

# Marketing Executive Studytour

GO TO

## SEATTLE & BOSTON

Marketing Executive Studytour to the USA  
2019 from October 5 until 13

### PROGRAM

#### Intensive and intens!

- The Big Five of Seattle
- Academic day in Boston
- Exclusive Travel mates

#### Seattle has it!

- Boeing
- Microsoft
- Nordstrom
- Nintendo
- Starbucks
- Paccar (DAF)
- Expedia
- Amazon
- T-Mobile US
- Getty Images

#### Academic day in Boston

Masterclass in the morning at Harvard or MIT and two real life cases in the afternoon

#### And off course:

- CIC in Boston! (Start-ups)
- Excursion program:
  - bicycle tour in Seattle
  - Space needle
- Leisure & fun
- Networking with topstrategists



**Boston knows it &  
Seattle has it!**

#### You have to understand to get it!

Disruption, digitization, artificial intelligence, virtual reality. The future is accelerating. In Boston, the future is now being conceived at the world's foremost universities, Harvard and MIT. This future is now applied in Seattle, the new Silicon Valley. We are heading for the future, in Seattle and in Boston. Large organizations such as Boeing, Amazon and Starbucks are based in or moved to Seattle for a reason. That's where it's happening now.

The US, country of the great promises, but also Trump's homeland. We are going to experience his influence on the economy and innovation in this huge country.

America has changed in the recent years. Will the big companies still dominate the world markets in the future?

**Go west, youngman and take a look!**

**Executive Marketeers  
& Business Consultants  
October 5 until 13 2019**

# What are we going to do and where are we going to do that?

## Introduction and information

All traveling companions come together on Monday evening September 16th.

### Meeting objective:

meet fellow travelers, networking and discuss the program.

### And also:

Introduction to the cases of the company visits planned. Excursions, ESTA visa and other information about the trip and the country.

Participation in this study trip is an all-in investment of € 3,980,- excl. VAT.

An early bird price of € 3,780,- applies until July 1st.

## Provisional program:

- On Saturday we will leave Amsterdam and arrive in Seattle in the late afternoon. The rest of the day we will acclimatize and install.
- Sunday a bike tour through Seattle (optional) and then to Boeing. An experience on itself!
- Monday two company visits.
- Tuesday we will also visit two companies where we will work on a case.
- Wednesday we will fly to Boston and arrive there in the late afternoon.
- Thursday is the academic day at Harvard or MIT. An inspiring masterclass in the morning and two solid cases in the afternoon.
- Friday we will visit two companies again to work on serious cases. If possible we will visit a major sports event in the evening, depending on the availability (optional).
- Saturday morning is for leisure and/or shopping; later in the afternoon we go to the airport "to catch a plane home".
- Sunday 13 October we will arrive early in the morning at Schiphol.

## Inclusive in this Study Tour:

- Flight to Seattle, to Boston and back to Amsterdam
- All hotel stays in fine hotels
- Four group dinners
- Lunches according itinerary
- The program with business visits and inspiring master classes
- Organizational costs and supervision by Studium Travel



Everything about this trip on:  
[studiumtravel.nl/us](http://studiumtravel.nl/us)

**Studium**  
**Travel**



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