

Application for Pine & Gilmore's Virtual Experience Economy Expert Certification Course

*Next Virtual Course Dates: June 18-27, 2024
Sessions held via Zoom*

Name: _____
Company: _____
Address: _____
Phone: _____
E-mail: _____

1. How did you first encounter the ideas pertaining to the Experience Economy?

2. What is your favorite chapter of *The Experience Economy*? Why?



3. What economic experience do you most enjoy as a consumer?

4. What is the specific industry for which you seek certification?

5. In what ways could the enterprises in your industry most improve with regard to staging more compelling experiences?

6. In what ways have you already been working to improve the state of experience staging in your industry?



7. In what ways will this certification assist you in gaining credibility within your industry, either in terms of gaining credentials for yourself within your own organization, or in terms of marketing to outside clients?

8. What three questions would you most want to ask Pine & Gilmore about experience staging?

i.

ii.

iii.

Complete and submit to:

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