



PROGRAM OVERVIEW

Through a partnership with the Louisiana Office of Tourism, LTA is excited to offer a new annual certification program for both state and local travel counselors. Through four educational sessions and a certification test, LTA will seek to elevate the knowledge of frontline travel counselors and ultimately graduate them as one of Louisiana's "Certified Travel Specialists."

ELIGIBILITY

- Open to all state and regional/local travel counselors
- One CTS Ambassador required for each Certified Louisiana Welcome Center
- Certification includes participation in 4 class sessions + completion of certification test

SCHEDULE

Virtual Session 1 – January 27

9-9:30 a.m.

2021 Travel Outlook + Customer Service Update

Berkeley Young

10-11 a.m.

Pandemic Travel Update Panel

A panel of experts from around the state will offer an update on air travel, festivals, restaurants, attractions, Mardi Gras and hurricane recovery in Southwest Louisiana.

11:30a.m.-12:30p.m.

What's Ahead for LOT and CRT?

Lt. Governor Billy Nungesser, Doug Bourgeois

Virtual Session 2 – April 7

1-2 p.m.

How to Bring Meaning to your Work in the New Normal

Justin Jones-Fosu will lead a session on developing a mindset centered more on making meaningful progress over being busy. He will help front line workers with prioritizing to accomplish their biggest tasks.

2:30-3:30

Finding and Using your Louisiana Resources

Theresa Overby and Laine Garner will walk travel counselors through digital and printed resources to enhance the visitor's experience

Session 3 – August 25

Time TBD

Lunch & Learn

During the Lt. Governor's Travel Summit in New Orleans, customer service expert Rita Suiter will join welcome center representatives from the Southeastern U.S. to discuss the changing expectations of travelers in 2021.

Virtual Session 4 – November 3

10-11 a.m.

Why is Travel Important to my Community?

LTA staff and CVB leadership will discuss the community importance of frontline hospitality workers. How does my job matter to elected officials?

*Certification Test administered immediately following

FEE

Thanks to an investment by the Louisiana Office of Tourism, this year-long program is offered to our local/regional travel counselors for only **\$125**.





CTS PROGRAM APPLICATION

Name _____

Company _____

Title _____

Address _____

Phone _____ Cell _____

Email _____



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ASSOCIATION