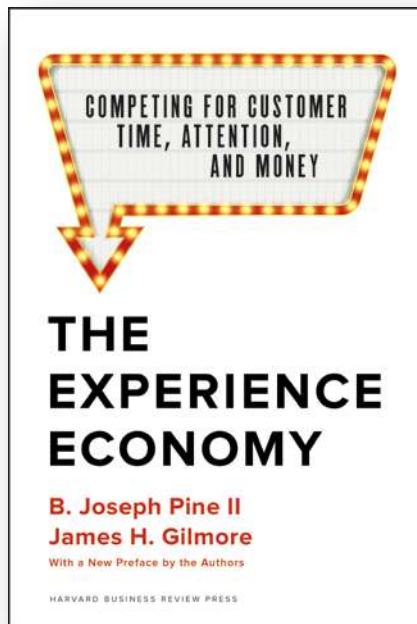


Learn the Principles and Techniques for Succeeding in the Experience Economy!



The 2019 edition of *The Experience Economy* by B. Joseph Pine II and James H. Gilmore, printed in 14 languages worldwide.

Experience Economy Expert Certification

Minneapolis, MN / August 3 - 7, 2020

An intensive five-day course in the tools, techniques, and ideation methods of the Experience Economy -- personally taught by authors Joe Pine and Jim Gilmore in an intimate class setting.

The Strategic Horizons Experience Economy Certification Course credentializes corporate executives, trainers, and consultants as officially endorsed experts in Pine & Gilmore's 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 external clients or internal employees.

Personally taught by Pine and Gilmore (in a rare joint appearance) the five-day course is intensive and focused. It offers more than 30 hours of face-to-face interaction and covers the most essential points from the book. In addition, each course 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 “Trainer’s Toolbox” for anyone who wants to help their organization or clients succeed in the Experience Economy. Course participants are issued e-files of the official Pine & Gilmore Experience Economy Expert Certification logos for use in promotional materials, business cards, and marketing and training collateral.

Experience Economy Experts will be able to lead their own training sessions using the exclusive proprietary tools and techniques as developed by the world’s leading experts in the field. Class graduates are given a five-year authorization to practice these endorsed methods and models. Those who successfully complete this course will join an exclusive corps of professionals around the world who have earned the elite Certified Experience Economy Expert designation.

To Download an Application to the Course:

Visit <https://strategichorizons.com/learn-and-engage/public-events/certification/>

Course fees are \$14,000 and due prior to the Course.

For further information and details, contact Doug Parker at +1 (330) 995-4680 or Explore@StrategicHorizons.com

FIVE-DAY COURSE-AT-A-GLANCE

Monday – Envisioning Experiences: the Progression of Economic Value and ING-ing the thing

Tuesday – Depicting Experiences: Hitting the Sweet Spot (4E’s) and THEME-ing

Wednesday – Mass Customization: Shifting up the Progression of Economic Value; Eliminating Customer Sacrifice (3S’s) and Four Types of Customization

Thursday – Work Is Theatre: Four Forms of Theatre, Dramatic Action, and theatre exercises

Friday – Beyond Experiences: Guiding Transformations



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