

# Bowland Experience Limited

Company Limited by Guarantee - Company number 6994972 Reg. office; Post Office, The Square, Scorton, PR3 1AU  
Directors; J. J. Beavan, R. R. Gardner, E. M. Miller



## "BOWLAND WELCOME" TRAINING COURSE

- *"Enjoyed the exercises – made the point well"*
- *"Very well presented"*
- *"Knowledgeable and lively Trainer"*

**Training objectives:** As a result of this course, trainees will know:

1. The main skills for effective customer care
2. How to understand the needs and requirements of different visitor groups
3. How to explain the services offered by their business
4. The main attractions of the Forest of Bowland AONB
5. Sources of tourist information for the area
6. Techniques for handling difficult situations and customer complaints

### Who will benefit;

- Tourism operators and their staff who have frequent and close contact with customers and visitors.
- Those who are new to their jobs and/or want to increase their knowledge of the area.

### Cost\*

One trainee: £55 (£45 for Bowland Experience Ltd member organisations)

Two or more trainees: £45 each (£35 each for Bowland Experience Ltd member organisations)

\*Includes refreshments.

**Tuesday February 21<sup>st</sup> 2012 10.00am-1.00pm**

AONB Offices  
The Stables, Root Hill Estate Yard,  
Dunsop Bridge, BB7 3AY  
01200 448000

## BOOKING FORM – Bowland Welcome Course, February 21<sup>st</sup> 2012

Organisation.....

Address.....

.....Postcode.....

Contact name.....Position.....

Tel no.....email address.....

Please reserve places for the following:

1. .... 2 .....
- 3..... 4.....

I enclose cheque (made payable to Bowland Experience Ltd) for £.....

Please send to Bowland Experience Ltd at the address below

c/o Forest of Bowland AONB, The Stables, 4, Root Hill Estate Yard,  
Dunsop Bridge, BB7 3AY, tel: 01200 448000 [www.bowlandexperience.com](http://www.bowlandexperience.com)