

Experience Training

Capitalise on Local & Seasonal Events

Coming up in this experience training module:

- ▶ **Part 1:** Co-creating experiences around local and regional events
- ▶ **Part 2:** Capitalising on always-on content opportunities
- ▶ **Part 3:** Designing seasonal experience propositions and concepts
- ▶ **Part 4:** Driving demand with a year-round event programme

Capitalise on Local & Regional Events

Seizing Year-Round Business Potential



Establish resilient revenue streams



Proactively reach new visitor segments



Explore new concepts and visitor offerings

Capitalising on Event Opportunities



Tap-into local events and festivals



Create demand when it's needed most



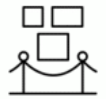
Build value-added local partnerships



Present a tangible and nuanced offer



Engage with a relevant and timely voice



Develop a rich cultural offering and experience



Identify and engage niche communities



Celebrate the seasons in colour



Create broad brand engagement

Co-creating experiences around local and regional events

Local Music Festivals & Gigs



Be bold! Reach out, pitch a collaboration



Embrace the festival by adapting the experience

Festivals Celebrating the Local Harvest



Celebrate the local food chain and Kent's rich harvest



Tap into increasing demand for immersive multi-sensory experiences



Maintain demand into the shoulder season

Cultural Events & Festivals



Create a local and regional cultural calendar to tap-into and engage with



Find and share your connection with the cultural scene through storytelling



Tap-into the conversation early, create your own guide, trail and tips for visitors



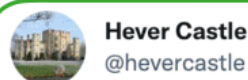
Reach-out & pitch a collaboration, as a host venue or behind the scenes experience



Prepare to go deep on content, engaging with serialised content, interviews etc.



Build partnerships with the wider cultural scene to co-create interesting concepts.



After a longer-than-expected build up, [#The149thOpen](#) has finally arrived to Kent. We may be a distance from the beautiful Sandwich coastline, but here's some Countryside Golf break inspiration. 🏌️

[@HeverCastleGolf](#)

[@VisitKent](#) [#VisitKent](#) [#TheOpen](#) [#GolfInKent](#) [#Kent](#) [#HeverCastle](#)



Sporting Events, Challenges & Championships



Be part of the social buzz and the story surrounding sporting events



Think about SEO by becoming a resource of valuable local information



Develop packages to support needs, transfers or unique experiences



Adapt to guests' practical needs around events and be sure to support them



Offer amazing hospitality and incentivise a return visitor to truly experience the place



Become just a little bit expert and consider teaming up with niche influencers



Capitalising on Always-on Content & Product Opportunities

Your Always-On 365 Activation Calendar



Keep the brand alive and relevant throughout the year with always-on



Being bold on occasions with impactful product and experience pairing and occasional product tweaks



Work with partners to pair unique experiences and drive uptake



Work the year out in advance, identifying experiences and themes



Expand market reach working together with partners & overlapping audiences

simpsonswine Random acts of wine-ness...

Send some cheer to your loved ones to celebrate Random Acts of Kindness Day!

Whether it's a mixed case or a magnum, we have a selection of award-winning wines to delight every palate. Add your gift message for us to send them a special Simpsons' card too.

Discover more at simpsonswine.com or make your own mixed case at bit.ly/SWE_Bespoke

LINKS IN BIO

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[#SimpsonsWineEstate](#) [#WineGB](#) [#WineGardenofEngland](#)
[#ProducedInKent](#) [#Kent](#)

Designing Seasonal Experience Propositions and Concepts



Making every season a reason to visit - describing the unique experience



Creating wanderlust for every single season



Truly holistic guest experience creating an entire island value chain

Always-On Pairing of Products



Create package concepts around timely moments, days or causes which matter



Engage communities - celebrating diversity and values



Develop product and experiences with meaning - tell the back story



By celebrating always-on moments shout out loud whilst engaging key segments



Find partners in specific communities, create experiences to give back

Leverage the Social Value of Always-On



Keep a calendar throughout the year and plan early what to engage on



Monitor noteworthy developments in the media, looking out for opportunity



Provide your own tongue-in-cheek twist on days, moments and celebrations



Use simple, yet personalised imagery to create a human connection on social



Celebrate your guests by reshaping unforgettable moments year-round

Driving Demand with a Year Round Event Programme



Turn year-round unique experiences into incentives and loyalty



Play to your strengths as a visitor experience



Think about your year-round offering



Consider the opportunity to combine seasons with skills and craft



Create simple added-value experiences which give reasons to visit



Develop truly unique experiences which are magical, wonderful and enticing



Seek cultural partnerships which elevate the experience and offer truly unique concepts



Go even further - a year-round cultural offering can be the heart of your uniqueness as an experience

What's your value proposition?



Consider legacy beyond the event



Keep interest alive with digital programming



Transform guests into exclusive members