



## CASE STUDY: Helping Local Businesses and Residents Welcome Visitors and Create Positive Long Lasting Impressions

OTEC and the City of Toronto first partnered in 2011, to develop and deliver the “Welcome to Toronto... We’ve Been Expecting You” (WBEY) training and engagement program for service providers in the tourism, hospitality, retail, culture and transportation industries. Based on input from a committee of leading industry advisors, WBEY was developed with the goal of ensuring every visitor to Toronto has a positive first impression. Designed to inspire businesses and organizations across Toronto to embrace the “Welcome to Toronto” message, WBEY provides the training, tools and support necessary to create, foster and grow a culture of superior hospitality throughout the city.

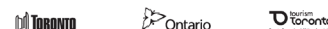
Since 2011 the in-class program has trained over 4,000 individuals from over 175 organizations, and won a Product Development – Workforce Development category – award

from the Economic Developers Council of Ontario in 2013. Building on the success of the original in-class WBEY training workshops, the City of Toronto

**Prepared, Proactive, Proud, Positive**  
behaviours and actions that create memorable visitor experiences



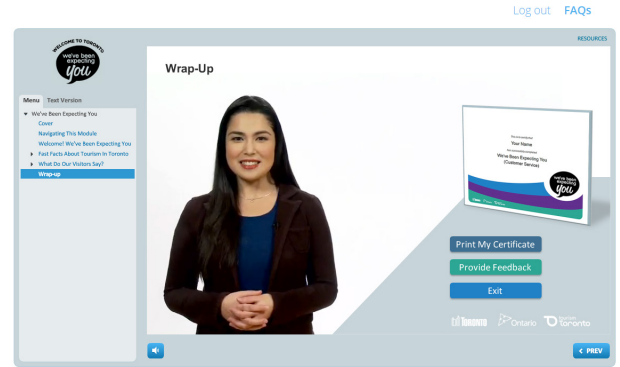
Industry-member information at [toronto.ca/WBEY](http://toronto.ca/WBEY)



contracted OTEC to develop a fun, interactive, and engaging program for users across the Greater Toronto Area. In 2014, OTEC was selected by the City of Toronto to develop an online engagement

and education program that will inspire and motivate front-line service providers to be more “Proactive in Welcoming Visitors”; better “Prepared to Assist”; more “Enthusiastic to Share Their Knowledge, Pride and Love for Their City” and “Knowledgeable about Major Events in the City.” Modules were designed with the objective of preparing Toronto service providers for the anticipated increase in international visitors to Toronto in 2015 for the PanAm/ParapanAm games. The online Visitor support training program, WBEY, includes learning modules and accompanying toolkits to educate, motivate and inspire front-line service providers to take visitor experiences to the next level!

learning modules the program helps service providers to become more proactive in welcoming visitors, prepared with local knowledge, and provides helpful information and resources regarding the Toronto 2015 Pan Am/Parapan Am Games.



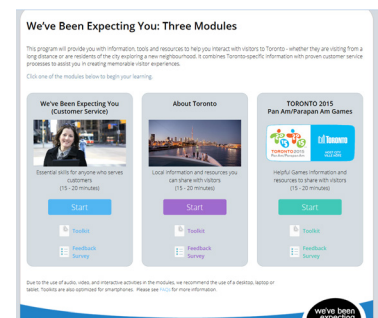
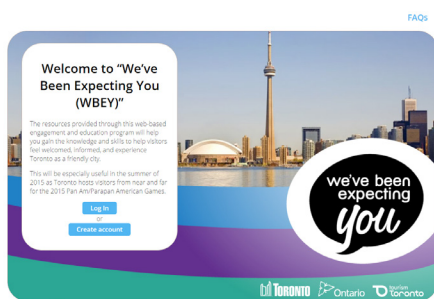
*“The WBEY program is a successful example of how Toronto can make a visitor’s first impression of our city a positive one. Visitors who feel welcome are more likely to affect our economy in a positive way and more likely to sing Toronto’s praises to other.”*

- Councillor Michael Thompson  
Ward 37 Scarborough Centre  
Chair of Toronto’s Economic Development Committee

To increase ease of use and accessibility for service providers working in the City of Toronto, the in-class workshop was transformed and expanded into three 15-20 minute on-line learning modules with downloadable toolkits, covering not only customer service, but all there is to see and do in Toronto and key local events. The web-based learning modules offer more flexibility than in-class, allowing users to complete the learning modules at their own pace and re-access the modules and toolkits, from any computer, at any time.

To reiterate the WBEY online learning program aims to provide service providers with the knowledge and skills to further develop Toronto's perception as a friendly destination and keep visitors coming back. Comprised of three online

Since its launch in April 2015 over 2,500 users from a variety of industries have registered for the WBEY online learning platform.



A leader in Hospitality and Customer Service Training and Community Workforce Development, OTEC is an independent, not-for-profit Training, Consulting, and Workforce Development organization that delivers innovative, high quality solutions for the development and growth of a professional, skilled workforce.

For more information on the WBEY program or to find out how OTEC can create a customized Tourism Ambassador program for your organization, destination or region please contact:

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