



## Destination Creation

**Category:**

Essential Skills

**Course Requisite:**

none

**Course Length:**

16 hours

**Materials:**

Included (digitally only)

**Cancellation Policy:**

Less than 30 days, 100% non-refundable with ability to reschedule within 60 days

**Minimum Number of Students:**

1 (cost is per trainee)

**Maximum Number of Students:**

15

**Delivery:**

vILT or cILT  
(virtual or classroom)

**Pre-work:**

None

**Description:**

For business owners, consultants, and professionals who want to learn current best practices in Marketing.

In this course, participants will learn how to position as a destination business, target most profitable customers, capture consumer and media attention, and how to become a customer focused company.

At the end of each class are individual questions that tie the material back to the business. This allows attendees to finish a class and immediately implement the concepts discussed in the class.

Regardless of the situation of the business, community, or association, this class will give businesses the education and tools to grow sales and customer traffic.