

Strengthen Your Business for a Sustainable and Profitable Future

3-Day Workshop

Nuuk 14 & 16th of October 2024

Digital Workshop on Zoom – 12 November 2024

Workshop 1: Turning Trends into Business Opportunities

Day 1: 14 October 2024

Time: 9:00 AM – 2:30 PM (including lunch)

Reflection & Dinner: 6:00 PM

Workshop 2: Enhancing Customer Experience & Optimizing Revenue

Day 2: 16 October 2024

Time: 9:00 AM – 3:30 PM (including lunch)

Workshop 3: Sales and Communication Channels

Digital Workshop on Zoom – 12 November

Time: 9:00 AM – 12:00 PM

Workshop 1:

Turning Trends into Business Opportunities

Explore how global tourism trends can be transformed into tangible business opportunities.

Develop Ideal Customer Profiles (ICPs) to define target audiences at both the company and destination levels.

Packaging Lab: Participants will learn how to effectively package their offerings based on company strengths and customer needs.

Reflection & Dinner: Join us for a reflective dinner, featuring discussions on the day's insights and deeper conversations on collaboration and future opportunities for Nuuk as a destination.

Workshop 2:

Enhancing Customer Experience & Optimizing Revenue

Define and refine each company's Unique Selling Proposition (USP), Emotional Selling Proposition (ESP), and Sustainable Selling Proposition (SSP).

Customer Experience Design:** Learn how to create an exceptional customer journey that aligns with your company's strengths.

Explore different pricing models to optimize revenue based on supply and demand trends.

****Homework**:** Participating companies will receive tasks to continue developing their ideas, with a follow-up digital session in November.

Workshop 3:

Sales and Communication Channels

Explore the key sales and communication channels to effectively reach and engage customers.

Launch strategies for new packages and services based on the work from the previous workshops.

WHO & HOW

Hvem:

Alle turistoperatører fra Nuuk, der tilbyder produkter til gæster.
Kurset tolkes GL/DK.

Hvordan:

Der er begrænset antal pladser 20 pax.

Pladser tildeles efter "først til mølle" – princippet. Visit Nuuk forbeholde sig ret til at prioritere i tilmeldinger, så flest mulige virksomheder får mulighed for at deltage.

Tilmelding til sara@visitnuuk.com NB. Noter venligst om der er særlige allergener, vi skal tage højde for.

Hvor:

Kurset afholdes i den gamle gymnastiksal (C. E. Janssensvej)

Middag d. 14.10 kl. 18 sted annonceres senere. Middagen er en del af det samlede kursus.

Hvor meget:

Alle kursusdage inkl. forplejning: 500 kr. Tilmeldingen er bindende og gebyr refunderes ikke. Når pladsen tildeles, sender Visit Nuuk en faktura.

FUTURE FRIDAYS

The workshop will be led by Future Fridays

Karin Gydemo Grahnlöf and Linda Wasell are the dynamic duo behind Future Fridays, an agency based in Åre, Sweden, specializing in change journeys, strategic development, and communication with a creative twist. With extensive experience in business development, change management, communications and sustainability, they have a proven track record of helping businesses navigate challenges and achieve sustainable growth. Their passion for innovation and sustainability sets Future Fridays apart, making them the ideal guides to provide practical tools, inspiring discussions, and strategies to help your business thrive and embrace future opportunities.

