

ROSWELL AMBASSADOR BUSINESS PROGRAM

Find out how your business can be recognized as a **ROSWELL AMBASSADOR BUSINESS!**

Help your front-line employees learn about Roswell attractions and fun things to do while also better understanding the important economic impact that is generated when people stay longer and spend more in our community.

ALL IN ONE HOUR OR LESS!

THE PROGRAM

Is informative

Perfect for Restaurants,
Lodging Facilities and
Service Businesses

Gives your employees
a basic understanding
of the things to see
and do in Roswell

We realize that your employees will have limited time to share this knowledge with customers during their busy day so we have included some of the more important items that are easily remembered and easily conveyed in a minimum amount of time, therefore allowing them to be helpful but to continue their duties.

Front-line personnel represent the lifeblood of a business. They also are often the face of the community to your customers and clients. As such, they receive questions similar to the below:

- What is there to do in Roswell?
- Does Roswell have access to canoes and kayaks on the river?
- What do you do for fun in Roswell?
- I'm having family come visit – can you recommend something to do?
- Can you tell me where the Cultural Arts Center is?
- I heard there was a covered pedestrian bridge and waterfall. Where are they?



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Visit Roswell understands that it is often hard to pay for front-line employees to be away from the job for a day while taking the 9 a.m. – 3 p.m. tourism ambassador training. But, we also understand how it benefits all of us to better serve our customers. With this in mind, we created a version of the program specifically for front-line employees. This Business Ambassador training may be accessed by web or we will provide printed information and presentations.

Having employees who are knowledgeable about the community and informed about fun things to do will benefit your business.

- It lets people know you are very involved and you know your area
- Customers leave more knowledgeable and satisfied about their time in Roswell.
- It will help build economic impact in Roswell by having people enjoy the numerous things to see and do.

Working together, we can insure that your employees create a favorable impression while also creating positive financial impact for your business and the community.

We ask you to encourage your employees to take the program as part of their training. In turn, we will give the following recognition to the businesses that have had an employee or employees complete the course:

- Announce them and the business in a special monthly newsletter
- Announcements on Social Media
- Include the business in Press Releases focusing on the businesses that have participated in the program.
- Be highlighted on our website on a special Roswell Business Ambassador page created for those businesses who have participated.

Once a business has 50% of their front-line employees complete the program the business will:

- Be recognized as a Certified Roswell Ambassador Business
- Receive a Roswell Business Ambassador decal to display.
- Be highlighted on our www.visitroswellga.com website with a Roswell Tourism Ambassador icon.
- Included in a Roswell Business Ambassador signage located in the Roswell Visitors Center and other promotional efforts created by the Visitors Center to bring attention to the program and the participating Restaurants.

Each EMPLOYEE who completes the program will:

- Receive a Roswell Tourism Ambassador lapel pin to show they are knowledgeable about the community and are helping increase awareness of the fun things our area offers for residents, businesses, and visitors to enjoy.
- With the employee's permission, be featured on Visit Roswell social media as a Roswell Tourism Ambassador.
- Be entered into a monthly drawing for two opportunities to receive:
 - A \$50 Visa or MC gift card
 - Passes for two to a Roswell attraction