

Application for the 2012 Experience Economy Expert Certification Course August 6-10, 2012 | Cleveland, OH USA

The 2012 course is limited to 12 participants. Applications are evaluated in the order received.

Name: _____
Company: _____
Address: _____
Phone: _____
E-mail: _____

1. How did you first encounter the ideas pertaining to the Experience Economy?

2. What is your favorite chapter of *The Experience Economy*? Why?



8. What three questions would you most want to ask Pine & Gilmore about experience staging?

i.

ii.

iii.

9. What initial ideas do you have for how you might use your post-Certification follow-up day with Pine or Gilmore?

10. The final (optional) step in the application process involves the following: Use the concept of *-ing the thing* from Chapter 1 of *The Experience Economy* to stage an application submitting experience. Apply your creativity and grasp of Experience Economy principles to stage a memorable experience associated with the submission of your application.

Complete and submit with your non-refundable application fee of US\$250.00 to:

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