



FOR MORE INFORMATION:

Name
Title
Organization
Phone Number
Email Address

MEDIA ADVISORY

(Name of Local Group) to Provide Free Customer Service Training to Front-line Workers in **(Community Name)**.

WHAT:

(Name of local group) is offering a free “First Impressions Guest Service Training” session through the Arkansas Department of Parks and Tourism’s Welcome to Arkansas education program for front-line workers. Topics include: Who is Your Guest?, Serving Guests with Disabilities, Body Language, Giving Directions, Telephone and Email Etiquette, Positive Attitude and many more.

WHEN:

Day of the week (Tuesday), month (June) and date (7), and time (10 a.m. – 1 p.m.)

WHO:

List the name, title, organization and affiliation with the Welcome to Arkansas program here. Be sure to explain that this person has been certified as a Welcome to Arkansas guest service training instructor. Front-line workers are encouraged to sign up by contacting _____.

WHERE:

Name of venue (hotel name, convention center, etc.), room number
Provide the physical street address, City, AR ZIP Code

WHY:

Tourism is one of Arkansas’s top three industries, with more than 29 million travelers spending \$7.8 billion in Arkansas in 2017. The ultimate goal of Welcome to Arkansas’s guest service training program is to lengthen visitor stays and encourage repeat visits.

ALSO:

Include any other pertinent details not mentioned in the above sections, such as whether photos are allowed, parking restrictions and the availability of speakers for one-on-one interviews before or after the event, etc. If you do not have additional information to include here, simply delete this section.

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