

# Say *Yes* to Welcoming Visitors



The Island Ambassador Training programme

## Project Report



# Project Outline

- Ambition to improve the Customer Service offering across the island to our visitors.
- To adapt the Welcome to Excellence Customer Service Training course to a bespoke Island Ambassador Training course.
- Encourage as many island business that deal with visitors to attend the 3.5 hour course.
- Course to be hosted at the new IW Council Building 41.
- Delegates to receive an interactive Visit Isle of Wight training covering Customer Service skills, Island Information, Sunflower Hidden Disabilities and UNESCO Biosphere Status information and handout.

# Project Execution

- Review the course materials and update the Participant Guide and Training Slides.
- All bookings to be made via Eventbrite for ease and communication to participants.
- Arrange bespoke Island Ambassador badges.
- Ensure the UNESCO Biosphere content is included and maps to be circulated to all delegates.
- 25 sessions throughout March at Building 41
- In addition 3 sessions in-house at the relevant business. 1 session was to Train the Trainer at Hovertravel and they will train all the team inhouse.

# Marketing

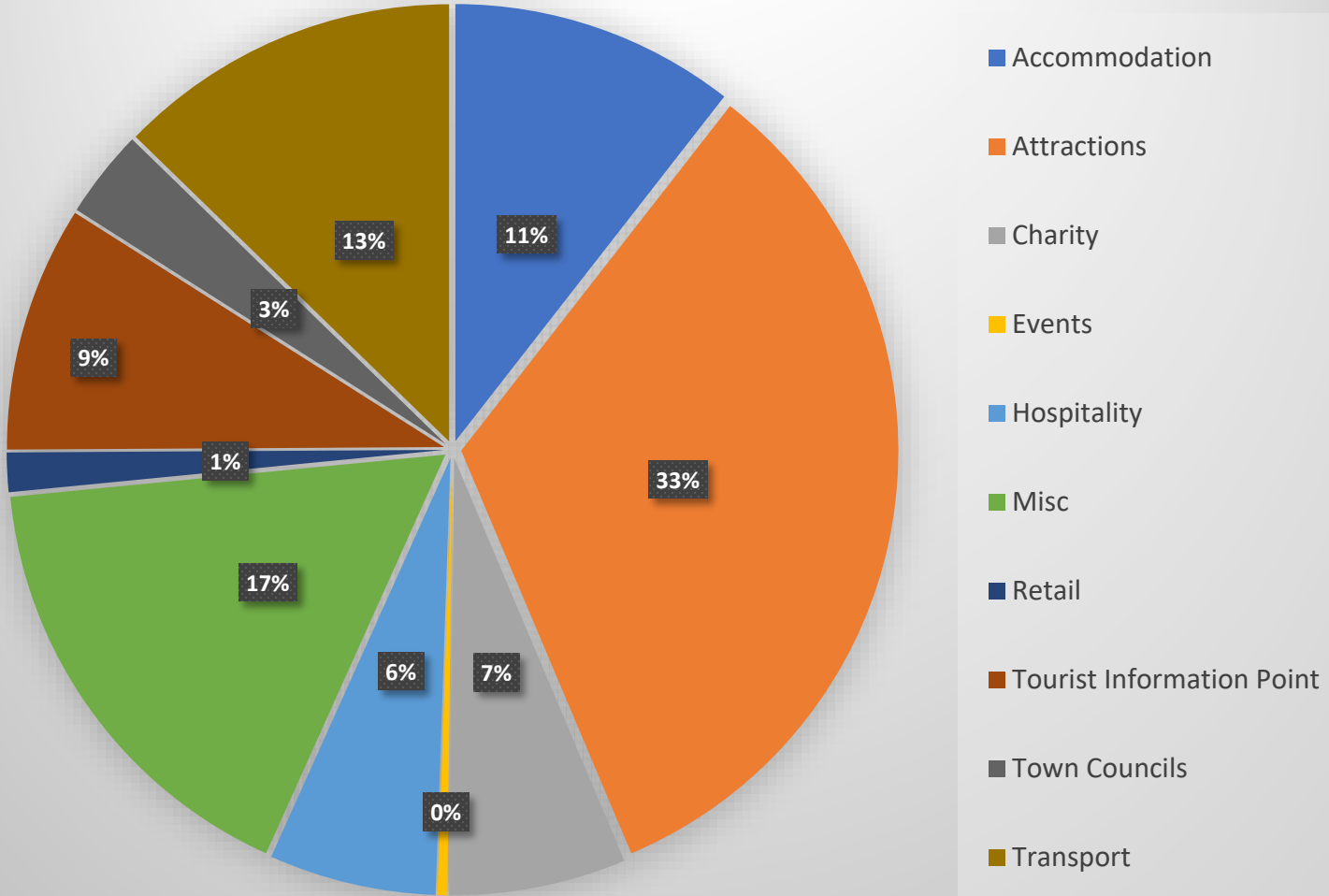
- Promoted via the Visit Isle of Wight Newsletter
- Press release issued to all island media
- Shared on networks including Linked in, IW Chamber, IW Community Action
- Posted to Facebook Community Groups
- Boosted Facebook posts via Tourism South East channels

