

## Conference Details

### What

2019 Spring Training

### When

Tuesday, May 7 to Wednesday, May 8, 2019

### Where

Delta Edmonton South Hotel and Conference Centre 4404 Gateway Boulevard Edmonton, AB T6H 5C2 Phone: 780-434-6415

### Contact

Karren Graham  
Alberta Culture and Tourism  
[spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca)  
780-638-3837

### Questions

If you have any questions regarding the event, contact [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca)

## An Invitation to Alberta Visitor Information Providers (AVIPs)

Get your front-line visitor information centre (VIC) staff ready for the upcoming season at the 2019 Spring Training!

### What is Spring Training?

A two-day training event that offers the tools and resources to provide a high level of service to the travelling public. VIC staff will be trained on visitor engagement techniques, customer service, trip planning tools, Alberta product knowledge, and more. Training is catered to staff who directly engage with visitors in their centres, digitally, and in their communities, including accredited and non-accredited community, regional, and provincial VICs.

This year's theme, "[Driving the Visitor Experience](#)", expresses the importance of engaging with the visitor to create memorable experiences that are catered to their unique needs, and further contribute to the growth of tourism. Delegates will leave equipped with the knowledge and tools to connect visitors to Alberta experiences by providing trustworthy, accessible, and personalized trip planning advice and information.

### Why register?

- Learn to effectively engage and respond to visitors through energetic customer service training sessions;
- Learn about online tools and available resources that assist in meeting visitor needs;
- Learn the latest techniques and trends in visitor servicing;
- Get specialized training for new and return VIC staff;
- Increase your product knowledge of the various tourism attractions, experiences, activities, events, and destinations that Alberta has to offer;
- Strengthen regional relationships by networking with other community VICs and industry representatives;
- Maintain VIC accreditation status;
- No registration fee to participate!

### What is included in your registration?

- Registration for up to four staff;
- Arrival bag for each attendee that includes a pen/highlighter, travel publications, and training materials for the sessions;
- Breakfast, lunch and refreshment breaks each day (May 8-9);
- Accommodation reimbursement (see page five for eligibility Terms and Conditions).

Participants are responsible for travel costs. Free parking is available at the hotel.

## Conference Program

See what's in store at the 2019 Spring Training!  
(Schedule subject to change).

### Tuesday, May 7, 2019

- 7:15 a.m. – 8:15 a.m.**     *Registration and Breakfast*
- 8:15 a.m. – 8:35 a.m.**     *Opening Program*
- 8:35 a.m. – 9:20 a.m.**     *Alberta News Reel*
- 9:20 a.m. – 10:15 a.m.**   *Travel Counsellor Training (New & Returning)*
- 10:15 a.m. – 10:30 a.m.**   *Refreshment Break*
- 10:30 a.m. – 12:00 p.m.**   *Travel Counsellor Training (New & Returning)*
- 12:00 p.m. – 1:00 p.m.**     *Lunch*
- 1:00 p.m. – 1:45 p.m.**     *Exhibitor Tradeshow - 1/2 delegates*  
*Map Training Session - 1/2 delegates*

*For the first 45 minutes half of the delegates will learn how to use the official Alberta Road Map. The other half will proceed to the exhibitor tradeshow.*

*During the tradeshow, delegates will be able to engage freely with exhibitors and learn about tourism offerings. Delegates will be given a list of guiding questions in order to effectively gain key knowledge about each organization, however more in depth exploration and further questioning can earn extra entries into the door prize draw. Organizers will be watching for engagement that goes above and beyond, and will be handing out ticket entries for door prizes generously donated by these organizations.*

- 1:45 p.m. – 2:45 p.m.**     *Exhibitor Tradeshow cont'd - All delegates*
- 2:45 p.m. – 3:00 p.m.**     *Refreshment Break*

## Conference Program (cont'd)

### Tuesday, May 8, 2019 (cont'd)

**3:00 p.m. – 4:00 p.m.** Exhibitor Tradeshow cont'd - All delegates

**4:00 p.m. – 4:20 p.m.** Door Prizes & Closing Remarks

Door prize announcements! You must be in attendance to win.

