

Tourism PRINCE GEORGE

HelloPG 2017 Community Ambassador Worksheet

Thank you for your interest in the Community Ambassador Program.

Today, you will learn more about your community, but it's also important for us to know more about you! Please take a moment and tell us a bit about yourself in the space below.

Name	
Business/Employer	
Hometown	
Email	
Twitter/Instagram Handle	
Languages Spoken	

- 1. What type(s) of local knowledge or activities are you an expert in?** eg. fishing, history, entertainment.

- 2. What type(s) of local knowledge or activities would you like to know more about?**

- 3. What are your favourite places in BC?**

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4. Which places in BC would you like to explore?

5. **Tourism has 5 main sectors.** Try to list some examples of businesses in these sectors in your community:

Recreation and Entertainment	
Accommodation	
Food and Beverage	
Transportation	
Tourism Services	

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6. **Describe a great day in your community.** In the space below, create an itinerary of at least three things you would take visitors to during a day in your community.

When you're done, briefly describe the kind of visitors this trip is created for.

7. What is the most surprising question someone has asked you about your community?

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8. **Choose an ambassador type.** This initiative puts three types of ambassadors into the community. Read the descriptions below and **circle** the type of ambassador you would like to be. All ambassadors receive training and support materials.

a. Special Event Ambassadors

- i. Special Event service locations will have a branded tent, table, signage and even the Mr. PG inflatable where possible. Ambassadors at the pop-up location will also be supplied with t-shirts, printed maps and guides, and tablets with data. As often as possible, we will partner with artists and entertainers to accompany the pop-up ambassadors and generate more of a draw.
- ii. Special Event services will be deployed at festivals, consumer conventions, markets and competitions with the goals of:
 1. continuing our strong community outreach presence,
 2. educating locals about the program and recruiting more ambassadors,
 3. generating leads by providing trip ideas and promoting stakeholders.

b. Digital Ambassadors

- i. Answer questions, join relevant conversations and contribute content on Twitter, Facebook, Instagram and Google Maps.
- ii. Digital ambassadors will also be trained to help stakeholders with basic TripAdvisor, Yelp, and Google Maps tasks.
- iii. Digital ambassadors will have the opportunity to contribute key content (photos, videos etc.) for rewards, take part in field trips and workshops, and access content creation equipment.

c. Front Line Employees and Volunteers

- i. Keep on giving top-notch customer service.
- ii. Get more resources for answering local and regional tourism questions.
- iii. Give out pins to raise awareness of Digital Ambassadors.
- iv. Provide feedback: we're always looking to refine our program and our materials.

Tourism Prince George may send me:	Ambassador Program material Y / N	Tourism Prince George eNewsletter Y / N
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Signature: _____