



# ENROLLMENT APPLICATION

Congratulations on your decision to become a Certified Tourism Ambassador™!

Easy online enrollment is available at [www.CTANetwork.com](http://www.CTANetwork.com).

You may also mail or fax the completed form below along with the non-refundable, non-transferable \$20 application fee to: Team Lansing Foundation, 500 East Michigan Avenue, Suite 180, Lansing, MI 48912. For more information or if you have questions, please e-mail us at [cta@lansing.org](mailto:cta@lansing.org), call us at 517-487-0077, or visit [www.CTANetwork.com](http://www.CTANetwork.com).

Contact Information (please print): Note: This information will be used internally to help us stay in touch with you and provide you with important, up-to-date information on the program and new happenings in the region.

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 WORK ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 WORK PHONE: ( ) \_\_\_\_\_  
 SUPERVISOR NAME (optional): \_\_\_\_\_  
 SUPERVISOR E-MAIL (optional): \_\_\_\_\_  
 HOME ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 HOME PHONE: ( ) \_\_\_\_\_ CELL PHONE (optional): ( ) \_\_\_\_\_  
 PREFERRED E-MAIL: \_\_\_\_\_  
 PREFERRED CONTACT METHOD (check one):  E-Mail  Mail  
 PREFERRED MAILING ADDRESS:  Work  Home  
 SPECIAL NEEDS: \_\_\_\_\_

Classroom Session Choice: (Indicate your first and second choice; see schedule on the enclosed insert.)

1. Location: \_\_\_\_\_ Date: \_\_\_\_\_  
 2. Location: \_\_\_\_\_ Date: \_\_\_\_\_

BY SIGNING THIS APPLICATION I AGREE THAT I:

- My current duties include directly or indirectly serving the region's tourists/visitors.
- Will demonstrate my commitment to becoming a Certified Tourism Ambassador™ (CTA) which I understand is an official industry designation presented by Team Lansing Foundation/GLCVB on behalf of the Tourism Ambassador Institute™ (TAI™), that the TAI™ reserves the right to revoke certification or refuse renewal of certification at their sole discretion and I understand and agree that certification as a Certified Tourism Ambassador™ (CTA) does not constitute TAI's warranty or guarantee of my fitness or competency to practice in the hospitality or tourism industry.
- Will complete the required pre-class reading and exercises; open-book exam; and assignments.
- Will actively participate in a half-day education/training session.
- Will work to earn annual certification renewal points every year in order to maintain my CTA designation and that it is my responsibility to be aware of current requirements for renewal of certification, as the TAI™ may update or revise the materials/requirements over time.
- Will continue my education by learning about how to best serve my customers and what the region has to offer.
- Will keep Team Lansing Foundation/GLCVB informed of any changes to my contact information, authorize Team Lansing Foundation/GLCVB to submit my name to be listed in the TAI's nationwide list of CTAs, authorize use of any CTA-related event photos in which I may appear in TAI™ or Greater Lansing Tourism Ambassadors Program print or online media, and understand and agree that TAI™ may also use anonymous and aggregate application and examination data for statistical and research purposes.
- Will provide input to Team Lansing Foundation/GLCVB on how the program can be enhanced to meet my needs and the needs of my customers.
- Will uphold the status of the CTA by pledging to maintain the highest standard of personal conduct and ethics.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Payment: The application fee is non-refundable and non-transferable.

Check (Make payable to "Team Lansing Foundation") Amount enclosed: \$ \_\_\_\_\_  
 Credit Card:  Visa/MC  AMEX  
 Credit card number: \_\_\_\_\_ Exp. \_\_\_\_\_  
 Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

# Why Choose the Greater Lansing Tourism Ambassadors Program?

## For Employers

Tourism is big business not only to large cities, but also to small communities in the United States and around the world. Visitors spend money attending to business, touring attractions, or learning about the history of the area. This infusion of "new money" into the local economy often holds local tax increases at bay and gives the Lansing region extra money to enhance its infrastructure—making the destination more appealing over time. As a result, destinations spend lots of money courting convention and leisure travelers.