### Wednesday, May 8, 2019

**7:15 a.m. – 8:15 a.m.** *Registration and Breakfast*

**8:15 a.m. – 9:30 a.m.** *Verbal Judo / Crucial Conversations*

**9:30 a.m. – 9:45 a.m.** *Refreshment Break*

**9:45 a.m. – 10:45 a.m.** *Concurrent Breakout Sessions #1*

Delegates can choose to attend one of these three breakout sessions:

- **1A/2A: Indigenous Culture**  
The session will address the diversity of Indigenous peoples, and provide resources to better help Visitor Services Providers work, collaborate and build relationships with neighbouring Indigenous communities. In addition, Indigenous Tourism Alberta will provide information on the growing Indigenous tourism industry and the experiences offered across Alberta.
- **1B/2B: Developing Communication / Work Place Environment**  
This session will focus on how to communicate and understand the spectrum of generations, their shared values and the motivations of people in the workplace while fostering a positive workplace environment. The discussion will provide ways to include and use this information to enhance communication and offer the best customer service.
- **1C/2C: Travel Alberta**  
Learn about Travel Alberta's tools, resources, campaigns, and marketing campaigns for the upcoming summer season.

## Conference Program (cont'd)

### Wednesday, May 8, 2019 (cont'd)

**10:45 a.m. – 11:00 a.m.** *Move between sessions*

**11:00 a.m. – 12:00 p.m.** *Concurrent Breakout Sessions #2*

Delegates can choose to attend one of the three breakout sessions mentioned on page 3. Please indicate your choices (2A, 2B, or 2C) on the registration form.

**12:00 p.m. – 1:00 p.m.** *Lunch*

**1:00 p.m. – 1:45 p.m.** Exhibitor Tradeshow - 1/2 delegates  
Map Training Session - 1/2 delegates

For the first 45 minutes half of the delegates will learn how to use the official Alberta Road Map. The other half will proceed to the exhibitor tradeshow.

During the tradeshow, delegates will be able to engage freely with exhibitors and learn about tourism offerings. Delegates will be given a list of guiding questions in order to effectively gain key knowledge about each organization, however more in depth exploration and further questioning can earn extra entries into the door prize draw. Organizers will be watching for engagement that goes above and beyond, and will be handing out ticket entries for door prizes generously donated by these organizations.

**1:45 p.m. – 2:45 p.m.** Exhibitor Tradeshow cont'd - All delegates

**2:45 p.m. – 3:00 p.m.** *Refreshment Break*

**3:00 p.m. – 4:00 p.m.** Exhibitor Tradeshow cont'd - All delegates

**4:00 p.m. – 4:20 p.m.** *Door Prizes and Closing Notes*

Door prize announcements! You must be in attendance to win.

**Reimbursement forms** for accommodations will be available at this time.

## Accommodation Information

A block of rooms is available through a group rate at the Delta Edmonton South Hotel and Conference Centre. Room rates are based on single or double occupancy (\$145/night + tax). A reference code will be provided if you are confirmed to attend the event. Rooms may be booked at the discounted rate until 4:00 p.m. on **Monday, April 9, 2019**. Please note that you are responsible for booking your own accommodations.