# Results

- Event page received 823 views
- 275 delegates attended (Plus Hovertravel 60 delegates)
- Attendees were from a variety of sectors with some being more prominent
- Interesting attendees including Island councillors
- A few session mainly Fridays, were trickier to fill up
- Feedback from the trainers was incredibly positive with some meaningful discussions had by the groups

# Results

## Island Ambassador Attendees by Sector



# Facebook Results

## Advertising summary

Joseph James spent £24.26 on 2 ads in the last 60 days.



## Recent ads

Ad Status	Date	Created by	Ad Type	Target Audience	Reach	Link Clicks	Cost
Completed	23 Feb	Joseph James	Website promotion	Website visitors Calling all Isle of Wight peo...	2,216	31	£12.71 Spend of £1.00 per day
Completed	22 Feb	Joseph James	Website promotion	Website visitors Calling all Isle of Wight peo...	3,281	69	£11.55 Spend of £0.84 per day

[See All Ads](#)

# Survey Results

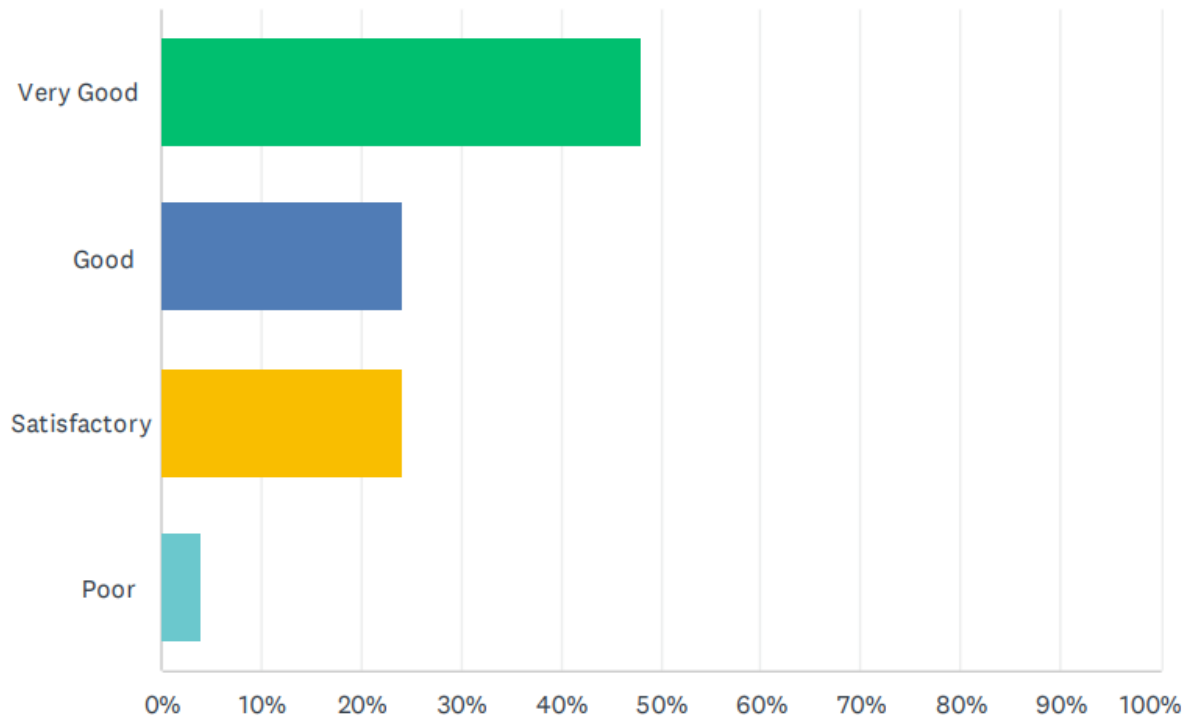
- A follow up survey was created and sent to all delegates to gather insight and feedback.
- At time of writing only 25 had completed the survey so we have sent a reminder.
- The results so far are as follows:



# Survey Results

## Q1 Please rate the content of the Island Ambassador Training

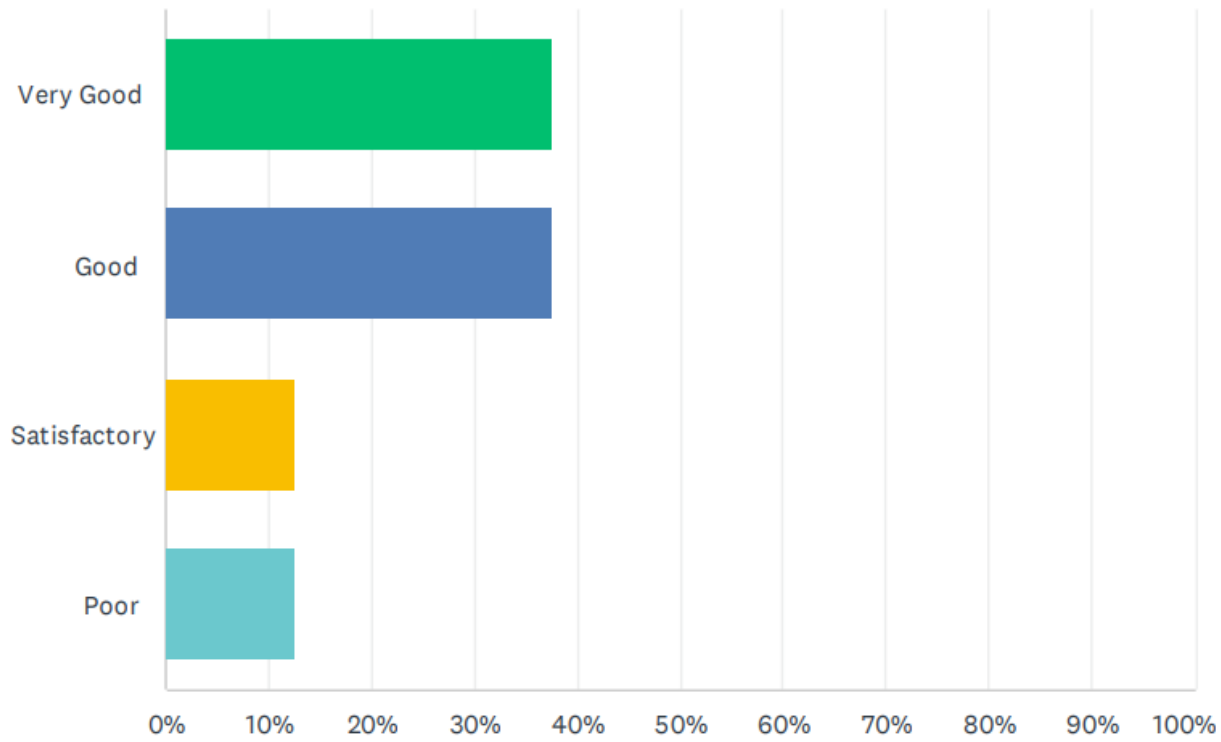
Answered: 25 Skipped: 0



# Survey Results

## Q2 Please rate the value to you of the training

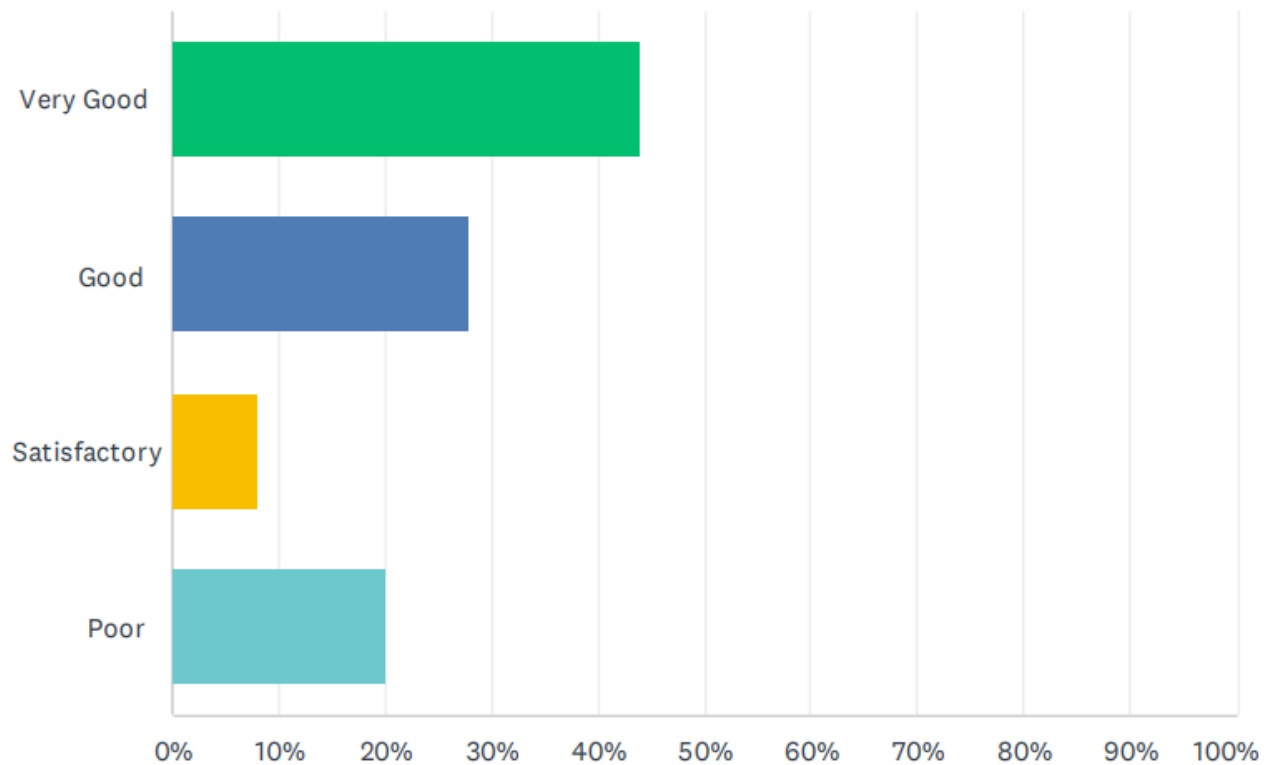
Answered: 24 Skipped: 1



# Survey Results

Q3 To what extent did the programme meet your expectations

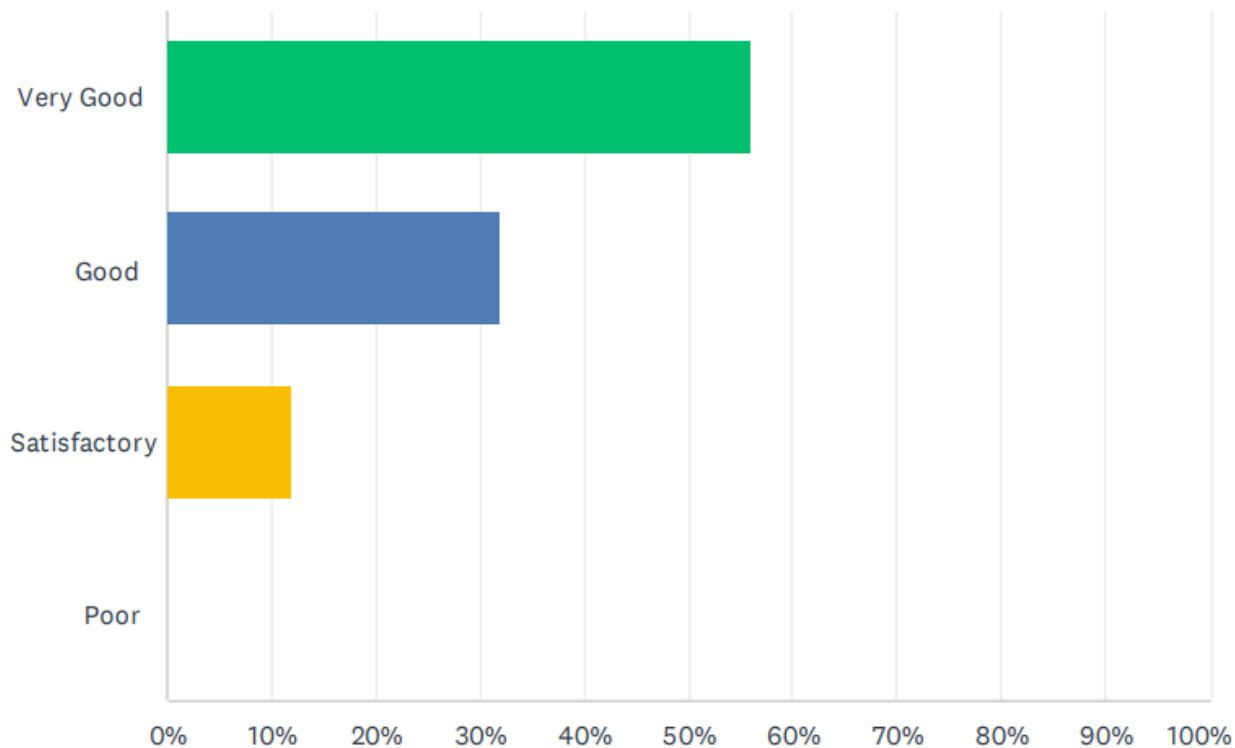
Answered: 25 Skipped: 0



# Survey Results

## Q4 Please rate the support materials provided

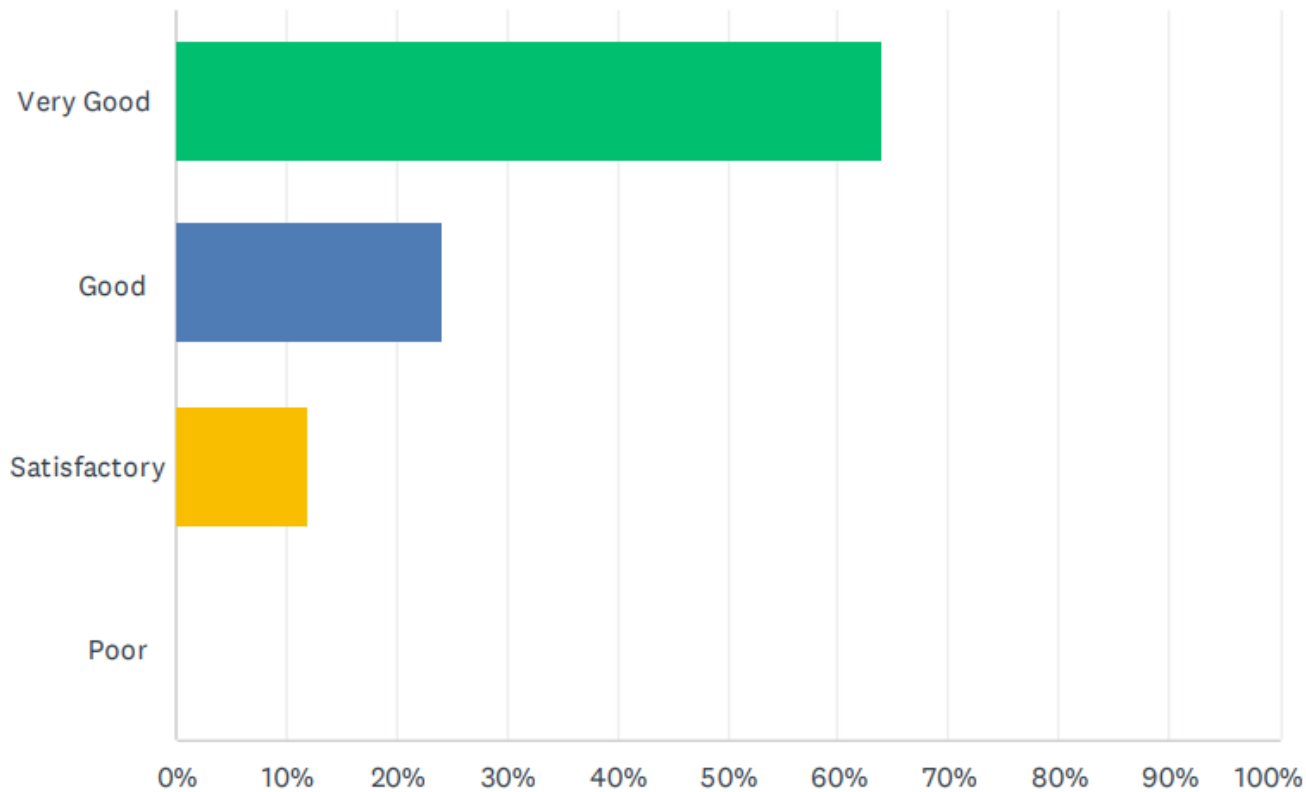
Answered: 25 Skipped: 0



# Survey Results

## Q5 Please rate the trainer's presentation skills

Answered: 25 Skipped: 0



# What parts of the programme did you find most valuable/helpful and how will you apply this to your workplace?

Connection with other Island visitor attractions

Learning about what is going on on the Island

Local knowledge

All parts are helpful , especially communication with other participants.

Some of the local knowledge information

Learnt a few new locations on the Island, but no real application for the workplace.

Key IOW places

We were interested to learn about the Sunflower badge and how that can be utilised.

Getting to discuss with others on the course, how they handled certain situations

Networking

Accessibility

Knowledge of the sunflower cards

The best part of the course was meeting other people in the tourism industry.

Learning about how body language can have a great impact of how people perceive you!

Customer interactions , disability knowledge. Both will be passed back to our other volunteers.

The most valuable part for me was collaborating with other people in customer service on the island from different background and sharing experiences and advice among the group.

Learning of other's ways of dealing with difficulties

Chatting with the other attendees and sharing our knowledge with each other

Hidden Disabilities

Meeting other people an learning from there expirations

All valuable