

Tourism Workshop featuring International Speaker “The Opportunity Guy”

Dryden – October 14, 2009 - A series of tourism workshops are being delivered by the Dryden Development Corporation (DDC) in partnership with the Dryden Marketing Association and Northwest Business Centre. On September 21st the first in the series, “Stepping up the Experience” saw a full house of individuals participate from the tourism and service industry.

On Monday, November 9th at The Centre in Dryden, the second in the series of workshops “Wrapping up the Experience” will be featuring Joe Veneto, “The Opportunity Guy” from Opportunities Unlimited.

“This is what people are asking for and we are pleased to be able to support our local and regional businesses through the development of partnerships that can attract international speakers and mentors”, said Janet Piloow, Chair of the DDC.

Joe is a 25-year veteran of the tourism industry and an expert in the areas of sales and development of tour & travel products. His experience has included work for national tour operators and major industry wholesalers on both the traditional and non-traditional sides of the distribution channels.

The workshop will unveil the “Secrets of Packaging” and is a hands-on and will teach you how to create packaging in a way that you’ll be able to immediately transfer your new-found knowledge to your business’ success. You will uncover the marketplace forces for packaging, on-line packaging models and consumer psychographics that influence buying decisions. Joe calls it “Package Sizzle”.

“With “The Opportunity Guy”, you are guaranteed to come away from the workshop with a strategic approach to maximize the unlimited opportunities in today’s travel market”, said Vicki Kurz, Economic Development Manager for the DDC.

The cost of the workshop is \$25.00 per person, including lunch, as well as valuable resources. Space is limited, and interested participants should visit www.ExploreDryden.ca, click on the Event Calendar and visit November 9th, 2009 date to register. Or they can call for more information at 807-223-1158.

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