

Hello Polk County Businesses,

Visit Central Florida and Polk County Tourism and Sports Marketing (PCTSM) have organized a new way to train hospitality professionals and locals – through the innovative new **CATS Program**.

**Attend** the first CATS Training Session and Guided Walking Tour!

**When:** November 14<sup>th</sup> 2018

Sign-in is from 8:30 AM to 9 AM

**Where:** Historic Munn Park and Downtown Lakeland  
My Office & More (122 E Main St, Lakeland, FL 33801).

To Register:

Please Contact *Visit Central Florida's* Education Coordinator, Savannah Rudolph for more information and registration at [savannah@visitcentralflorida.org](mailto:savannah@visitcentralflorida.org)

Or call the Visitor Information Center at (863) 420-2586

Or visit

<https://visitcentralflorida.org/visitor-information-center/certified-ambassador-of-tourism-and-sports>

Attend the CATS Training Session and Guided Walking Tour! - Just a small fee of \$10

Refreshments will be provided.

The CATS Program is open to anyone who wants to learn more about Polk County and the influence we have on tourism and visitors.

This program:

- The first of its kind to unify visitor experience on a county wide level.
- Educates the hospitality industry and locals
- Helps share our home with the world.
- Helps boost county revenue by enticing more visitors

Why become CATS?

- Learn more about Polk County with sessions and tours
- You love Central Florida and want to share it with others
- Become a local Polk County expert
- Get better acquainted with the hospitality industry
- The CATS program is an opportunity to learn exactly what Polk County has to offer visitors.
- Resume-Builder
- Networking opportunities
- Receive a CATS certificate
- Receive a CATS pin

For Businesses

- CATS is a good and affordable way to inform staff
- Your staff will be able to assist guests and visitors with first-hand experience
- Encourages Polk County's hospitality industry to be more consistent as a whole
- Additional hospitality training
- Enhances customer experiences
- Promotes team work

#### How to become a CATS?

- Register
- Attend a Training Session
- Attend a Guided Walking Tour
- Accumulate 15 Points
- Utilize Social Media
- Complete Online Modules

Please email Savannah Rudolph for more information and questions.

[savannah@visitcentralflorida.org](mailto:savannah@visitcentralflorida.org)

Thank you for your interest in the CATS Program!

We are excited for you to become a Certified Ambassador of Tourism and Sports!

### **Savannah Rudolph**

Visitor Services Education Coordinator, Visit Central Florida

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