



TourismTechnology.com
TechnologieTourisme.com

Advanced Learner Program

Cost: \$150.00 + HST

Step 1: Technology Review Questionnaire

- The operator completes a Technology Review Questionnaire at least two weeks prior to the mentoring session. The purpose is to give the operator the opportunity to step back and reflect on what areas of their technology they would like to improve upon through their participation in the program.
- The results of the technology review will allow the TRC to understand the operator's priority areas of focus, the ability to assess these needs against current program offerings, and suggest next steps to move the operator along the learning continuum.
- ***If next steps can be addressed with intermediate mentoring, the TRC will continue working with the operator. If the needs are considered advanced, the operator will move to Step 2 in the Advanced Learner Program.***

Step 2: Needs Assessment Interview with TRC and Needs Assessment Report

- **Needs Assessment Interview:** This assessment hones in on select identified needs to better determine the required next steps. The operator will receive a copy of the needs assessment interview template ahead of time to be prepared for the discussion. This session can be conducted in person or over the phone.
 - ***The Needs Assessment Interview will take place within one week of Step 1.***
- **Needs Assessment Report:** This report will result in highly customized recommendations, suggested next steps and additional training, including estimated costs where possible. TourismTechnology.com will provide any support and resources that will well-position the operator to contract a third party in Step 4.
 - ***The Needs Assessment Report will be provided to the operator within two weeks of the interview.***

Step 3: Advanced Mentoring with Third Party

Advanced mentoring services are based on the recommendations identified during the Needs Assessment process. The recommendations can be addressed in various formats (i.e. workshops, webinars, individualized learning or group sessions). Outside consultants will be used for these sessions and topics may include, but are not limited to:

- Learning about integrating reservation systems or online point of sale options into business processes.
- Learning about advanced strategies for social media and website integration.
- Integrating multiple websites into a single online marketing plan.
- Introducing new and advanced technologies into websites.
- Understanding the benefits of creating segmented CRM databases for online, mobile, and email marketing.

*** The advanced mentoring does not support implementation of recommendations (i.e. purchase of a reservation system), rather is used for further diagnosis and/or training.**

Advanced Mentoring Criteria

- Financial assistance is available to tourism operators - non-repayable assistance is up to **70%** of the costs (HST exempt), to a maximum assistance of **\$1,000**.
- Participation is limited and priority will go to operators of privately-owned businesses and tourism attractions.
- Successful applications will be awarded on a first come, first served basis until a time the funding has expired.

- Must be a registered tourism business in NL, NB, or PEI that operates in compliance with applicable jurisdictional government regulations and policies.
- Operators can cost-share with other tourism operators who have received a TT.com Needs Assessment with similar recommendations.
- An operator can apply more than once to address various priorities, however the assistance will not exceed a total of \$1,000 per operator.
- Applicants will be asked to provide:
 - a completed application with needs assessment developed in collaboration with TRC
 - price quotes from two (2) registered suppliers
- If accepted - when mentoring is complete, operator must demonstrate a paid invoice from supplier in order to receive the 70% contribution.

How to apply: Request an Advanced Mentoring application from the contact below.

Contact information:

Melissa Ennis - Project Manager, TourismTechnology.com

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