



Donald Cooper, MBA, HoF

THE DONALD COOPER EXPERIENCE

Speaking and coaching internationally on marketing and management excellence

PARTNERING FOR PROSPERITY...
the 'straight goods' on how to work together and promote together...so that we can prosper together!

“Any community that wishes to improve and grow its tourism industry, raise the bar and attract more visitors to spend more time and money, will be well-advised to seek out Donald Cooper’s insight, passion and process for Tourism Development.”

...Executive Director, Canadian Badlands Tourism

THE TOURISM BUSINESS IS HIGHLY COMPETITIVE:

The tourism business is tough...and getting tougher. We’re all faced with more demanding customers, more and stronger competition (locally, regionally and internationally) and shrinking profit margins. Great staff are hard to attract, inspire and keep...and that problem won’t go away any time soon. On top of all that, the tourism business is seasonal and cyclical...and Mother Nature is our business partner.

To succeed, we must create and deliver extraordinary customer experiences that will ‘grab’ our target customers, clearly differentiate us from our competitors, make us famous and grow our bottom line. Then, we must be creative, consistent and tireless marketers to get our story heard in a cluttered, confused and cynical marketplace.

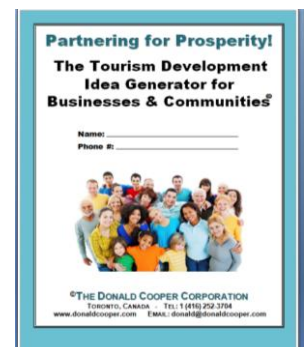
PARTNERING FOR PROSPERITY:

Tourism experiences basically consist of ‘eat, sleep, do and shop’. These are the **“4 Pillars of Tourism”**. Very few providers of ‘eat, sleep, do and shop’ are, by themselves, a big enough draw to attract large numbers of visitors from any great distance. But, by partnering with other experience and service providers in our area we can create and market clearly focused, seamless experiences and extraordinary visitor value. Experiences and value that delight our guests, turn them into fans, make them want to stay longer, spend more, come back more often...and tell their friends.

Simply put, first we have to be a story...then we have to tell our story. Most of us are not a compelling ‘story’ on our own...but together we can be. So, as hospitality providers, by joining together, working together and promoting together...we can prosper together.

Donald Cooper has created this **“Partnering for Prosperity”** program specifically to help tourism experience providers work together, using the resources they have, or to create what they don’t have, to develop and promote a powerful and clearly differentiated tourism destination or experience. This program will facilitate the creation of dozens of experience and marketing partnerships that will make a major impact on the economy and quality of life in your community ...and in the individual businesses in it.

This program can be delivered as a Keynote presentation or an half-day interactive Workshop. It is supported by Donald’s complete step-by-step 197-page **‘Tourism Development Idea Generator Guide’** which can be licensed to you and printed locally by you. Printing locally saves you money and creates the possibility of attracting paid ads in the Guide from tourism industry suppliers. These sponsorship dollars can greatly improve the profitability of your event. Or, Donald can bring printed copies of the Guide and offer them for sale to attendees.



Specifically, this 'Partnering for Prosperity' program delivers four clear outcomes...

1. You will attract more visitors to your community and your business. They'll have more extraordinary experiences, stay longer, enjoy more, spend more, come back more often...and tell their friends.
2. You'll attract more talented people to move to, and enhance your community because of the quality of life and the economic opportunities you offer.
3. You'll attract more investment to your community from both the private and public sectors.
4. You'll encourage your local citizens to do more and spend more in your community, which will enrich their lives and create a more vibrant local economy.

DONALD'S UNIQUE VALUE, EXPERIENCE AND CREDIBILITY:

Donald has been 'in the trenches'. He has been both a world-class manufacturer and an award-winning retailer. Over the past 20 years he has helped 1,000s of businesses and communities around the world to rethink, refocus and re-invent themselves.

Donald started his business career at the age of 6, sweeping the floor in the family business for 5 cents a day. Long days and low pay...excellent early training for an entrepreneur! He earned an MBA from the Ivey Business School at the University of Western Ontario, followed by 18 years at Cooper Canada. From humble beginnings Cooper Sporting Goods became a world-leading manufacturer of sports equipment and a Canadian Brand icon.

Then, Donald reinvented himself as an award-winning fashion retailer. In just 3 years he fundamentally redefined the customer experience for which he received 7 Awards of Excellence for marketing, service and business innovation.

For his unique and transformational business insights and compelling presentation style Donald has been awarded the prestigious **Certified Speaking Professional (CSP)** designation, the highest earned designation in the world of professional speaking. He has also been inducted into the **Canadian Speaking Hall of Fame**.

WHAT ATTENDEES SAY ABOUT DONALD'S TOURISM PROGRAMS:

- Fabulous presentation, uplifting, informative, challenging...and a real idea starter for me.
- Appreciated your real-life experiences and examples.
- Thank you for doing your homework on our area.
- Donald was freakin' awesome.
- Real content, real stories, local examples. You showed us the value of authenticity and the power of joy and gratitude. Thank you!
- You have got me thinking about how to create an unforgettable tourism experience. Thank you for the ideas and the inspiration.
- Fantastic.
- Donald tells the truths that we all need to hear.
- This was excellent. Perfect timing as we are updating our Business Plan.
- Amazing. We have much work ahead of us.
- Love the Handout. It enables us to take away your incredible content and do something with it.

Bonus take-away value: Each of your attendees will have free access to Donald's complete set of 'Business Assessment and Management Implementation Tools'...and an opportunity to sign up for his thought-provoking, helpful and semi-entertaining monthly **Management E-Newsletter**.

THE INVESTMENT TO BRING DONALD TO YOUR TOURISM GROUP OR COMMUNITY:

Your investment for the '**Partnering for Prosperity**' program' is \$5,800, including all research, prep and Handout Masters, with your choice of a Keynote or ½-day interactive Workshop. This special '*community rate*' is half of Donald's normal speaking fee. Donald's travel expenses are in addition to the program development and presentation fee.

Plus, if you wish to offer Donald's 197-page step-by-step '**Tourism Development Idea Generator Guides**' to your attendees, to facilitate implementation of this program, the cost is a licensing fee of \$10 each, plus your local printing cost of about \$10 per copy. A local printer can usually be found to print the Guides for free, or at a very much reduced price as a Platinum Sponsor. Also, selling ads in the Guide can be an excellent source of revenue for your event.

Note: To add Donald's insightful '**The Business Side of Tourism**' 90 minute Keynote or half-day interactive Workshop as a separate session at your event is an additional \$2,000, including all research, prep and Handout Masters.

For more info, or to book Donald, contact Sharen Skene, our Director of Marketing in Toronto, Canada at 416-252-3704, or at sharen@donaldcooper.com.