



# 2019 Bermuda Tourism Ambassador Programme

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Certified Tourism Ambassadors™ (CTA) will be able to deliver consistent messages about Bermuda and enhance their capabilities to:

1. Listen effectively to visitor inquiries and respond courteously and professionally
2. Know a great deal about Bermuda- its attributes, features and attractions
3. Answer the majority of visitor questions (or refer them to those who can) Ambassadors will be kept informed throughout the year on important developments affecting our industry, and on new attractions being planned.

## Cost

**\$49/person**

Includes:  
Study Materials  
Training Fee  
Gold CTA Lapel Pin\*  
CTA Certificate\*  
ID Card\*

\*received upon successful completion of the programme

## Things to note

There is a minimum of 7 persons and a maximum of 25 per class. If there is less than the minimum amount of persons registered the **BTA reserves the right to cancel the class** with advanced notification to those who are registered. Alternatively if you would like to host a class for a group there must be a minimum of 10 people - forms can be accessed through the website.

**ID photos will be taken upon pick-up of CTA materials at the Bermuda Tourism Authority office.**

**22 Church Street, Hamilton HM 11**

## 2019 CLASS SCHEDULE

### Saturday, February 23

Location: ConneCTech  
8:30AM – 5:00PM

**Registration Deadline:**  
Friday, February 8

**Material Pick-up:**  
Wednesday, February 13  
between 12:00PM – 3:30PM

### Wednesday, March 20

Location: ConneCTech  
8:30AM – 5:00PM

**Registration Deadline:**  
Wednesday, March 6

**Material Pick-up:** Friday, March 8  
between 12:00PM – 3:30PM

### Wednesday, April 24

Location: ConneCTech  
8:30AM – 5:00PM

**Registration Deadline:**  
Wednesday, April 10

**Material Pick-up:** Friday, April 12  
between 12:00PM – 3:30PM

### Saturday April 27

Location: ConneCTech  
8:30AM – 5:00PM

**Registration Deadline:** Friday, April 12  
**Material Pick-up:** Wednesday, April 17  
between 12:00PM – 3:30PM

### Wednesday, September 25

Location: ConneCTech  
8:30AM – 5:00PM

**Registration Deadline:**  
Wednesday, September 11

**Material Pick-up:** Friday, September 13  
between 12:00PM – 3:30PM

### Saturday, October 26

Location: ConneCTech  
8:30AM – 5:00PM

**Registration Deadline:**  
Friday, October 11

**Material Pick-up:** Wednesday,  
October 16 between 12:00PM – 3:30PM

### Wednesday, November 20

Location: ConneCTech  
8:30AM – 5:00PM

**Registration Deadline:**  
Wednesday, November 6

**Material Pick-up:** Friday, November 8  
between 12:00PM – 3:30PM

### Saturday, November 23

Location: ConneCTech  
8:30AM – 5:00PM

**Registration Deadline:**  
Friday, November 8

**Material Pick-up:**  
Wednesday, November 13  
between 12:00PM – 3:30PM



**BERMUDA**  
TOURISM AMBASSADOR

**BERMUDA**  
TOURISM AUTHORITY