

# Local Industry



## Liverpool Welcome

- What is worth £3.64 billion a year to Liverpool City Region and supports 48,600 jobs?
- What do Alison Steadman, William Gladstone, Kenny Everett and John Peel have in common?
- Where can I sample locally brewed beer?
- What is the link between football nets, crossword puzzles and Dinky toys?

Can you and your employees help out your guests and customer with their many enquiries about Liverpool.

### What is it?

The Liverpool Welcome enables all front of house staff to both successfully promote and answer the many questions about Liverpool that visitors will ask. Participants will feel confident and have the ability to promote Liverpool with pride, passion and professionalism.

The course will investigate and determine why Liverpool is such a great visitor destination and what is its unique offer. Through varied and interactive group activities delegates will increase their 'Liverpool Knowledge' ensuring that they actively contribute to enhancing the visitor experience.

### Who is it for?

All customer facing staff from the leisure, hospitality and visitor services industries who are dealing with visitors to the city region on a daily basis will benefit.

### Why attend?

By attending and participating in the workshop you can make a real and positive contribution to:

- Improving and enhancing 'must know' Liverpool visitor information
- Improving and enhancing customer service skills and positive visitor interaction
- Destination awareness = product knowledge = excellent customer service.



### Open course for individual member bookings

Max 20 delegates, delivered at 12 Princes Parade  
£40 per person +VAT

### In-house course customised to own business

Max 20 delegates, delivered at business premises  
£500 +VAT

### Half-day workshop session timings

Morning session 9.30am-12.30pm

Afternoon session 12.30pm-3.30pm

Once your booking is confirmed, an invoice is generated and the fee is payable and cannot be refunded if you choose to cancel. Minimum numbers are required for any advertised workshop to run. In the event of a workshop being cancelled by Visit Liverpool a refund will be given.

### Contact

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**Visitor Economy Executive**

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*"The Liverpool Welcome is an integral part of our pre-employment training academy. The way the course has been adapted to support transport workers will really enhance the visitors experience of the region.*

*The Course is delivered in a refreshing, professional manner and delegates have gained a knowledge of the culture and history of the area that can be passed on to our customers" - Merseytravel*

*"A passionate and inspiring workshop." – Days Inn Liverpool*