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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.

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### **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**

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*Write Standard Operational Procedures of your operations*

**3:30PM – 4:00PM**

Goals and Metrics

### **Exercise 4**

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*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**

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**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

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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

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