



## BUILDING BACK BETTER MENTORSHIP PROGRAM

Growing our industry's visitor economy through visitation, length of stay and expenditure, applicants are invited to explore and learn how to create new or expanded tourism offerings as part of the Hamilton Halton Brant Regional Tourism Association's Building Back Better Mentorship Program for 2021/2022.

### WHAT IS THE BUILDING BACK BETTER MENTORSHIP PROGRAM?

The Building Back Better Mentorship Program provides opportunities and resources for interested Hamilton Halton Brant (HHB) tourism operators (Mentees) to learn and benefit from experience industry advisors (Mentors).

### HOW CAN A MENTOR HELP MY TOURISM BUSINESS?

The program aims to support and empower tourism operators to optimise their businesses and showcase the region's best assets to a wider tourism audience. HHBRTA's goal is to expand the suit of bookable options on offers across Hamilton, Halton, and Brant, while investing in viable tourism businesses that demonstrate a need, passion, and ability to invest in their operation.

### HOW DOES IT WORK?

This program will connect regional tourism operators with professional mentors, who will teach them how to develop, promote and sell their tourism products and experiences to a wider market.

# MEET THE BUILDING BACK BETTER MENTORS



## CHRIS HUGHES

A partner with BC Hughes, Chris will deliver inspiring workshops and provide one on one experience development coaching to select participants. Chris understands the value in creating memorable moments of travel is often achieved by focussing on the little details that make a big difference. Chris has been sharing his insights and lessons learned by coaching tourism businesses across the province for over two decades. He likes to dig deep and help you determine what makes your guests tick and how to deliver the right surprises at just the right time.



## KRISTIN SCHAAB

Digital marketing specialist with BC Hughes, Kristin will work with you to help determine your right marketing mix. Kristin understands the importance of storytelling when it comes to getting attention for your experience. A talented writer, Kristin is well versed in developing traditional and digital marketing campaigns that get noticed. She will help you increase the 'share-factor' of your experiences.



## JILL VANDAL

A partner with the Tourism Company, Jill will assist with developing inspirational workshops and provide one on one experience development coaching to select tier one participants. Jill has a knack of knowing what tourism operators need to take an idea from concept to reality and has shared this insight most recently as she trained and coached operators throughout Ontario in 2021. Operators will benefit from her depth of knowledge across all aspects of the tourism sector.



## BEV HUGHES

A partner with BC Hughes, Bev will assist in the delivery of the workshops and facilitate group discussions. Bev uses her analytical abilities to look at current trends, business operations and match those to your guest's expectations. Bev has been consulting in the tourism industry since 2006, providing clients with creative solutions to increasing their bottom line.

