



CENTRAL COUNTIES

## Central Counties Tourism Learning Lab

### Tourism Ambassador Program



The Tourism Ambassador Program webinar will give you a better understanding of the relationship between tourism, your business, and your community. You will learn how treating each visitor in a way that creates a memorable guest experience impacts the business you work in and your community.

Set aside approximately 1 hour to complete all the program modules. If you don't have an hour, no worries! You can restart your session exactly where you left off and complete it on your own time and pace.

Choose your own AVITAR, collect BADGES and watch entertaining videos of the RIGHT and NOT SO RIGHT way to be a Tourism Ambassador.

Get ready to start your journey to becoming a Tourism Ambassador!

**WHO Should Attend:** Business owners, staff, community tourism groups, tourism stakeholders and anyone else interested in having an impact on visitors in your business and community.

#### **How to Register at Symposium 2021:**

Select the **Breakout Session** option when you register for Symposium 2021. CCT will follow up with you to provide instructions for registering for the Learning Lab Session.

#### **NEW! Central Counties Learning Lab:**

The Tourism Ambassador Program is part of the NEW Central Counties Learning Lab, a customized member user portal that provides a fun and interactive learning experience for our members. Once you register and login to your account on [centralcounties.ca](http://centralcounties.ca) – you're going to find your own personal webpage where you can view articles selected just for you, and other resources to boost your business savvy and your tourism readiness.

The **Tourism Ambassador Program** is the first self-paced learning module in the Learning Lab, but there's more to come!

### **Coming up in the Learning Lab!**

**Strategic Writing for Your Tourism Business:** Start writing strategically to capture your audience for social media profiles, websites and print media in 50, 100 and 200 words with tools and templates.

**Grant & Funding Applications:** Write compelling applications by learning how to navigate and work through the core sections. Create your own templates to save for your funding applications.

**Tourism Social Media 101:** Choosing the right channels; how often and when to post; Images - IG photography; strategic tagging and hashtags.

**Tourism Social Media 201:** Creating content; social media calendars; conversion success; paid vs organic posts; Facebook ads, Native ads, Boosted posts; using social media ambassadors.

**Tourism Photography & Video:** Four-season plans to create your photo and video assets.

**Tourism Websites 101:** Building a customer/guest-friendly website; Google Analytics; Google My Business; Traffic and SEO; search ranking; Ad words.