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PMVB Launches Poconos Ambassador Program

Free, 30-minute course for community members & hospitality employees

August 26, 2024 - The [Pocono Mountains Visitors Bureau](#) (PMVB) is proud to announce the launch of its [Poconos Ambassador Program](#), a free, online, on-demand course designed to engage, inspire, and empower community members and those working on the front lines of hospitality.

The Poconos Ambassador Program offers participants the opportunity to deepen their familiarity with the region's rich past and vibrant present, equipping them with knowledge and tools to share their passion for the Pocono Mountains and direct visitors to memorable and authentic experiences. The program is open and accessible to everyone, from local business owners and employees to residents who simply love their community and want to contribute to its growth and success. The course platform was developed in partnership with [The Tourism Academy](#), a recognized leader in tourism education and workforce development.

Key Benefits of the Poconos Ambassador Program:

- **Enhanced Knowledge:** Participants will learn about iconic landmarks and hidden gems throughout the four counties of the Poconos, enhancing their ability to connect with visitors and share the region's stories and offerings.
- **Professional Development:** The program is a great resume builder and provides valuable training for those working in the tourism industry, strengthening customer service skills and fostering a deeper connection to the community.
- **Community Engagement:** Ambassadors will play a crucial role in promoting the Poconos as a top-tier destination, helping to drive economic growth and support local businesses.

"We are thrilled to offer this new program to our communities," said Marlyn Kissner, PMVB Vice President of Membership and Community Relations. "The Pocono Mountains is a destination like no other, and this program will empower our residents and frontline workers to share their love for the region with visitors from near and far. By becoming ambassadors, they help create unforgettable experiences that will keep visitors coming back for years to come."

The Poconos Ambassador Program is now open for enrollment. Those interested in participating can sign up by visiting academy.poconos.org.

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