

Think piece #1

Thecasesolutions.com

Today's topic: triptam.com

The concept:
TRIP SHARING
A collaborative travel site
"Travel itineraries created and designed by real travelers"



FLOW OF THE DAY

- 8.45: welcome & coffee
- 9.00: Start session
- 1. How and why did we get the idea and presentation of Lala and *Pushy*? (5 min)
- 2. Principle of the workshop: collaborative (business and human), solidarity, & openness, accountability, business, mindset
- 3. Intro of each participant: (5) Short bio background and project (10 min)
- 9.15: explanation of the project of the day and the issue. (5 min) Lala
- You are working for the Triptam marketing team.
- 9.20: start discussion
- Find solutions to the issue: broad perspective (find the obvious answers: names, etc., round) 10 min
- 9.30: Round table with posters + explanations: 20 min
- 9.50: Pause 5 min
- 9.55: Sequence 15 min
- 10.10: Round table 15 min
- 10.25: Conclusion

OUTCOME

Exercise #1

Let's get in the mood of a traveler. Explain one of your most memorable travel moment: your hotel booking was wrong, a disappointment of a place, a bad eating experience, wrong booking, whatever...



Exercise #2

You are a new Marketing Director of Trip Tam. What recommendations would you give to the founder? Which incentive should be developed to reward travelers that is sharing his trip on triptam.com?

Brainstorm technique to be finalized

Exercise #3

You are the traveler husband. He is not very happy that his wife is sharing all his trip info. Why do you think he is not happy? What could be the issue?

Brainstorm technique to be developed