



## Be part of the exciting and original new program - The Heartland-Approved Epic Group Experience Designation program.

Designation as an Epic Group Experience creates a competitive advantage in the group travel market. You'll rise to the top of competition. Designation shows the group travel universe that you are committed to epic group experiences. And we'll make sure that universe sees the hard work you've done, as your designation achievement will be promoted to more than 1,500 tour operators nationwide.

The designation process opens up a wide range of tools, trainings and information on how to deliver and market group experiences. Your staff will have an operator-approved checklist for servicing groups, taking the guesswork out of the process. You'll receive standards and best practices based on what tour operators and their customers need and want. You'll have access to great tools and trainings on creating epic experiences and the group market, giving you an instant in-house training program!

Participating in an Epic Group Experience workshop takes care of two out of three requirements for designation. All that's left is reviewing the requirements for your type of business, and making sure they are in place.

Your participation in the workshop comes with the following (Please note that only one set of printed materials is provided at the workshop per business or organization. You will receive links to digital copies of the printed material following the workshop):

- ★ a 63-page manual outlining the standards and best practices,
- ★ a group travel glossary
- ★ 13 activity sheets to help you create group experiences and practice what you learn
- ★ access to eleven 10-minute training videos that are yours to keep for staff trainings or as a refresher.

Here's what you'll learn and do in this hands-on and lively workshop:

- ★ Work with others to design group experiences
- ★ Understand the different types of tour planners
- ★ Identify what's most important when tour planners consider booking business with you
- ★ Discover emerging trends for group travel, and how suppliers can move the needle
- ★ Know common customer service complaints with groups
- ★ Understand how to reinforce the unique selling propositions of group travel
- ★ Identify two ways to create group itineraries that'll sell
- ★ Understand how to price your group experience
- ★ Learn how to create exceptional guide services
- ★ Know the types of marketing materials needed, and how to create them
- ★ Identify eight common mistakes made when trying to attract groups
- ★ Know how to sell your group experience at an appointment or during a sales call

*The Epic Group Experience program was developed with input from more than 275 group travel operators, receptive operators and suppliers. Standards and best practices were approved by three teams of tour operators and suppliers.*