But in reality, no amount of money will make up for the visitor having a bad experience, which negatively impacts our area's brand and overall image as a destination.

The Greater Lansing Tourism Ambassadors Program teaches front-line employees and volunteers best practices and ensures that they understand their role in increasing tourism. The program helps your front-line increase their knowledge of the region; provides answers to the variety of questions received from visitors; and gives your front-line a chance to meet one another, learn from each other's experiences and celebrate together!

## For Employees & Volunteers

What separates the Greater Lansing Tourism Ambassadors Program from other training programs is that it's certification, not just training. Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind the person's name to denote their commitment to their profession as a Certified Tourism Ambassador™ (e.g., Jim Smith, CTA).

As an Accredited Provider, the Team Lansing Foundation/Greater Lansing Convention & Visitors Bureau presents the official CTA designation on behalf of the Tourism Ambassador Institute™, the national oversight body for the certification program.

## What's in it for you?

- Provides a meaningful credential*
- Increased business, higher tips*
- Builds valuable skills*
- Career advancement*
- Networking opportunities*
- Receive regular advice & updates*
- Rewards and incentives*

By becoming a Certified Tourism Ambassador™ you'll have the tools and knowledge necessary to create a more memorable visitor experience and you'll reap the benefits. Being a CTA is a great achievement. It is a national designation to add to your resume.



## Program Curriculum

- Module 1: The Power of Tourism
- Module 2: Discovering Greater Lansing
- Module 3: Knowing, Finding, Using Resources
- Module 4: Exceeding Customer Expectations

The curriculum is delivered through reading assignments and in-class participation at one, half-day session.

## Program Requirements

Every certification program requires successful completion of a core curriculum. The following recaps the requirements to earn the CTA designation:

- Complete required reading
- Attend half-day classroom session
- Complete learning assignments
- Complete open-book examination

Upon successful completion, participants will earn the Certified Tourism Ambassador™ designation and receive a CTA certificate and lapel pin. An annual renewal process of certification is also necessary to maintain your certification.

## Cost

There is a one-time non-refundable, non-transferable application fee of \$20 per person and an annual renewal fee of \$10 person. Group discounts available.

Please see insert for class schedule. Or access the class schedule and additional information online.



On-line enrollment available at:  
[www.CTANetwork.com](http://www.CTANetwork.com)

## Program Research Results

In developing the Greater Lansing Tourism Ambassadors Program, thorough research was conducted with local stakeholders to customize the curriculum to Greater Lansing. Research included: focus groups, a subject matter expert panel, and a survey of management and front-line personnel.



### Employers Recognize the Value of a CTA

"I think the real value of the certification is the learning process and the skills that our employees will have. I believe the certification can provide our staff with confidence in their interactions with our guests and credibility within our industry."

### Front-Line Indicates a High Level of Interest

"I believe the certification provides a level of assurance to our visitors that we indeed have knowledge regarding the area and can direct them in a professional manner. I view it as a very valuable asset."



*"Tourism is about creating experiences. Front-line workers can have the biggest impact on making a visitor's trip to Greater Lansing the best it can be!"*



500 East Michigan Avenue, Suite 180  
Lansing, MI 48912

Phone: 517-487-0077  
Fax: 517-487-5151  
cta@lansing.org



See insert for class schedule.  
On-line registration available at:

[www.CTANetwork.com](http://www.CTANetwork.com)



An initiative of the Team Lansing Foundation/Greater Lansing Convention & Visitors Bureau



*Reaching a new level of guest service in Greater Lansing!*

The Greater Lansing Tourism Ambassadors Program is a multi-faceted program that serves to increase tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience. When visitors have a positive experience they are more likely to return in the future and also share their experience with others. Everyone benefits – the visitor, the industry, the local economy, and most importantly, the front-line worker.

[www.CTANetwork.com](http://www.CTANetwork.com)