

VISIT
ROCHESTER
L I M I T L E S S

ROC★STAR

Frontline eLearning by Visit Rochester

2.0 

TOOLKIT

**Everything you need to roll out
ROC Star 2.0 eLearning**

VISITROCHESTER.COM

ROC STAR

Frontline eLearning by Visit Rochester

2.0 



Credit: Erin Fisher Photography

THANK YOU FOR BEING A VISIT ROCHESTER MEMBER

As a value added service for your membership, Visit Rochester is pleased to provide you with access to **ROC STAR 2.0**, an eLearning program that will give your frontline staff the knowledge and tools they need to drive tourism growth by helping Rochester stand out and keep visitors coming back.

Using this ROC Star 2.0 toolkit, you will be able to sign up your staff, plan activities, and offer rewards for training completion.

Keep your team motivated, engaged, and delivering **ROC STAR Service**.

ROC STAR 2.0

GOALS OF THE TRAINING



Improve Visitor Engagement



Increase Visitor Spending



Keep Visitors Coming Back

BENEFITS OF ELEARNING

Online ROC Star training increases accessibility, flexibility, and the opportunity for accelerated feedback. In fact, the Research Institute of America found that eLearning increases retention rates by 25% to 60%.



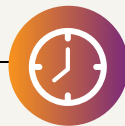
Online

Training that is online is more accessible to frontline staff.



On Demand

Available when it works for you. You can start and stop the training as you need.



60 Min

You can complete the training in approximately 60 minutes.



Engaging

There are multiple fun and engaging activities throughout the training modules.



Rewards

Not only do you get ROC Star status, you receive a reward for completion.

REWARDS

Visit Rochester would like to reward you and your team for being ROC Stars! Everyone who completes the training will receive a custom ROC Star pin and recognition as being an official ROC Star! Check out the other incentives for completing the course:

INDIVIDUAL INCENTIVES

1

TICKETS TO ROC FAVORITES

Choice of tickets or gift certificate to a ROC region attraction or restaurant. Offered upon full completion of the training.

ORGANIZATIONAL INCENTIVES

When 50% of your staff completes the ROC Star 2.0 eLearning, you have earned one of the following rewards:

1

CATERED MEETING

Visit Rochester will arrange food to be delivered to your next staff meeting (or a staff gathering of your choice).

2

CHANCE TO WIN

"THIS IS ROC" basket full of gifts and prizes from our visitor's favorite places.

3

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A cash reward of \$10 per person that completes the training.

HOW TO LAUNCH

Take a minute to write down your objective for implementing this training program. For example: improve customer engagement, increase repeat visitors, improve customer service scores, increase employee ROC knowledge, or take advantage of member benefits with Visit Rochester.

OBJECTIVE:

LAUNCH CHECK LIST:



Choose a launch date.



Develop a communication plan. We have a sample script for you.



Choose a target date for 50% of the staff to complete the training.



Develop marketing materials to promote the program. Link to some already created below



Outline rewards, incentive and recognition for the training.



Plan fun activities to launch the program.

Scan for Flyer



ROC STAR 2.0

RESOURCES

It is important to communicate to your team what the training is, expectations, and reward for completion. This script will help you get the word out and get the team excited to become a ROC Star:

SCRIPT

Hello {first name/department},

Are you ready to raise the bar on our visitor experience here at {organization}?

We are excited about a new program with Visit Rochester called ROC Star 2.0. It is an eLearning that is going to increase our Rochester knowledge and keep our visitors coming back.

All staff will be required to take the eLearning and be rewarded for completion with ROC prizes, such as tickets to an attraction or a gift certificate.

The eLearning will take approximately 60 minutes. Please complete the training by {12/31/21}. Once 50% of our staff complete the training, we will celebrate with a pizza party!

Below is the information for you to get started.

SIGN UP FOR ROC STAR 2.0

Sincerely,

Manager

ACTIVITIES

Creating some excitement and buzz around the ROC STAR 2.0 eLearning will help to get everyone motivated to sign up and complete the training. Here are a few activities to launch the program.

BEST PRACTICES

Ask your team to report back with a story about how they applied the ROC Star 2.0 Training.

IN WORK INCENTIVES

Have a launch celebration. Give out donuts for team members signing up and remind them of the rewards for completing the training.

After completing the training the team can earn tickets, certificates and goodies from Visit Rochester.

Your organization can offer: Jeans Day, Leave 30 minutes early, 1/2 Day Off, Free Coffee, ROC Goodies bag, etc.

ACKNOWLEDGEMENTS

Shout out staff members who have completed the training in your regular team communications.

Post a "congrats list" of who has completed the training in your back office/room.

Write a LinkedIn acknowledgement for team members who have completed the training

HOW TO BEGIN

Everyone individually signs up for a ROC STAR 2.0 account with the detailed instructions below.

1. Go to **visitrochester.tourismetraining.com/catalog**
2. Click on **Get This Course**.
3. Choose Sign Up and complete the form.
4. Confirmation will be sent to your email inbox.
5. Click on the link in the confirmation email to confirm your email address.
6. Login to the learning portal.
7. Click on **ROC Star 2.0 Destination Training** to open the course.
8. Click on **Start Course** to begin.



SCAN FOR FLYER



TECHNICAL TIPS

- Be sure your web browser is up to date.
- Chrome is the recommended browser to use.
- Use your email address as your username.

TECHNICAL ISSUES

For help or to report a technical issue, email VantEdge Support, support@vantedge.zendesk.com

Include the following information in your email:

- Type of device, operating system and browser you are using. (Example: laptop, Windows 10, Chrome)
- Name of module experiencing the issue
- Slide on which the module experienced the issue
- Description of the problem