## Accommodation Reimbursement

If you are travelling more than 80 km from outside of Edmonton to attend the 2019 Spring Training, you may be eligible for accommodation reimbursement. In order to qualify, you must meet all of the following terms and conditions:

1. To be considered for reimbursement your completed registration form needs to be submitted by **March 29, 2019**. If you do not have staff names yet, simply write TBD so that spots can be held for them.
2. Reimbursement will only be provided for attendees travelling more than 80 km from outside of Edmonton.
3. Every staff member is required to sign in each morning at the registration table and attend all training sessions and tradeshow sessions. Staff attending only one day will not be eligible for accommodation reimbursement.
4. Reimbursement is for room and tax only. Incidental expenses are the responsibility of the individual.
5. Accommodation will only be reimbursed up to a maximum of \$145/night for single and double occupancy plus applicable taxes. This accommodation rate applies whether or not you make reservations at the Delta Edmonton South Hotel and Conference Centre. Incidentals and parking, if you choose to stay at another hotel, you will not be reimbursed.
6. Accommodation is based on shared rooms (two per room). **Important:** Upon registering, you will receive a confirmation e-mail specifying the number of rooms eligible for reimbursement. Additional rooms booked beyond this number will not be eligible for reimbursement. Please contact Karren Graham via e-mail regarding any exceptions prior to **April 9, 2019**.
7. Accommodation will be reimbursed for the nights of **Monday May 6th** and **Tuesday, May 7th only**. If you require additional nights, please contact Karren Graham. This will be assessed on a case by case basis.
8. Reimbursement forms will be available at the end of day two (May 8) after closing notes and door prizes. Instructions on where to pick up the forms will be provided that day. Reimbursement forms will not be provided after the event.

## Registration Submission

E-mail a completed VIC Delegate Registration Form and Image Release Form (per person) by **March 29, 2019** to [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca). Confirmation that it has been received will be provided within three business days. If you do not receive a confirmation, please contact Karren Graham at [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca).

All successful registrants will be sent a confirmation package. Other registrants will be placed on a waiting list and if spots do become available, those registrants will be contacted in the order they applied and offered the spots.

## Registration Details

### Breakout Sessions

Please have each attendee select which breakout sessions they would like to attend. A limited number of spots are available in each session so early registration is encouraged.

If you are sending more than one staff member from your VIC, we recommend that they be dispersed to different breakout sessions. This is to ensure efficient learning and to bring back a broader base of training that will benefit your VIC for the upcoming season.

### Still Hiring Staff?

If you do not have the names of all your staff yet but expect to have them hired in time to attend the 2019 Spring Training, simply write *TBD* to hold places when filling out the registration form. Please provide staff names to [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca) by **Friday, April 5, 2019**.

### New vs. Return Staff

New staff is defined as first time travel counsellors or those new to the tourism industry. Return staff is defined as those with previous experience in travel counselling or the visitor servicing industry.

### Important Dates:

- **March 29, 2019** - Registration deadline
- **April 5, 2019** - Confirm names of staff attending conference
- **April 9, 2019** - Accommodations must be booked by 4:00 p.m. on this date to receive a discounted rate at the Delta Edmonton South Hotel and Conference Centre
- **May 7-8, 2019** - Conference

# VIC Delegate Registration Form

## Main Contact Information

Contact Person \_\_\_\_\_

Organization/  
Company Name \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Company Address \_\_\_\_\_

City/Town \_\_\_\_\_ Province/  
Territory \_\_\_\_\_ Postal Code \_\_\_\_\_

Region \_\_\_\_\_

## Attendee Information

*(Maximum four staff per VIC)*

### Questions

If you have any questions regarding the VIC Delegate Registration Form, please contact [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca) or 780-638-3837.

### Protection of Privacy

The personal information that you provide on the Registration Form will be used for the purpose collected. Your information is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act (FOIP)* and is protected by the privacy provisions of the Act. If you have any questions about the collection, use or disclosure of your personal information, please contact [karren.graham@gov.ab.ca](mailto:karren.graham@gov.ab.ca) or 780-638-3837.

### Attendee #1

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Gender  Female  Male

New or return staff?  New Staff  Return Staff

Concurrent Breakout Session #1 \_\_\_\_\_  
(Wed 9:45 a.m. - 10:45 a.m.)

