



Visitor Engagement Skills Courses

Enhancing Guest Experiences, Increasing Footfall and Maximising Revenue!

For Zoos, Aquariums, Museums, Heritage Attractions, Botanic Gardens, Theme Parks, Leisure and Hospitality Businesses.



Hi there,

I hope you are well and that the 2019 season is starting well, with lots of visitors and exciting prospects ahead. We are very excited to be running our...

Staff/Volunteer/Managers Visitor Engagement Courses BIAZA certified (2019): at **Dartmoor Zoo**

Level 1: Visitor Engagement and Up-selling Skills 24th June 2019

Level 2: Group Engagement Skills: 25th June 2019

... and thought that this might be of interest to you and members of your team.

Suitable for Managers, Supervisors, Coordinators, Staff and Volunteers from all departments (admissions, operations, education, presentations, keepers, aquarists, curators, etc.).

"The CREW guest engagement training programmes were really well received by our team and have provided a common focus to an already strong customer service culture. The CREW team helped our staff apply the engagement strategies and skills to our specific needs and see the opportunities to provide a coordinated guest experience right across the team. We are really excited about the season ahead."

Richard Smith, Head of Visitor Services, Knowsley Safari

These courses explore:

- Effective visitor engagement strategies and techniques empowering staff to creatively engage your visitors
- Developing the communication skills and confidence of your staff
- Enhancing visitor engagement, enjoyment, trust, support and spend
- Creating a coordinated engagement strategy across your site and organisation
- Communicating your key conservation/sustainability messages in accessible and memorable ways
- Increasing repeat business, recommended business and revenue opportunities

"CREW is a fantastic training course for any team serious about effective public engagement. The team has been uplifted in their ability to engage with the public, they have been encouraged to really 'go for it' and have discovered exciting new ways to present information to our visitors."

Helen Gowans, Public Engagement Coordinator, The National Marine Aquarium

These are great courses for understanding the key CREW engagement techniques and formats that will really support visitor engagement on your site whilst helping focus your team for the season ahead.

To book just send an [email](#) or give me a call if you want to chat it through - 0208 567 4414.

Regards,

Adam Senior, M.D. CREW training and development

PS. **Get our Special Offer** - Book three or more places (same institution) and get 10% discount

Cost, per participant:

- **1 day course** BIAZA Members £115 +VAT, Non members £145 +VAT
- **2 day course** BIAZA Members £230 +VAT, Non members £285 +VAT

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