



To Whom It May Concern:

The Convention & Visitors Bureau of Greater Cleveland, Inc., d/b/a Positively Cleveland, engaged Phil Bruno of Treat 'em Right Total Customer Experience to develop a training program for visitor-facing staff in partnership with Positively Cleveland.

As a result of our partnership with Mr. Bruno, two training workshops were developed with the goal to improve visitor experiences and promote Cleveland as a travel and tourism destination. Mr. Bruno developed and designed two separate, two-hour training workshops. The first workshop focused on improving interactions between visitor-facing staff and guests. Working closely with our Destination Development and Marketing Departments, Mr. Bruno also designed a second workshop highlighting Cleveland's destination brand using visitor information provided by Positively Cleveland.

As part of the program development process, Mr. Bruno completed a four-day discovery visit to experience Cleveland as a visitor destination. During his discovery visit, he conducted interviews with entry-level and senior staff in our travel and tourism community. Other program deliverables included two pilot workshop sessions conducted by Mr. Bruno, the development of a facilitator guide for each workshop, a train-the-trainer session for local trainers identified by Positively Cleveland, the creation of a workshop evaluation form and suggestions for continuing education events.

Bringing over 30 years of experience in customer experience training and development, Mr. Bruno was a valuable member of Positively Cleveland's program development team that included staff members from Positively Cleveland's Destination Development and Marketing Departments, a local marketing agency, and a 17-member Advisory Committee.

The training program has been well-received by Cleveland's travel and tourism industry and would not have been possible without the support and industry expertise provided by Phil Bruno.

If you have any additional questions, do not hesitate to contact our Destination Development Program Specialist, Elise Yablonsky, at 216-875-6629 or eyablonsky@positivelycleveland.com.

Sincerely,

David Gilbert
President

