

MEDIA RELEASE
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PETERBOROUGH & THE KAWARTHAS TOURISM CREATING A CULTURE OF HOSPITALITY

[PETERBOROUGH] Peterborough & the Kawarthas Tourism is offering an opportunity for area tourism businesses and organizations to learn how to fuse the “wow” factor into their everyday business, by offering a half-day workshop, entitled “Building the “WOW” Guest Experience”.

The workshop is being lead by Theresa Syer, founding partner of the Syer Hospitality Group. Theresa is known as one of today’s most influential voices on Creating Renowned Customer Experiences. As a professional speaker and trainer, her focus will be on empowering the audience to not only offer good service, but also deliver memorable customer experiences in an effort to differentiate them from their competition, ultimately resulting in increased revenues.

This practical, hands-on workshop will take place on Wednesday November 24th from 9am-12pm at the Peterborough Golf & Country Club and is open to all businesses. Peterborough & the Kawarthas tourism partners will be given first priority, as this session is part of a series of customer service workshops being offered by Peterborough & the Kawarthas Tourism. Tickets are available for \$50.00 per person, \$45.00 for two people and \$40.00 for three people (note: multiple discounts only apply to registrants from the same business/organization).

To register for this unique and uplifting educational opportunity, contact Cara Walsh at (705) 742-2201 x 2146 or email cwalsh@thekawarthas.net.

Peterborough & the Kawarthas Tourism is the official Destination Marketing Organization (DMO) for the Greater Peterborough Region. Operating from a new state of the art facility at The Parkway and Crawford Drive in Peterborough, Ontario, the Visitor Information Centre is open year round. For more information visit thekawarthas.net.

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*For more information please contact Kelly Jessup, Marketing Communications Specialist – Tourism
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