



## Seeking Tourism Experience Coaches in Eastern Manitoba Expression of Interest

### Introduction

Eastman Tourism Association is excited to announce a new regional initiative that will help rebuild and enhance the tourism sector in Eastern Manitoba. Thanks to funding support from Western Economic Diversification and the Rural Opportunities Fund, Eastman Tourism and Community Futures will be implementing a Coach the Coaches Program that will train 8-10 experience development coaches. The coaches will form a new Eastman Experience Development Team and the Eastman Tourism Association will have a new support service for tourism agencies in the Eastman Region. Coaches will work with tourism businesses and organizations to help develop marketable tourism products and experiences that visitors can purchase.

At this time, Eastman Tourism Association is happy to provide additional details about the Coach the Coaches Program and would like to identify all people that would like to be considered for this one-of-a-kind training experience to **submit an Expression of Interest by May 28, 2021.**

Celes Davar with Earth Rhythms will be the facilitator working with the selected Eastman experiential tourism coaches. Celes is a leading expert of experience development in Canada. He has designed a virtual, hands on learning experience that consists of advanced instruction, coaching, presentations, learning conversations, and practical coached experience. This facilitated visitor experience coaching program will empower the new coaches to work directly with experience partners to develop four new experiences to be in-market by spring of 2022.

Following the completed training program, the 8-10 new coaches will make up the Eastman Experience Development Team that will continue to assist tourism agencies and businesses to develop marketable experiences in subsequent years. This will be a new service promoted by Eastman Tourism Association that will help tourism businesses and agencies realize their unique offerings and turn them into highly sought visitor experiences.

If this intrigues you, keep reading on for the details and answers to all your questions.

## When does the Coaches Training start/end and what does it entail?

The training will be 100% virtual based so there is no travel commitment required, just time. Through a series of online workshops with Celes Davar coaches will receive training on effective coaching and on all facets of experience development including design, delivery, pricing, and marketing. The following chart outlines the various sessions and projected timelines.

<b>Session &amp; Length</b>	<b>Date (may be subject to change)</b>	<b>Topic</b>
<b>1. Introductory Session (2.5 hr)</b>	June 10, 2021, 9:00am	Review the overall project, its outcomes and coaching commitments.
<b>2. Learning from Coaches (1.5 hr)</b>	June 15, 2021, 10:00am	Share lessons learned and received tips from experience coaches in other areas of Canada.
<b>3. Experience Partner Selection and Match Up (3.5 hr)</b>	June 17, 2021, 9:00am	Review the EOI's received and select top four. Match up coaches to experience partners.
<b>4. Coaches and Experience Partners Overview Session (2.5 hr)</b>	June 24, 2021, 9:00am	Introductions. Overview of experience development components and process. Align coaches and experience partners and determine how to move forward.
<b>5. Experience an Experience (3.5 hr)</b>	June 29, 2021, 9:00am	Learn about both in-person and online experiences from an award winning tourism operator from Newfoundland. Storytelling is showcased along with 12 ingredients of an experience and sustainable/regenerative tourism.
<b>6. Coaching Call #1 (3.5 hr)</b>	July – date TBD	Individual session between coach, experience partner and Celes to brainstorm the new experience using Experience Guide and templates.
<b>7. Market Readiness (2.5 hr)</b>	Summer – date TBD	Develop a market readiness approach in support of new experiences.
<b>8. Coaching Call #2 (2.5 hr)</b>	Late summer/early fall – date TBD	Receive feedback from Celes on draft experience template and receive next assignment.
<b>9. Coaching Call #3 (2.5 hr)</b>	Early fall – date TBD	Receive feedback from Celes on second draft experience template, visitor experience statement, itinerary and proposed marketing materials. Discuss sales platform.
<b>10. Coaches and Experience Partners Wrap Up (2 hr)</b>	Fall – date TBD	Discuss lessons learned and next steps for pilot experience testing.
<b>11. Coaches Wrap Up (2 hr)</b>	Fall – date TBD	Discuss lessons learned and next steps for the Eastman Tourism Experience Development Team.

