can expect to reach after the procedures described in exercises 2 and 4

BREAK

4:00pm – 4:30pm

4:30PM – 5:00PM

What We Learned Today

Daily Summary and Expectations for Tomorrow

Chris Doyle, ATTA Executive Director –Europe

5:00PM – 5:30PM



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Day Two*1

Welcome Coffee and networking: 8:30am – 9:00am

What You Will Learn in Day Two:

- Key components of successful adventure trips
- How to construct winning adventure travel itineraries
- Fundamental components of a successful marketing plan
- Marketing tactics: how to implement basic strategies to successfully market adventure travel trips

Day 2 Welcome and Progress Check

Chris Doyle

9:00AM – 9:15AM

- Summarize safety and risk management completed yesterday
- Group discussion: final questions on the safety management topic before we launch the product and marketing courses?
- Benefits of today's training

Adventure Travel Product Development

Jack Delf

Black Mountain Adventures and AdventureEDU

9:15AM – 10:15AM

- Case studies of excellent adventure travel trips
- Case studies from the competition

10:15AM – 11:00AM

- Basic guidelines for creating successful adventure travel experiences, steps 1 - 3

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



BREAK

11:00 – 11:15am

11:15AM – 11:45AM

Group Exercise: Guidelines for creating successful adventure travel experiences

11:45AM – 12:00PM

Basic guidelines for creating successful adventure travel experiences, steps 4-6

12:00PM – 12:30PM

Session Summary

LUNCH & NETWORKING:

12:30pm – 1:30pm

Marketing Strategies and Tactics for Adventure Travel Suppliers

Jack Delf

1:00PM – 3:00PM

- Adventure compared to mainstream tourism marketing
- Marketing trends
- Introduction to the Marketing Strategy Framework: tools, channels, content and processes

BREAK

3:00pm– 3:15pm

3:15PM – 4:30PM

Creating an integrated marketing campaign that delivers successful marketing results

4:30PM– 5:30PM

Group Exercise: Begin to build your company's integrated marketing strategy

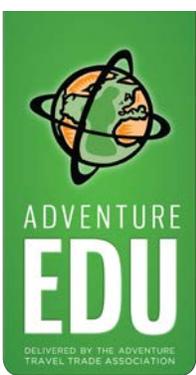
Afternoon Summary, Feedback, Preparation for Tomorrow

Led by Chris Doyle



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5:30PM – 6:00



Day Three*2

Welcome Coffee and networking: 8:30am – 9:00am

What You Will Learn in Day Three:

- How to bring the key concepts from Product Development and Marketing together

Day 3 Welcome and Progress Check

Chris Doyle

9:00AM – 9:15AM

- Summarize product and marketing courses completed yesterday
- Group discussion: final questions on the product and marketing material before we launch the Capstone Exercise in Product Development and Marketing

Capstone Exercise in Adventure Travel Product Development and Marketing

Jack Delf

9:15AM – 11:15AM

Using the worksheet provided and the short four product ideas developed yesterday teams will create a market ready proposal for a small group of special interest adventure travelers. Explain how this trip is aligned with the target customer group, and describe your plan for marketing it to adventure travel trade partners.

Event Summary, Feedback, AdventureEDU Certificate Award

Led by Chris Doyle

11:15AM – 12:00PM

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