Concurrent Breakout Session #2 \_\_\_\_\_  
(Wed 11:00 a.m. - 12:00 p.m.)

Dietary Restriction \_\_\_\_\_

### Attendee #2

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Gender  Female  Male

New or return staff?  New Staff  Return Staff

Concurrent Breakout Session #1 \_\_\_\_\_  
(Wed 9:45 a.m. - 10:45 a.m.)

Concurrent Breakout Session #2 \_\_\_\_\_  
(Wed 11:00 a.m. - 12:00 p.m.)

Dietary Restriction \_\_\_\_\_

### Attendee #3

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Gender  Female  Male

New or return staff?  New Staff  Return Staff

Concurrent Breakout Session #1 \_\_\_\_\_  
(Wed 9:45 a.m. - 10:45 a.m.)

Concurrent Breakout Session #2 \_\_\_\_\_  
(Wed 11:00 a.m. - 12:00 p.m.)

Dietary Restriction \_\_\_\_\_

## Attendee Information (cont'd)

### Attendee #4

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Gender  Female  Male

New or return staff?  New Staff  Return Staff

Concurrent Breakout Session #1 \_\_\_\_\_  
(Wed 9:45 a.m. - 10:45 a.m.)

Concurrent Breakout Session #2 \_\_\_\_\_  
(Wed 11:00 a.m. - 12:00 p.m.)

Dietary Restriction \_\_\_\_\_

**Send completed form to [Spring.Training@gov.ab.ca](mailto:Spring.Training@gov.ab.ca)**



# Image Release Form

## MODEL IDENTIFICATION

(Internal Use)

## LOCATION

Edmonton, AB

**DATE:** May 7-8, 2017

**NUMBER OF PERSONS:**

## DESCRIPTION OF ACTIVITY/

### MODEL:

Attendee at the 2019 Spring Training

## COLOUR AND TYPE OF CLOTHING:

## PRODUCTION:

## FILE#

This personal information is being collected under the authority of the Freedom of Information and Protection of Privacy Act (Alberta) and is subject to the provisions of that Act. My consent allows for collection, use and disclosure of my personal information for the purposes described above. If I have any questions regarding my consent or the use of my personal information, I can contact the Visitor Services Branch of Alberta Culture and Tourism, 6th Floor, Commerce Place, 10155 – 102 Street, Edmonton, Alberta, T5J 4L6. Phone (780) 427-0590 or toll free in Alberta: dial 310-000 then the number.

Please be advised that during the event you may be photographed by our photographer. We need your consent to collect, use and disclose your image.

Please have each attendee complete the Image Release Form or contact Karren Graham at [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca) if you do not want to be photographed.

**I, the undersigned model, grant permission to the Government of Alberta (GOA) to collect, use and disclose, as well as to record, film and/or photograph, my physical likeness, quotations and/or appearance (My Image). I understand and agree that the GOA will own all right, title and interest, including any intellectual property, in such recordings, film and/or photographs. This Image Release is governed by the laws in force in Alberta.**

### **I understand, acknowledge and consent to all of the following:**

- My Image will be kept in a GOA collection. My participation is voluntary. I will not receive an honorarium or other fee or compensation for the collection, use or disclosure of My Image.
- My Image will be used by the GOA or licensed to other public or corporate bodies for the purposes of advertising or promoting history, culture, tourism and the Province of Alberta.
- This Image Release does not have an expiry date because My Image may be made available to the public through print; television and radio (broadcast, cable and satellite); electronic, digital and web-based materials including social media websites; and as stock photographs or stock footage.

**I waive any right** I may have to inspect or approve My Image or the uses the GOA or others make of My Image.

**I certify that** I have read and understood this Image Release form prior to signing it. I agree to give this permission, consent and release on the stated terms. I agree that this Image Release will be binding on my heirs, and successors.

\_\_\_\_\_  
Name (Please Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness Name (Please Print)

\_\_\_\_\_  
Witness Signature