## What commitments and responsibilities are involved?

There will be no cost for the coaches to take this training, but there are commitments that goes along with the training offer. People that are interested in receiving training to become an Experience Coach for the Eastman Tourism Association must commit to the following:

- ❖ To attend ALL of the training sessions outlined in the chart above.
- ❖ To work with an assigned experience partner to develop a new legacy experience as part of the coaches training program.
- ❖ To be an active member of the Eastman Tourism Experience Development Team by attending meetings as called (estimate 3-4 per year) and to coach new experience partners as required on a regular ongoing basis (estimate 2 per year for each coach). *Please note that these may be located anywhere in the Eastman Region, but coaches and partners will be matched geographically as possible. Also note that there will be no financial compensation attached to this commitment.*
- ❖ To aid in identifying and training future coaches to ensure sustainability of this new experience coaching service.
- ❖ To provide additional marketing of new experiences within your local area as much as possible without bearing a cost to you personally.

## What qualities and skills make a good experience coach?

- ❖ Willingness to invest time to develop knowledge/skills for experiential tourism and to coach experience product development.
- ❖ Experience and willingness to learn effective marketing and sales strategies.
- ❖ Interest in building sustainable, green practices into tourism offerings.
- ❖ Commitment to Eastman Tourism Experience Development Team and its related roles/deadlines.
- ❖ Passionate, creative and enthusiastic about tourism and sharing unique local experiences.
- ❖ Ability and interest to work collaboratively.
- ❖ Ability to motivate and support.
- ❖ Open-minded and ability to adapt to change.
- ❖ Strong written and verbal communication skills.

## What's in it for me and my community?

Educating and developing a team of Experience Coaches is a unique opportunity. This concept only exists in a few areas of Canada. Eastern Manitoba will be able to lead by example and you can be part of this movement. The first benefit to you is receiving this unique high level training opportunity at no cost to you. Secondly, having access to a locally trained coach will benefit tourism businesses/agencies in your community and neighboring communities. Thirdly, if you see tourism as an economic driver for your area, then the spinoff impacts of this training are unlimited. Imagine how you could use this knowledge and collective team to your community's competitive advantage.

## Are you interested in becoming an Experience Coach for Eastern Manitoba?

If you think you would be a good fit and are able to meet the commitments outlined above, please submit an **Expression of Interest** letter by May 28, 2021 to....

Eastman Tourism Association  
C/O Jenny Dupas, Executive Director  
P.O. Box 248, Whitemouth, MB, R0E 2G0  
Email: [admin@eastmantourism.ca](mailto:admin@eastmantourism.ca)

Questions can be directed to Jenny at 204-451-1757.

## What should I include in my Expression of Interest letter?

Please ensure the following information is included in your letter, and feel free to add anything else that you would like us to know.

1. Name, physical address, email and phone number.
2. Why are you interested in becoming an Experience Coach for Eastern Manitoba?
3. What experience do you have with tourism? Describe current/past work and volunteer roles.
4. Describe any experience you have coaching, mentoring or teaching others.
5. What personal strengths (skills/qualities) do you have that you feel will make you a good coach (refer to prior qualities/skills section)?
6. Are you able to commit to attend all training sessions? *Note – This is a mandatory requirement.*
7. How long after the training do you think you can commit to the Eastman Tourism Experience Development Team?
8. Are you able to commit to the responsibilities of the Eastman Tourism Experience Development Team?  
*\*NOTE – If your agency is supporting you, please include a board motion or letter of agreement from the Chairperson for your participation. For example, an Economic Development Officer may be able to take the training and carry out responsibilities as part of their job.*
9. Are you or your organization a current member of Eastman Tourism Association? OR...would you like to be?

## What happens after I apply?

Following the May 28, 2021 application deadline, the Selection Committee will meet to review and rate each application. 8-10 **first** coaches will be chosen to participate in the training and pilot program. All applicants will be notified by email or phone call no later than June 2, 2021. If you are not selected at this time, you may be contacted for a future training opportunity as the Eastman Tourism Experience Development Team expands. **Please keep your availability open for the training dates identified in the chart above in case you are selected as participation is a mandatory requirement.**