Ambassador Training Program

Preliminary Stakeholder Engagement Meeting

January 26, 2018

Agenda

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| 9:00 - 9:05 am | Welcome | Alycia |
| 9:05-9:15 am | Introductions  -*Each attendee* *will introduce their name, organization/business, and what interests them about an ambassador program* |  |
| 9:15-9:30 am | Why an ambassador program for Golden?  -Visitor Study Results  -Economic Impact  -Seamless visitor experience  -Community spirit and education | Alycia |
| 9:30-9:45 am | Business perspective  -Benefit to business  -Snapshot of local economy  -What employees and employers are looking for  -Training & Education | Shelly |
| 9:45-9:55 am | Examples of similar programs  - Tofino  - Fernie  - Vancouver | Alycia |
| 9:55-10:15 am | Small Groups (3-4 people)  What components would you like to see in an ambassador program? |  |
| 10:15-10:20 am | Group Share  *Each small group reports back to the large group on highlights of their conversation.* |  |
| 10:20-10:35 am  SWAP  10:35-10:50 am | Break Out session   1. What exists? 2. Opportunities 3. Threats/Challenges |  |
| 10:50-11:00 am | Wrap Up/ Next Steps | Alycia |