



Anchor BDA

ELEVATE BERMUDA TOGETHER!

Frequently Asked Questions

BERMUDA
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ASSURED

Frequently Asked Questions

We've assembled a list of frequently asked questions to assist you with any queries you might have about the AnchorBDA programme. If you require additional information, please don't hesitate to contact the BTA Tourism Standards and Training team at training@bermudatourism.com. Further details about the AnchorBDA programme can also be found on our website: training.gotobermuda.com. We're here to provide assistance whenever you require it!

ENROLMENT

How do I register for AnchorBDA?

To become certified as an AnchorBDA Specialist, create a BTA+ account. Once your account is created, search "AnchorBDA" and click the "AnchorBDA Registration" course shell. Click "Start Learning Now", follow the directions and click the link, which will enrol you in all six AnchorBDA courses. Once enrolled, navigate to each course to choose your preferred session. Registration for an AnchorBDA session is possible up to 3 days before the start date.

How much does the programme cost?

There is no cost for the programme. Registration includes:

- Access to all six modules and related activities
- City & Guilds Assured Certificate of Completion
- Sitting of exam
- One lapel pin
- Exclusive AnchorBDA merch

What is your cancellation policy?

Participants are required to provide a minimum of 24 hours notice for cancellations. They can also switch their session up to three days before the new session begins. Completion of all six courses within the programme is mandatory to obtain certification. Repeat cancellations without notice may result in withdrawal from the programme.

How do I begin the programme?

Upon completing registration for the programme and selecting your desired course sessions, you'll receive a welcome email three days before the course begins. This email will provide you with all necessary materials and policies to review.

On the day of your course session, you can join the virtual classroom 30 minutes before the scheduled start time. Use this time to familiarize yourself with the platform and ensure your camera and audio function correctly.

What type of people enrol in AnchorBDA?

Our programme is open to everyone in Bermuda, whether you're already in the Hospitality and Tourism Industry aiming for growth or considering a career switch from another field, starting college, beginning a new job, or just seeking more knowledge on Bermuda so that you can represent the island proudly, AnchorBDA was designed for you.

AnchorBDA is Assured by City & Guilds.

- A City & Guilds Assured programme offers external validation from a trusted global brand, providing a mark of learning quality and credibility.
- An 'Assured' status is only awarded to programmes that meet City & Guilds' strict benchmark standards, demonstrating a commitment to quality training.
- Upon completing the programme, candidates will receive a certificate and a co-branded digital credential/badge to showcase their acquisition of the knowledge and skills essential to being an ambassador of Bermuda.



THE PROGRAMME

What is the difference between AnchorBDA and the Certified Tourism Ambassador (CTA)?

In 2015, the [Bermuda Tourism Authority \(BTA\)](#) adopted an American Certified Tourism Ambassador programme to ensure an established standard of customer service in the hospitality and tourism industry. The programme was well received, training hundreds of people and demonstrating a need for the programme in Bermuda's hospitality and tourism industry. Despite its success, the BTA aimed to provide an industry-recognized local certification specific to the unique characteristics of Bermuda's hospitality and tourism product; thus, AnchorBDA was created.

What does AnchorBDA's assured status with City & Guilds mean?

City & Guilds Assured status is a quality assurance process provided by City & Guilds, a leading vocational education and training organization. When a training provider or an organization achieves City & Guilds Assured status, it means that their training programs, courses, or qualifications have been rigorously evaluated and meet specific quality standards set by City & Guilds. City & Guilds Assured status signifies that the training provider or organization is committed to delivering high-quality education and training that meets industry standards and best practices.

Are there any prerequisites, age requirements, or restrictions?

Participants must be at least 15 years old to enrol. There are no other prerequisites. All you need is a passion for Bermuda and an interest in broadening your horizon!

What do I get when I complete the programme?

Participants who complete the programme will earn a Certificate of Completion from the [Bermuda Tourism Authority](#). Additionally, participants will receive a digital credential and certificate from City & Guilds. This certificate is issued to participants later as they are sent from City & Guilds.

How long do I have to complete the programme?

Although the programme is designed to be completed at your own pace, it must be completed within a year from the start of the first course taken. If additional time is needed for the course, it will be offered at the discretion of the Tourism Standards and Training Team.

Can I download course videos or materials?

All course materials are housed in the course training materials section and are available upon registration. This information is downloadable.

What can I expect to accomplish by the end of this course?

AnchorBDA was designed for participants at any stage of their academic or professional experience and has the potential for many different outcomes. In other words, what you can expect to accomplish after completing the programme depends on you! In more general terms, participants can expect a significantly greater understanding of Bermuda and its hospitality and tourism industry. Secondly, with the City & Guilds assured AnchorBDA certification on their resume, participants differentiate themselves from the rest of the pack!

Where do I find the programme materials?

All programme materials are available online. You can access and review the materials through the course home on [BTA+](#).

Where do classes meet?

The programme is offered online via the [BTA+ platform](#). It is recommended that participants [download Microsoft Teams](#) for a frictionless experience. You can access the programme on your computer, tablet, or smartphone. Desktop or laptop computers provide the best experiences.

How much time do I need to dedicate to the programme?

It varies from person to person, but be prepared to work hard and dedicate about four hours per course session. The time you require to study and review in preparation for your exam is up to you.

After I complete the certification, what comes next?

This certificate lays the groundwork for the development courses. Though yet to be available, these courses will provide a deeper dive into the topics explored in the AnchorBDA Specialist programme.



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