



# INTERNATIONAL PRODUCT DEVELOPMENT & PRICING WORKSHOP

**DATE/TIME:** Tuesday, February 21, 2023

Registration - 8:30 a.m. | Program - 9 a.m. - 12 p.m.

**LOCATION:** Outdoor Campus East, 4500 South Oxbow Avenue  
Sioux Falls, SD 57106

**PRESENTERS:** Jennifer Ackerson, Chris Pilley, Cole Irwin

## INBOUND INSIDER: STEPS TO SUCCESS

The South Dakota Department of Tourism is excited to bring the Inbound Insider: Steps to Success program to Sioux Falls. This **FREE** education program was designed by Alon Marketing and the International Inbound Travel Association. The program is for Destination Marketing Organizations (CVB's and Chamber of Commerce) and tourism stakeholders (hotels, attractions and sightseeing tours) to increase international tourism ROI by providing tools, resources, and the know-how to work effectively with the international travel trade.

The 3-hour course will provide a strategic framework on inbound marketing, principles and tactics to help those interested in welcoming international visitors to their destination. The program will provide valuable insights into creating, pricing, and marketing an international ready product that is sellable through channels provided during the course. For additional information contact Cole Irwin at [Cole.Irwin@TravelSouthDakota.com](mailto:Cole.Irwin@TravelSouthDakota.com) or 605-773-3301.

The workshop is **FREE**, but you must pre-register by February 16, 2023.

Register by emailing, Jackie Wentworth, Experience Sioux Falls, at

[Jackie@ExperienceSiouxFalls.com](mailto:Jackie@ExperienceSiouxFalls.com).



**JENNIFER ACKERSON**  
Alon Marketing Group



**CHRIS PILLEY**  
Rocky Mountain Holiday Tours



**COLE IRWIN**  
South Dakota Dept. of Tourism