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 amSWAP10:35-10:50 am | Break Out session1. What exists?
2. Opportunities
3. Threats/Challenges
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| 10:50-11:00 am | Wrap Up/ Next Steps  | Alycia  |