

# Estrategia de Negocios e

## Innovación Digital | March, 19<sup>th</sup> – 24<sup>th</sup>

### San Francisco & Silicon Valley, California



## University of Lima's Sample Itinerary

Please note that the itinerary below features only a sample of our potential contacts for your program. We will work diligently to match the quality of the business meetings presented here, but please keep in mind that these companies are subject to executive availability which will be defined according to each company's schedule. This is not a confirmation of the included companies availability. Should you be interested in viewing a wider spectrum of Austral Group's customized itineraries, we have attached a handful of completed itineraries from recent programs into the appendix of this proposal.

## Land Package Pricing

### Cost Proposal

The land package and corresponding pricing includes all the services detailed in the services provided section below as well as in the sample itinerary in the previous section. All costs are net and listed in US Dollars, based on a 7 day and 6 night program with an estimated group of 20-40 students in twin rooms and 1 faculty in single rooms.

For a detailed review of your hotel options, please click on the Hotel Options tab in the navigation. Should you have any questions about the pricing structure, don't hesitate to get in touch with us.

### Three Star Holiday Inn Fisherman's Wharf San Francisco hotel

Cost per participant in twin occupancy rooms. Complimentary breakfast at both hotels with internet included.

20 Students	US\$2995 per person
30 Students	US\$2580 per person
40 Students	US\$2367 per person
1 Faculty	Complimentary
Single Room Supplement	US\$792 per person

## Air Package Pricing

### International Flights

The price below is for the flight between Lima Peru and San Francisco USA. The costs illustrated below are a general estimate given the current flights costs and our prior experience in travel to the area. Please note that air taxes are subject to change prior to the complete purchase of airfare and a deposit is necessary to maintain this current rate and availability on the plane. The airfare listed below is not included within the land package price on the previous page/section.

### International Flight with AeroMexico

Estimated cost per participant		US\$700
Depart — Sun, Mar 19	13h 52m	
12:15a — 5:24a	Economy6h 09m	
Lima (LIM) — Mexico City (MEX)		
Aeromexico 19 · Narrow-body Jet · Boeing 737-800		
Change planes in Mexico City (MEX)	2h 48m	
8:12a — 12:07p	Economy4h 55m	
Mexico City (MEX) — San Francisco (SFO)		
Aeromexico 668 · Narrow-body Jet · Boeing 737-800		
Return — Sat, Mar 25	14h 25m	
1:25p — 6:40p	Economy4h 15m	
San Francisco (SFO) — Mexico City (MEX)		
Aeromexico 669 · Narrow-body Jet · Boeing 737-800		
Change planes in Mexico City (MEX)	4h 15m	
10:55p — 5:50aLands Sat, Mar 25	Economy5h 55m	
Mexico City (MEX) — Lima (LIM)		
Aeromexico 48 · Narrow-body Jet · Boeing 737-800		



# Services Provided by Austral Group

## Items Included in the Austral Group Proposal:

- One group transfer in and out from the airports for international flights;
- Deluxe coaches for transport to all business meetings and group lunches/dinners and group cultural activities. Two bottles of water are provided each day on bus transportation;
- 6 nights of three star hotel accommodation with complimentary breakfast and internet;
- Welcome Cocktail Reception and Farewell Group dinner in San Francisco;
- San Francisco city tour or communications game;
- Stanford University Campus Tour;
- Morning Seminar at St. Clara University or St Marys University with coffee break included;
- Gratuities for guides, drivers, waiters, porters etc.;
- Organization of all logistics/academic activities involved in the study trip;
- Program manager dedicated to pre-trip planning and on the ground scheduling. PM will be available 24/7;
- Assistance of one local bi-lingual, English/Spanish speaking guide for all scheduled cultural activities, business meetings, and evening dinners. Guides are budgeted for 12 hours on normal work days;
- The use of a group cell phone during your stay in USA;
- Printed information and meetings kit upon arrival;
- Customized group website allowing students to make payments and for additional nights, optional activities, register guest details etc; Access to the Austral Group online library and information kits;
- Distribution via email of numerous articles, business reports, case studies, etc., on key business/economics and politics related issues in USA;
- Availability for virtual conference orientation with the students prior to study trip.
- General and Professional Liability Insurance of up to US\$15 million

## Items Not Included in the Austral Group Proposal:

- Hotel extras not included in the standard room rate (Telephone, laundry, meals, minibar, etc);
- USA Visa Fees depending on nationality of students;
- Meals not included in the itinerary;
- Optional activities covered by individuals;



## Holiday Inn, Fisherman's Wharf Superior Three Star Hotel in San Francisco

Included in your Land Package options was the Holiday Inn, Fisherman's Wharf in San Francisco. Below, you'll find a handful of photos of the hotel as well as a link to the hotel's website should you be interested further.





