

10 STEPS TO ACHIEVING AWESOME



Step 1 Introduction to the Visitor Economy

Week 1:
2 hours to complete
online and self directed

Week 1:
1 hour to complete
online and self directed,
quiz to complete



Step 2 Marketing Saskatchewan

Week 2:
1 hour to complete
online and self directed,
workbook to complete and
submit and quiz



Step 3 Introduction to Storytelling

Week 3 and 4:
6 to 8 hours to complete
online and self directed,
workbook to complete and
submit



Step 4 AWEsome Experience Design Studio

Week 5:
Directly participate in an
in-market experience to
bring you new ideas and
concepts to incorporate



Step 5 Experience Exposure

Week 5 to 14:
facilitated, online self-directed,
learning, and 1-on-1 coaching, and
scheduled group virtual meetings
to learn about components that
would drive value



Step 6 Tourism Cafe's AWEsome Actions

Week 15:
1 hour to complete
online and self directed,
workbook to complete and
submit



Step 7 Applying Marketing Strategy

Timing is variable
Live testing to receive
meaningful feedback,
advice, and support



Step 8 Piloting

Timing is variable
Capture images and video
of your new offering to use
in future marketing
activities



Step 9 Content Capture

Tourism Saskatchewan will
consult with participants
regarding additional
supports required to
complete the development
process



Step 10 Additional and on- going support