

Let the authors of *The Experience Economy* take you from know how to show how.

Pine & Gilmore's *How-To Workshop Series*

As authors and speakers, **Joe Pine & Jim Gilmore** have built a well-deserved reputation for thought leadership. The ideas launched through such ground-breaking books as *The Experience Economy*, *Authenticity*, *Mass Customization*, and *Infinite Possibility* have given readers countless ways to see the world differently and have forever changed the landscape of business competition.

Now it's time to roll up your sleeves and act upon these ideas. Pine & Gilmore are personally hosting a *How-To* series of six workshops intended to skill you and your business around the powerful concepts of **experience staging** – outlining practical steps for accelerating the adoption of these ideas into your company.

Pine & Gilmore's How-To Workshop Series features day-long sessions that will highlight content, facilitate exercises, and outline applications for you to go beyond the concepts and into real planning and tactics. If you have been looking for a way to get started on the road to staging more compelling customer experiences (or if you just need a little help with your initiatives) then these workshops are ideal for you.

Session 1: How to Think Innovatively About Experiences (And More)

Hosted by Jim Gilmore

November 13, 2012 | Cleveland, OH

Session 2: How to Stage Engaging Digital Experiences

Hosted by Joe Pine

December 6, 2012 | Minneapolis, MN

Session 3: How to Theme Experiences

Hosted by Jim Gilmore

February 13, 2013 | Cleveland, OH

Session 4: How to Create a Sense of Place

Hosted by Joe Pine

April 4, 2013 | Minneapolis, MN

Session 5: How to Direct Human Performances

Hosted by Jim Gilmore

May 2, 2013 | Cleveland, OH

Session 6: How to Mass Customize Your Offerings

Hosted by Joe Pine

May 30, 2013 | Minneapolis, MN

Session sizes will be limited 25 participants to ensure personal interaction.

Fees and Information

Pine & Gilmore's How-To Workshop sessions can be purchased individually or as bundles. Single sessions are **\$595** per person. Any two workshops is **\$990**. Any three or more sessions is **\$1385**. The fee includes admission, lunch, and materials.

For more information on **Pine & Gilmore's How-To Workshop Series** and to access convenient online registration, visit www.StrategicHorizons.com. You can also contact us at +1 (330) 995-4680 or send an email to HowTo@StrategicHorizons.com.



Workshop Structure-At-A-Glance

Morning

A quick overview of the concepts to be mastered during the workshop. Then an open discussion followed by various hands-on exercises.

Lunch

Hosted by Strategic Horizons LLP, including tabletop explorations.

Afternoon

Additional exercises, facilitated discussion, and idea generation & exchange, concluding with a rollup of the day's learning.

