



Boulder Ambassador Training Facilitator's Guide

What: The Boulder Ambassador Video is a fun, short, 2:20-minute video that introduces the Boulder Ambassador program. It supports our core value of customer service.

Who: New City of Boulder employees and seasonal staff.

When: All City of Boulder supervisors overseeing training should incorporate this video as part of their new employee training.

Materials you will need:

- ✓ DVD or link (see below) to video
- ✓ Boulder Ambassador wallet card (as handout)
- ✓ Laptop or DVD player
- ✓ Screen large enough to show video (if showing to a group)

Total time required:

Approximately 10 minutes:

- Facilitator introduction (approx. 5 minutes)
- Video (approx. 2.5 minutes)
- Ambassador wallet cards and questions (approx. 2.5 minutes)

Vimeo link: <https://vimeo.com/66205616>

Facilitator's Role

- Convey enthusiasm about spreading good will throughout Boulder and all the great sightseeing ideas there are to share with visitors.
- Explain context of video (see talking points below).
- Answer any questions.
- Empower our new employees to share their own ideas about what they love about Boulder.

Training Guide

It's easy! Just load up this 2:20-minute video, hand out a wallet card, and talk about tourism and your employees' favorite things to do in town. Here are a few more pointers to help you lead the discussion.

Step 1: Introduce the Concept

Suggested talking points:

- One of the core values of the City of Boulder is customer service. We're dedicated to exceeding customer expectations, and that means knowing your specific job but also being helpful when folks ask for tips on things to do or see in Boulder. Be excited to share information about our great community.
- Research shows that one of the things visitors enjoy most about Boulder is its welcoming, friendly atmosphere.
- In the spirit of good customer service — and to continue to ensure tourism is a thriving part of Boulder's economy — we want to help ensure visitors have a great time while they're here.
- Tourism accounts for \$363.2 million in spending in our community each year. 8,096 employees in Boulder rely on the tourism industry. This spending generates tax money that funds Open Space and Mountain Parks, Parks and Recreation facilities, the libraries, police and fire departments and road improvements.
- It behooves each of us to do our part to ensure visitors have a good time, go back home and tell their friends and families about Boulder, and return to visit again.
- In that sense, each of us can be a Boulder Ambassador — someone who, as they interact with visitors (whether they're here for a meeting, are visiting family or are on vacation), makes an effort to be friendly, helpful and offer ideas about how best to enjoy Boulder.
- As city employees, we especially have a responsibility to represent our city and foster good will among both locals and visitors alike.
- Luckily, we live in a GREAT place, and it's fun to talk about all our favorite spots!
- Now we're going to watch a short video that talks about what each of us can do to be Boulder Ambassadors.

Step 2: Show the Video

Step 3: Answer Any Questions

- Ask trainee(s) what their favorite Boulder places or activities are.
- Ask trainee(s) if there are any questions.

Step 4: Hand out Boulder Ambassador Wallet Cards

Suggested talking points

- Explain that the card can be kept in your wallet for reference in the event that a visitor asks for sightseeing ideas.
- Reinforce the idea that sharing their own thoughts about what they love about Boulder (a favorite restaurant, park, hiking trail, etc.) are the ideas that visitors will really appreciate.
- There are blank spaces on the list of top things to see and do in Boulder that they can fill in. Their perspectives on the best of Boulder are especially important to share with visitors because "insider tips" are what visitors love to hear.
- Thank the trainee(s) for their time and for becoming a Boulder Ambassador.