

DESTINATION INSPIRATION

EVENTS & MENTORING PROGRAM

Applications are now open for our Mentoring Program!

ABOUT THE MENTORING PROGRAM

Do you want to advance your tourism business ideas? This Destination Inspiration Event Series is followed by a one-on-one mentoring program. This 6-month program is facilitated by Karen Oliver of KO Tourism and will have spaces for up to 15 participants. The program is designed to accelerate the product development process and progress ideas into new or enhanced experiences for visitors to the region.

WHAT TO EXPECT

PHASE	FORMAT	OBJECTIVES
1. ESTABLISH	In-person site visit (up to 3 hours)	<ul style="list-style-type: none"> Meet mentee on-site. Set goals and objectives. Develop customised mentoring plan. Overview of product concept.
ONLINE GROUP MEETING 1	90-minute video call	<ul style="list-style-type: none"> Introduce mentees and tourism product ideas.
2. DEVELOP	4 x 60-minute 1:1 video calls	<ul style="list-style-type: none"> Business planning, detailed concept development and experience design.
ONLINE GROUP MEETING 2	90-minute video call	<ul style="list-style-type: none"> Experience development workshop.
IN-PERSON GROUP MEETING 1	Day session (location TBC)	<ul style="list-style-type: none"> Practice pitch session.
3. PROMOTE	2 x 60-minute 1:1 video calls	<ul style="list-style-type: none"> Develop marketing plan, sales and distribution strategy.
ONLINE GROUP MEETING 3	90-minute video call	<ul style="list-style-type: none"> Introduction to online booking systems.
4. SELL	2 x 60-minute 1:1 video calls	<ul style="list-style-type: none"> Product testing and launch.
IN-PERSON GROUP MEETING 2	Day session (location TBC)	<ul style="list-style-type: none"> Program close event - packaging & partnership opportunities, mentee famil.

HOW TO REGISTER

- Expressions of Interest for this Mentoring Program can be accessed by this [QR code](#):
or via www.riverinamurray.com.au
- Expressions of Interest applications close on **30th September 2022** at 5pm.
- The fee for the mentoring program is \$450 + gst.
- For more info, email us at info@destinationrm.com.au or industry@mrtb.com.au

