



Maine
There's More To Maine

Don't Miss This!!

The Secrets of Travel Packaging Success

Join us for a two part program on travel packaging success. This spring, The Maine Highlands will be hosting nationally renowned speaker, Joe "The Opportunity Guy" Veneto, at the Four Points Sheraton Bangor Airport on March 25, 2010 and April 28, 2010. Joe is a 25 year veteran of the Tourism Industry and an expert in the areas of planning, development, marketing and distribution of package tourism products.

The Secrets of Travel Packaging Success will help you create results for your lodging property, attraction, restaurant, art organization, festival or event. This hot travel trend is revolutionizing the way travel products are being created, promoted and purchased. During the seminar, you will uncover the marketplace forces of packaging, on-line packaging models and consumer psychographics that influence buying decisions. This session will teach you how to tap into the most popular package product types and the different elements of package components to design your own compelling products.

The Art of the Deal will build upon the newly created packages by reviewing, critiquing and finalizing them for the marketplace. Package public relations and administrative partnership details are reviewed to complete the entire packaging process.

**As a Member of your Local Chamber of Commerce or Convention & Visitors Bureau -
You May Register for this TWO PART Training for \$50!!**

A training of this magnitude would cost up to \$295 a person!!

The first 25 registrations will receive a discounted rate of \$30 for the two part program!!

Ways to Register:

- 1) Register ONLINE at www.TheMaineHighlands.com – in the About Us Section
- 2) Email The Maine Highlands at Info@TheMaineHighlands.com
- 3) Call Jessica Donahue at 207-974-3212

“The Opportunity Guy” Travel Packaging Lab

Packaging Seminar Descriptions

Part One: The Secrets of Travel Packaging

March 25, 2010 – 8:30 a.m. to 5:00 p.m.
At the Four Points by Sheraton Bangor Airport

This is a **FULL DAY** program on the trends, tools and techniques to develop package products.

Tap into opportunities for your business with Travel Packaging. You will discover marketplace consumer forces, the scope of your potential customer base and new packaging trends. Uncover package product types, customer groups and successful package models to leverage. The essentials of package pricing and operations will also be presented. Finally, participants will work in small groups to design new and innovative packages.

Part Two: The Art of the Deal

April 28, 2010 – 8:30 a.m. to 12:30 p.m.
At the Four Points by Sheraton Bangor Airport

This is a **HALF DAY** program that will review, critique and finalize new packages for the marketplace.

Building on the initial program, newly created packages are reviewed, critiqued and finalized for the marketplace. Then, operational aspects, the reservations process and customer documentation are reviewed for seamless delivery. Next, opportunities in consumer distribution channels are outlined along with package marketing and promotional strategies. Finally, package public relations and administrative partnership details are reviewed to complete the entire packaging process.

**An action plan will be developed by participants in both sessions.
At the end of the Lab, participants will have acquired the skills, tools and
techniques to develop new and compelling package products for their
organizations on an ongoing basis.**

“The positive feedback we received from workshop participants was overwhelming and I could sense the growing enthusiasm from arts group marketers to move forward and start building cultural tourism packages.”

Ann Marie Miller, Executive Director for Art Pride New Jersey

“It was an eye-opening experience. The techniques, skills, strategies, and knowledge that you presented at the workshop will be invaluable to our membership in the weeks, months, and years to come.”

Jill Bennett, Executive Director for Kittiwake Economic Development Corporation, Newfoundland



“The Opportunity Guy” Travel Packaging Lab

Directions to

Four Points by Sheraton Bangor Airport

308 Godfrey Blvd. · Bangor, ME 04401
Phone: 207-947-6721 · Toll-Free: 866-716-8118

From I-95 Northbound & Southbound:

Take the ME-222 / UNION ST exit, EXIT 184, toward AIRPORT. Turn LEFT onto ME-222 / UNION St. Turn LEFT onto GODFREY BLVD./Bangor International Airport

From Greenville Area:

Follow ME-15 for 42 miles. Turn RIGHT onto GRIFFIN RD. Turn LEFT onto UNION ST/ME-222. Turn RIGHT onto GODFREY BLVD./Bangor International Airport



“The Opportunity Guy” Travel Packaging Lab Registration Form

The Secrets of Travel Packaging

Thursday, March 25, 2010

8:30 a.m. to 5:00 p.m.

Four Points by Sheraton Bangor Airport

Includes light breakfast and lunch

The Art of the Deal

Wednesday, April 28, 2010

8:30 a.m. to 12:30 p.m.

Four Points by Sheraton Bangor Airport

Includes light breakfast

Registration Fees: \$50 per person for both seminars

The first 25 registrations will receive a discounted rate of \$30 for the two part program!!

Company Name

Attendee Name(s)

Mailing Address

Phone Number

Email Address

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I have enclosed a check for _____ participants for a total of \$_____.
Please call or email to see if you are one of the first 25 respondents to receive the discounted registration rate.

**Mail this form with your payment no later than March 19, 2010 to:
The Maine Highlands, Packaging Seminar, 40 Harlow Street, Bangor, Maine 04401**

If registering online, we will send an invoice to the address given. Thank You!!