

STAFF TRAINING
MATERIALS



**NATURALLY
AWARDS**

PRESENTED BY

VANCOUVER'S
**NORTH
SHORE**
TOURISM



STREAM 1



Naturally North Shore Customer Service Awards - Monthly



WHO: Anyone in customer service on Vancouver's North Shore

HOW: Scan QR Code, fill out form

WHEN: Once per month

As an ambassador to Vancouver's North Shore, you know all about making your guests feel special, so now **it's your turn in the spotlight!**

Every month, we'll be highlighting **someone who always makes Vancouver's North Shore feel like home** to everyone who visits. From all the monthly nominations, we'll pick one employee in the tourism/hospitality/service space and give them a big **thank you!**

They'll also receive:

- **An official certificate signed by Vancouver's North Shore Tourism Association**
- **A shoutout post on Vancouver's North Shore social media accounts**
- **A basket with merchandise and gift cards to some of our favourite Vancouver's North Shore businesses.**
- **A one-month, two-zone Compass Card.**
- **And the Year-End Winner gets something extra special – an Overnight Vancouver's North Shore Experience, which includes a hotel stay, parking, as well as a basket with merchandise and gift cards to Vancouver's North Shore businesses and an annual pass to one of our top attractions.**

THEN, AT THE END OF THE YEAR...

We'll throw a **year-end reception** for all of the monthly winners and other honourable mentions too! It's all a way for us to celebrate the people who went above and beyond while representing Vancouver's North Shore!

So, why do people come from all over the world to Vancouver's North Shore? Because of people like you!

Granted, if you first said the scenery and nature, you wouldn't be wrong... BUT without a solid foundation of people cultivating a community around those things, visitors could just as well watch a nature documentary.

It's the people behind the scenes that make any great city special, and here at home, those people are all our ambassadors in service and hospitality.

WHO CAN NOMINATE YOU?

Anyone! If you give a guest a memorable experience and they ask for a comment card, instead, tell them they can nominate you to win an award! The people you serve will be far more likely to show you some love when you let them know how they can do it.

Your colleagues can nominate you too! If you're always there to help support through the busy times, you routinely jump in to help when lines get a little long, or your extra prep work was a lifesaver through the dinner rush last night, you could be getting a nomination!

And you can always nominate people as well! Just as you're always there for your team, if there's a colleague that is jumping to mind, nominate them! Tell us why you couldn't do it without them.

HOW DO YOU NOMINATE SOMEONE?

All nominations will be done online. Customers can quickly access the nomination form via a QR code that you can show them. This will be easy for them to see even without you pointing it out, as there will be marketing materials at high-traffic touch points with guests.

The nomination form can also be accessed at NaturallyAwards.com

WHY SHOULD YOU NOMINATE SOMEONE?

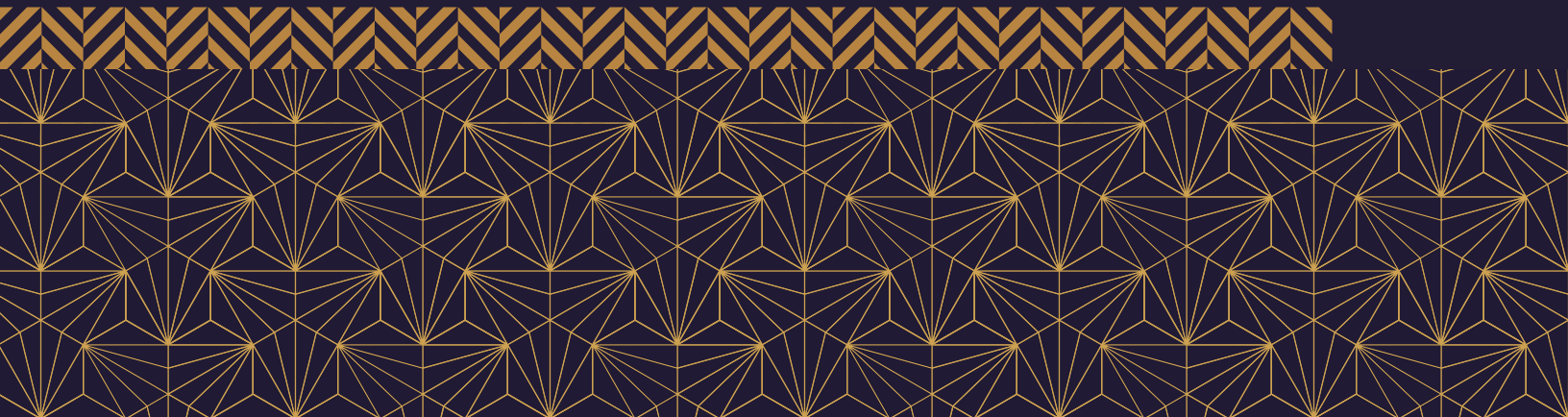
Letting someone know they're doing a wonderful job always goes a long way!

