

Workshop

Wednesday, 2nd November 2011

www.facet.asn.au



FACET

Forum Advocating Cultural & Eco-Tourism Inc

Recipe for Success - Creating Unforgettable Experiences!



A TellTale Workshop with Susan Cross & Peter Phillipson.

FACET and the Heritage Council of WA are excited to host this one-day Workshop with international presenters Susan Cross & Peter Phillipson.

Susan & Peter are the driving forces behind TellTale, a leading UK experience development consultancy, with over 20 years experience with tourism sites and their visitors. In this one-day workshop, they will share their recipe of creating great experiences.

This one-off, not to be missed Workshop is vital for anyone involved in developing or delivering visitor experiences and who want to ensure that visitors

return again and again, and tell their friends how great their experience was.

Natural & cultural heritage attractions have two great selling points, their stories & their experiences. This Workshop will focus on creating unforgettable experiences!

Event Partner



HERITAGE COUNCIL

Event Details

Date & Time:

Wednesday, 2nd November 2011
9.00am – 4.45pm

Venue:

Fremantle Prison,
The Terrace, Fremantle
Paid Parking outside Prison.

Cost:

\$100 FACET Members
\$ 80 FACET Students/Unwaged
\$130 Non-members
\$110 Non-members students/unwaged

**Join FACET now & receive discount –
Std \$60, Concession \$30**

Cost includes guided tour, workshop notes,
morning & afternoon tea & lunch.

RSVP:

Before 28 October 2011.
Register online at
www.facet.asn.au
Email: admin@facet.asn.au
or contact Pauline McMullan on
9448 8150.

Our Partners



Department of
Environment and Conservation

Our environment, our future



to inspire and promote the responsible community use of Western Australia's cultural and natural heritage through tourism

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PROVISIONAL PROGRAM

9.00am	Registration & Coffee
9.30am	Introductions - Experiences we have known and loved
10.00am	The Key Ingredients of a Visitor Experience
10.45am	Morning tea
11.00am	Guided Tour of the World Heritage listed, Fremantle Prison
12.30pm	Feedback & Discussion
1.00pm	Lunch
1.45pm	Different Audiences, Different Experiences, Different Rewards
2.30pm	Planning a Great Visitor Journey
3.15pm	Afternoon tea
3.30pm	Great Beginnings – The (vital) First 5 Minutes
4.15pm	Happy Endings
4.45pm	Close

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Registration Form



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Registration also available at www.facet.asn.au

WORKSHOP

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2nd November 2011, Fremantle Prison

Contact Details

Name _____

Position _____

Company _____

Address _____

Postcode _____

Email _____

Phone _____

Payment Details

Amount Payable \$ _____

Cheque EFT Online MasterCard VISA

Card Number

Name on Card _____

Expiry Date /

Signature _____

Cheques to be made payable to FACET, PO Box 342, NORTH BEACH 6920

EFT Details: BSB 306 051, Acc No: 4163306. Quote your name as reference

Pay online at www.facet.asn.au

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