# Sample Itinerary Created For University of Lima



## Sunday, March 19 San Francisco, California

meals included: **Welcome Cocktail Reception**

[a.m.]

[p.m.] **One group Bus Transfer from Airport provided**

Guaranteed Check in at 3:00 P.M.

Three Star Hotel:

**Holiday Inn San Francisco**

**Orientation meeting on Bus**

- *Itinerary*
- *Safety*
- *Q & A*

**Bus and walking tour of San Francisco**

- *Golden Gate Bridge*
- *Pier 39*
- *Union Square*
- *Mission District*
- *Lombard Street*
- *Chinatown*

## Monday, March 20 Silicon Valley, California

meals included: **Breakfast**

[a.m.] **Breakfast**

**Group bus Transport to University for Seminar Activity**

**Morning of University Seminars at Santa Clara University of St. Mary's College of California: 9–11**

*~ Possible topics (I.e.: Business strategies, Economic overview, Marketing specifics, Entrepreneurship, Finance management, Doing Business in the United States, Innovation, entrepreneurship, big data, new business models; Business Ethics, Corporate Communications: Creating a culture of innovation, Executive/Systems thinking, Communication that motivates, Negotiation in practice, Leading effectively and flexibly across cultures.*

[p.m.] **GooglePlex**

*~Visit this well known global headquarters where from writing code to supporting clients of every size, the heart of everything that is done at Google can be found there. Speak with people about how they design products that are changing the ways people find information, do business, communicate and learn.*

*[or alternative meeting in the IT industry]*

## Wednesday, March 22 Silicon Valley, California

meals included: **Breakfast**

[a.m.] **Breakfast at the hotel**

**Group bus transport to Silicon Valley**

**Stanford Campus Tour**

Visit to Stanford Campus for a local group tour.

Group tour includes:

- The Main Quad
- Memorial Church
- White Plaza

[p.m.]

**SAP Design and Co-Innovation Center**

*– Visit to design and co-innovation center, introduction to design thinking. Learn about SAP's Design & Co-Innovation and strategic design projects through Co-Innovation and Design Thinking. Meet and speak with a team member including designers, design strategists, software architects, and program managers.*

*[or alternative meeting in the IT industry]*

**Group bus transport back to San Francisco**

## Thursday, March 23 San Francisco, California

meals included: **Breakfast**

[a.m.] **Breakfast at the hotel**

### Facebook

~Visit this 9 acre 430,000 square-foot space that fits 2,800 employees and speak with members of the Facebook community that work in the building called MPK20 (for Menlo Park Campus building 20) in a space that's eco-friendly and reflects Facebook's mission to connect people. Learn about how the environment allows people to collaborate and innovate together.

[or alternative meeting in the IT industry]

[p.m.]

### Yahoo

~Presentation by leading technology company, one of the original members of Silicon Valley/San Francisco business environment. Yahoo is known for its Web portal and search engine.

[or alternative meeting in the IT industry]



## Friday, March 24 San Francisco, California

meals included: **Breakfast + Farewell Dinner**

[a.m.] **Breakfast at the hotel**

### Salesforce

~Visit this cloud computing company headquartered in San Francisco, California, and talk to senior management level about how although its revenue comes from a customer relationship management (CRM) product, Salesforce also tries capitalizing on commercial applications of social networking through acquisition. Learn more about how as of 2015, it is one of the most highly valued American cloud computing companies with a market capitalization of \$50 billion.

[p.m.] **AirBnb**

~Visit this company founded in August 2008 and headquartered in San Francisco (California) and learn about how Airbnb is a community marketplace built on trust in which people post, discover and book unique accommodations around the world. Speak with executives about how Airbnb offers its users unique experiences for all budgets in more than 34,000 cities and 190 countries.

[or alternative meeting in the IT/Website industry]

## Saturday, March 25 San Francisco, California

[a.m.] **Breakfast at the hotel**

**Optional Activities (Cost Covered by Students)**

### Visit to Alcatraz Island

**(Optional Activity Cost Covered by Students)**

Alcatraz Island was once home to some of America's most notorious criminals. The federal penitentiary that operated here from 1934 to 1963 brought a dark mystique to the Rock. To this day, Alcatraz is best known as one of the world's most legendary prisons.

Currently, Alcatraz is now home to rare flowers and plants, marine wildlife, and thousands of roosting and nesting sea birds.

Or

**Expand your mind at the Exploratorium (Optional Activity Cost Covered by Students)**

Create holes in the time-space continuum, make a human tornado, capture your face in a drop of water, challenge your brain's perceptions of color, shape and motion... Covering the length of three football fields along the Embarcadero waterfront, this fascinating hands-on museum features more than 600 exhibits that challenge the principles of physics and human observation

[p.m.] **One Group Transport Provided to International Airport for Travel**

**End of Academic Program**

**Dirección de Cooperación Externa**

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