



MANITOBA AMBASSADOR PROGRAM

Enhanced Version

The word Ambassador is generally defined as a 'high ranking representative or messenger'. This is an extremely important role whether it is representing your business, your community or the province as a whole. As an Ambassador, you will make an impression on the people that you come in contact with and there are a number of things to consider in making that impression a lasting and positive one.

Tourism products and services should engage visitors, tap into their passions and interests, connect locals with visitors, increase social interaction and shared experiences, and provide opportunities to learn. Every interaction is a chance to make a lasting impression and memory to be remembered fondly and shared with others.

The online ***Manitoba Ambassador Program, Enhanced Version*** has been updated to include a new module which features Day Trips within Manitoba. This is a great source of ideas, images and inspiration for Manitoba Ambassadors to share with visitors to Manitoba.

By the end of this **online course**, you will have the tools to enhance your knowledge and abilities to be a Manitoba Ambassador. You will:

- Enhance your knowledge and pride of Manitoba, and the diverse activities and attractions each region has to offer,
- Learn how to use this knowledge of Manitoba to deliver outstanding customer service that is remembered by each visitor, and
- Create a memorable experience and a powerful connection for visitors to your region and your business.

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MANITOBA TOURISM
EDUCATION COUNCIL

FOR MORE INFO:

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