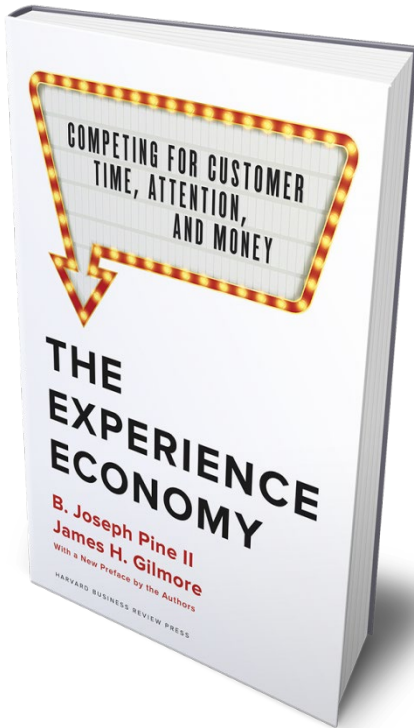


Learn the Principles and Techniques for
Succeeding in the Experience Economy!



The classic bestseller *The Experience Economy* by B. Joseph Pine II and James H. Gilmore, published in 15 languages, and re-released in 2019 with an all-new Preface.

FOUR-DAY COURSE-AT-A-GLANCE

Monday – Envisioning experiences via the Progression of Economic Value and ING-ing the thing

Tuesday – Hitting the Sweet Spot (4E's) and THEME-ing

Wednesday – Customizing experiences by eliminating Customer Sacrifice (3S's) and Four Types of Mass Customization

Thursday – Work Is Theatre, and Going Beyond Experiences via Transformations

Experience Economy Expert Certification

Copenhagen, Denmark / April 20-23, 2020

An intensive four-day course in the techniques of the Experience Economy – personally taught by author B. Joseph Pine II.

Companies around the world are embracing the Experience Economy at a record pace. The demand for experiences is proven; what are needed now are more skilled minds to design and stage experiences that memorably engage. Now author and world-renowned thought leader **Joe Pine** is bringing his Experience Economy Certification Course to **Copenhagen** this **April 20-23**, in conjunction with AdventureLAB and its Experience Industry Challenge 2020 (EIC2020) event on April 24.

The four-day course will credentialize managers and executives as officially endorsed experts in a rich portfolio of Experience Economy frameworks, ideation tools, and methods. Personal instruction provides in-depth coverage of Experience Economy principles and models, training and practice in creative Experience Economy facilitation techniques, and approaches for effectively sharing these ideas with others. The focus is on transferring the knowledge, skills, and resources necessary for creating and enhancing compelling experiences – either for customers, guests, or employees.

Taught personally by Joe Pine, the four-day course is intensive and focused. It offers nearly 30 hours of face-to-face interaction and covers the most essential points from the book. In addition, each participant will receive a complete set of PowerPoint files containing all the frameworks and models used in the course, plus a list of exemplars for each model and facilitation instructions for all exercises, creating a powerful toolbox for executives who want to position their companies to succeed in today's Experience Economy. Course participants will also be issued e-files of the official Pine & Gilmore Experience Economy Expert Certification logos for use in promotional materials, business cards, and marketing/training collateral. Those who successfully complete this course will join an exclusive corps of more than 285 professionals around the world who have earned the elite Certified Experience Economy Expert designation.

Fees & Information:

While normally USD\$14000, this very special Course is being offered at only €8000 which includes all materials as well as some meals. Travel and accommodations are the responsibility of each participant. (The Course is being held at SingularityU Nordic, located in Copenhagen Science City.) Full logistics details will be distributed after Course registration.

Special Note: In addition, all Course participants can attend the EIC2020 event on April 24 for a special price of €675 (50% discount from the normal price of €1350).

To Register for the Course:

Interested course participants should contact Klaus Sommer Paulsen of AdventureLAB at klaus@adventurelabstudio.com



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