



Congratulations!

You are going to help us shape the future of Springfield, IL through our NEW Tourism Ambassador Academy Course!

We're excited to invite you to participate in this course, developed in collaboration with Learn Tourism! This program aims to certify community members, stakeholders and professionals of all walks as a tourism ambassador, empowering them to share Springfield's story with pride and authenticity.

This course that has been created by Visit Springfield with the intention that participants will gain insight into the program's unique training modules, which cover topics like visitor engagement, greetings, handshakes, and what tourism means to our city.

What to expect:

- Access to the interactive modules that deepen knowledge of Springfield and enhance visitor service skills
- Certifications: become one of the first to achieve the ***Tourism Ambassador*** certification, demonstrating commitment to our community's success and growth
- Once you complete the course and earn your certificate, be sure to join the Tourism Ambassadors Worldwide group on LinkedIn to network with other ambassadors, learn about new destinations and share your pride in Springfield. Join the group here:
<https://www.linkedin.com/groups/13114795/>

Your participation as a local leader is invaluable. ***By sharing this course with your staff and other colleagues, you'll help ensure the program is engaged, and impactful for everyone involved.***

Please keep in mind this course is designed to be a tool for all levels of knowledge and areas of business.

Get started on this exciting journey by clicking this custom link:

<https://academy.visitspringfieldillinois.com/courses/springfield-il-community-ambassador-certificate>

Enroll, create your user account and begin taking the course! You can come and go from the course, as your time allows so get started and come back as you are ready for the next course module.

Thank you for your partnership and dedication to Springfield, Tourism and to this Visit Springfield project. We look forward to working together to make this program a wide-spread success across our entire community.

With appreciation -

Amy Beadle

Marketing Manager, Visit Springfield

Amy.beadle@springfield.il.us

217-789-2360 x. 5533