



DESTINATION CREATION PROGRAM

The events of 2020 have highlighted the interdependence of community and business, as never before.

ONLINE DELIVERY OPTIONS
Contact us to develop a custom delivery schedule for your group.



Where success is shared.

Destination Creation Program

Business and community are interdependent and rely on each other to be successful and sustainable. This program is aimed at creating “destination businesses” and by extension, assisting communities to increase their destination attraction quotient.

The Schallert Group’s Destination Business strategy has helped businesses large and small to capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. When independent business owners apply the destination strategy to their businesses, they naturally attract more local consumers along with customers from outside the traditional marketplace.

As a certified delivery agent of the program, SEDA views the majority of concepts and strategies as being applicable to the community as a whole.



The Destination Creation Course is an 8-chapter class, with a new section on business tactics related to the Covid-19 crisis.

Online delivery is offered monthly and scheduled over a two week period with each session comprise of 2 to 2.5 hour sessions. Customized scheduling can be established for interested groups and communities.

- Chapter 1: Introduction to Becoming a Destination Business
- Chapter 2: Foundation of a Destination Business
- Chapter 3: Leadership Responsibility
- Chapter 4: Targeting Your Most Profitable Customers
- Chapter 5: Capturing Consumer Media Attention
- Chapter 6: Creating Ultra Services & Customer-Focus
- Chapter 7: Marketing the Destination Business
- Chapter 8: Collective Marketing
- Chapter 9: Covid-19 Business Survival Tips

Visit **LEARN** at
www.seda.sk.ca to
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Each Chapter includes a pre-recorded webinar featuring internationally recognized business expert John Schallert, followed by worksheets and discussion that ties the material back to each business, and community. This allows participants to finish a chapter and immediately put into practice the concepts discussed in the class.

Additionally, in each Chapter, selected interviews with world-class business experts and authors are included. Nine extra interviews have been selected to give supplemental information that dovetails with each Destination step.

Learning materials including webinars may be accessed via computer or mobile device for up to six months following the class via the Destination University portal.

Participant Fee:
SEDA Member \$350+gst
Non-Member \$399 +gst

*Minimum of 10/ maximum
20 participants per class.*



Learning Objectives

The learning outcomes of this program can be applied to 'community' as well as independent businesses.

CHAPTER 1: INTRODUCTION TO BECOMING A DESTINATION BUSINESS

- Defining a Destination Business and introducing Destination terminology
- Advantages of a Destination business
- The Destination pyramid
- The new Competition
- Defining the marketplace versus settling for it
- Thinking like a Destination Business

CHAPTER 2: FOUNDATION OF A DESTINATION BUSINESS

- Defining the Unique Positioning Statement (UPS) and why it is needed today
- Creating the 1st sentence and how it differs from a tagline
- Examples of business with effective UPS statements
- Four groups where the UPS will be used and why it's critical to all four
- Five key areas to find "your uniqueness"



NEW CHAPTER 9
Covid-19 Business Tips



CHAPTER 3: LEADERSHIP RESPONSIBILITY

- The most important role as a Destination Business Owner
- Analyzing Impact and Effort before taking action
- Perfectionism and its role in achieving what you want
- Looking at how you spend your time as your firm's/organization's leader

CHAPTER 4: TARGETING YOUR MOST PROFITABLE CUSTOMERS

- How to target your most profitable prospects
- Introducing Top 10% Customers and Top 10% targeting tools
- Targeting top customers with Facebook

CHAPTER 5: CAPTURING CONSUMER MEDIA ATTENTION

- How to use Product Spotlighting to compete with larger competitors
- Promoting great product selection without using the word 'selection'
- The three techniques of Product Spotlighting
- Accessing free media coverage

CHAPTER 6: CREATING ULTRA SERVICES & A CUSTOMER FOCUS

- Today's short-fuse customer
- Creating Ultra-Services that create customer loyalty
- Customer service versus customer-focus

CHAPTER 7: MARKETING THE DESTINATION BUSINESS

- Understanding the Top three principles of advertising
- How to use the five forms of High Integrity Media

CHAPTER 8: COLLECTIVE MARKETING: EVERYONE PLAYS BIGGER

- Advantages and benefits of collective marketing as a group
- Examining the top collective marketing tools to use
- Using cross promotions and bounce-backs effectively
- Taking advantage of Obscure Holidays to capture free publicity

Become a Destination
Community by
developing Destination
Businesses.



SEDA is the leading member-driven alliance for those engaged in community and economic development throughout Saskatchewan.

We work hand-in-hand with communities to strengthen people, places, and economies.

We help communities thrive.



Where success is shared.

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