By formally giving someone a nomination, you give them a chance to have their hard work recognized by all their peers, and the official certificate they'll receive will be a testament to that work throughout their career!

SO ON THAT NOTE...

If you've got someone in mind already, **nominate them!** We can't wait to read all the tributes between colleagues and the shoutouts from guests. Let's show the rest of Vancouver what Northern hospitality really means!

STREAM 2



Naturally North Shore Tourism Business Award - Annual



WHO: Any tourism-focussed business on Vancouver's North Shore

HOW: Complete the application during the submission period

WHEN: Nominations can be made from Jan 1 to Dec 31 of the current year.

The Naturally North Shore Tourism Business Award recognizes a business that caters to visitors with an exceptional standard of service, while also demonstrating a steadfast commitment to the stewardship of the natural environment, local communities, and the diverse cultures that collectively contribute to Vancouver's North Shore, rendering it an internationally renowned destination.

WHO SHOULD BE NOMINATED FOR A NATURALLY NORTH SHORE TOURISM BUSINESS AWARD?

Nominations should be submitted for businesses that excel in one or more of the following criteria, among tourism-facing or industry-supporting enterprises:

- Demonstrating a commitment to minimizing their environmental impact while simultaneously promoting and facilitating environmentally-responsible behaviour among their customers.
- Actively contributing to their community by crafting engaging events or programs that foster support for both the environment and the local populace.
- Embracing and celebrating the rich traditions and cultural heritage of the North Shore's residents, and disseminating this appreciation to both visitors and locals alike.
- Pioneering the creation of unique products or services that offer fresh and captivating perspectives on the North Shore, thereby sharing its unique essence with the world.
- Prioritizing inclusivity, warmly welcoming visitors and locals from all walks of life and abilities in every facet of the experience they offer.

HOW CAN A BUSINESS BE NOMINATED?

If you're a business owner who takes pride in your contributions to Vancouver's North Shore, or you work at a particularly inspiring company, all you have to do is fill out the form during the intake period at NaturallyAwards.com

WHEN ARE NOMINATIONS OPEN?

Nominations can be made from January 1 to December 31 of the current year. Please sign up for updates on the award submission process and reception on the website at NaturallyAwards.com



THEN WE CELEBRATE!

Once all entries are in, we'll select the one tourism business that epitomizes dedication to amazing visitor experience in partnership with the environment, culture, and community on Vancouver's North Shore. The finalists will be invited to an awards reception in February, and one winner will be chosen!

AND TO THE WINNERS...

PLAQUE

An official North Shore plaque to commemorate a significant contribution to the community

SOCIAL

Social media spotlight on Vancouver's North Shore channels

ADS

Complimentary digital advertising package for an extra publicity boost

DECAL

Branded window + website decal for display in person and online

ARTICLE

Featured article about their business on the Vancouver's North Shore blog

NATURALLYAWARDS.COM

Vancouver's North Shore respectfully acknowledges that we work, play and live on the unceded traditional territories of the Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tseil-Waututh) Nations.

