

Grassroots Tourism Workshops & One-On-One Coaching Programs



Innovative training solutions for tourism businesses that want to prosper



Tourism Innovation & Expertise

Canadian Ecotourism Services (CES) is offering innovative training programs that are designed to help business owners and managers refocus their energies to improve their triple bottom line: social (cultural), environmental (ecological), and financial sustainability.

Save on future project & planning opportunities:

All training programs that are featured can be used to leverage other project and planning initiatives such as Business Plans, Marketing Strategies, and Product Development. Receive up to 25% off future initiatives.

What our clients are saying:

'Their expertise and knowledge in working with communities across Canada pushes CES to levels which no other organization in the industry can match. Because of their dedication to the success of their clients and innovative ways of working, Mistissini Tourism Department will continue to expand and reach new goals in the Ecotourism and Cultural Tourism Industry.'

*Andrew Coon, Tourism Coordinator,
Cree Nation of Mistissini, QC*

One-On-One Business Coaching

Welcome to a new concept in one-on-one coaching for tourism business owners, managers, and economic development officers designed to improve your triple bottom line. The training / coaching is delivered by a network of independent specialists in the Canadian tourism industry who are able to provide you with direct relevant experience, contacts, tools and templates.

You can choose the areas that you would like help with from a comprehensive menu of tourism specific training / coaching modules. Training materials are provided at the start of each two-hour module that includes a mix of best practice examples and user-friendly templates for you to use right away.

One-on-one coaching will guide you from business idea to reality through various stages of business implementation. Each module is delivered by phone and/or Internet.

One-on-one Coaching Options:

The Full Year: 12 modules over 12 months
From \$3,390 per person

The Off Season: 6 modules over 6 – 10 months
From \$2,120 per person

The Sampler: 1 module
From \$397 per person

Grassroots Tourism Workshop Plus Coaching

Two days of workshops plus coaching from
\$650 per person (minimum 8 participants)

CES's Grassroots Tourism Development Program is designed for tourism entrepreneurs that want to preserve their local culture while growing their business. The Program includes a 2 day on-site visit to the community, including a one day workshop followed by an opportunity to meet one-on-one with Cultural Entrepreneurs.

A Cultural Entrepreneur can be defined as an individual that is passionate about preserving their culture and sharing it with visitors. **It can be said that without Cultural Entrepreneurs, there would be no tourism industry.**

The 1-Day Workshop covers the following topics:

- Supporting Cultural Entrepreneurs
- Branding the Human Experience
- Partnering with Innovation
- Inspiring Organic Growth

Course Participants will receive:

1. On-site One-on-one Coaching Sessions – A CES representative will be available to provide confidential one-on-one coaching sessions with the community's tourism and cultural entrepreneurs. Each entrepreneur will receive weekly follow-up sessions for a one month.

2. Go Forward Strategy – CES will develop a Go Forward Strategy that defines opportunities on how to use a grassroots approach for growing your business and recommendations for developing innovative tourism products.

Digital Storytelling Workshop

One day workshop from \$250 per person
(minimum 8 participants)

The Digital Storytelling Workshop is a one-day workshop that provides direction and opportunities on innovative ways to share the spirit and identity of a business/community using digital storytelling.

The workshop includes a series of learning activities allowing participants to:

- Define ideas and opportunities for stories that are unique to your business;
- Develop products & services around your unique culture;
- Brand your voice;
- Promote cross-cultural awareness;
- Create a compelling user experience for mobile apps;
- Define your mobile strategy

Participants will be exposed to real practical tools and resources during this hands-on, interactive workshop. The goal of this workshop is to create awareness and expose the opportunities to celebrate the spirit and identity of your community and preserve culture for future generations.



Grow your tourism business and set yourself apart from your competition.



Corporate Social Responsibility:

CES is passionate about preserving the unique cultures and destinations across Canada and by doing so offer ongoing programs that provide business support for Cultural Entrepreneurs. To find out more email us at info@cesclients.com.

Contact CES at:
1-877-444-5550
info@cesclients.com

