About Me

25 Years in Travel & Tourism Industry
Cayuga County Tourism, Rochester Wine School Founder,
US Airways, Marriott Hotels

Sales, Marketing, Training Leadership
First hand experience as a sales and marketing leader;
taught many hospitality sales teams

Education in MarCom & Adult Learning
Concentration in digital and online learning; apply best practices
in adult learning to professional development

Global Experience
Entrepreneurial Mindset

Woman-Owned Business
Engage Tourism Partners

Destination Marketing Ambassadors

WHY TRAIN THE FRONT LINE?

• Right place, right time to make recommendations
• Your best spokespeople
• Destination Marketing Ambassadors

*Visitors will take a “local’s” recommendation 90% of the time (TripAdvisor, 2016)*
eLearning Benefits

WHY ELEARNING?

• Content Sharing/Cross-Train
• Economical
• Comprehensive Resource
• Keep Training Current
• Fast Deployment
• Global Access
• Scalable

Industry-Centric LMS

LMS

Administration

Play Courses

Secure Data

Recordkeeping

“NYSTIA Academy”
Passive Learning

READING & IMAGES

- 0-10% Retention
- Best used for “deep dive” into topics
- Most effective for learner-driven inquiry
- Personal anecdotes

VIDEO

- 10% Retention
- 30 seconds ideal – max of 90 seconds
- Good for highly visual content
- Best used for “how to” instructions
Active Learning

INTERACTIVE CONTENT

• 50-90% Retention
• Challenge learner to think critically
• Engage learner throughout activity
• Break content into small “chunks”

Interactive content specifically focused on marketing the destination is what differentiates Cayuga County’s program from others.
Example

Cayuga County
Possible Topics

- Steps for creating online Marketing Ambassador program
- Inclusive learning strategies that engage participants
- Adult learning best practices
- How to engage tourism partners to complete the program
- Interactive learning examples from Cayuga County program
LEARNING EXPERTS
SOLUTIONS PROVIDER
COMMİTTED TO YOUR SUCCESS

Thank You