10 STEPS TO ACHEIVING AWESOME

Step 1
Introduction to the Visitor Economy

Week 1 :
2 hours to complete online and self directed

Step 2
Marketing Saskatchewan

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

Step 3
Introduction to Storytelling

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

Step 4
AWEsome Experience Design Studio

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

Step 5
Experience Exposure

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

Step 6
AWEsome Actions

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 7
Applying Marketing Strategy

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

Step 8
Piloting

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

Step 9
Content Capture

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

Step 10
Additional and on-going support

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