The RMGA Biennial Seminar was held Wednesday, May 15, 2019 at Auraria Faculty Staff Club by Vanilla Bean, 1041 W 9th Ave, Denver, CO 80204. Theme for the seminar was Elevate Your Guide Career. Presenters were Nancy Brueggeman, Sherry Moon and Mike Pearl. Seminar leader was Mike Pearl. Registrar was Eileen Pearl.

**Itinerary**

9:30 Check-in; social; welcome

9:45 Self-Reflection

* What is good about my guide career?
* What do I admire about other guides?
* What can I do to improve my guiding?

10:00 Session 1 – The Business (Nancy Brueggeman)

* Getting a Job: Whom to contact; Self-promotion; Scams
* I’m the Boss: Pricing; Choosing work; “Firing” a client
* Record-keeping: Sharing session, bring a sample of your methods
* Managing research: Sharing session, bring a sample of your methods
* Customer interactions: Going the “Extra Mile”

Participants viewed copies of each other’s bookkeeping methods. Nancy Brueggeman encouraged participants to investigate mobile bookkeeping apps to record expenses, mileage, and income.

11:30 Lunch

* Table-talk: Making the guests’ experience remarkable
* Sharing session, bring your questions and your solutions

12:30 Session 2 – Interpreting vs Guiding (Sherry Moon)

* Improving your presentation
* Relating to your audience
* Techniques to add engagement
* Sharing session: your questions and your solutions

Sherry recently completed training with the National Association for Interpretation <https://www.interpnet.com/>. From that training, she pointed out that it is important for tour guides to look at the faces of the guests’ when speaking to them, to encourage questions and answers from the guests, and to provoke the guests’ participation in the tour event. She also recommended that guides investigate purchasing a portable microphone/loudspeaker unit so that the guests can hear the guide’s presentation.

1:30 Session 3 – Elevating the Narrative (Mike Pearl)

* Suspense and anticipation (Q & A)
* Directed observation
* Connecting with the guests
* K.I.S.S. (Keep It Short, Sport)
* Sharing session: your questions and your solutions

Mike Pearl encouraged participants to investigate books such as *Practical Storytelling: How to Use Stories to Build Strong Business and Personal Relationships* by Dominic R. Villari or *Pixar Storytelling: Rules for Effective Storytelling Based on Pixar's Greatest Films* by Dean Movshovitz.

Mike’s presentation outline and resources are located on page 3 of these notes.

2:30 Depart

**Self-Reflection**

Before today’s session begins, take a few moments to think about your career as a tour guide. If your career includes other aspects of the tourism and hospitality industry, such as transportation management, convention and event services, and so forth, consider those, too.

* What is good about my guide career?
	+ My base of information and knowledge
	+ My ability to communicate with my guests
	+ My ability to coordinate with co-workers
	+ My ability to find employment
	+ My record-keeping
	+ My time management
	+ Other
* What do I admire about other guides?
	+ Their base of information and knowledge
	+ Their ability to communicate with their guests
	+ Their ability to coordinate with co-workers
	+ Their ability to find employment
	+ Their record-keeping
	+ Their time management
	+ Other
* What do I want to improve about my guiding?
	+ My base of information and knowledge
	+ My ability to communicate with my guests
	+ My ability to coordinate with co-workers
	+ My ability to find employment
	+ My record-keeping
	+ Other
* What can I do to improve my guiding?
	+ Printed resources
	+ Online resources
	+ In-person resources
* Why do I want to improve?
	+ The aspects that I’m “good” at
	+ The aspects that I’m not “good” at

**Session 3 – Elevating the Narrative (Mike Pearl)**

What Is Storytelling?

Storytelling is the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener’s imagination.

1. Storytelling is interactive.

#### **Storytelling uses words.**

#### **Storytelling uses actions such as vocalization, physical movement and/or gesture.**

#### **Storytelling presents a story.**

#### **Storytelling encourages the active imagination of the listeners.**

From <https://storynet.org/what-is-storytelling/>

Topics

* Suspense and anticipation (Q & A)
* Directed observation
* Connecting with guests
* Building vocabulary
* Expressive voice
* Expressive movement
* K.I.S.S.

Sharing session: your questions and your solutions

**Resource Suggestions**

Be a Better Guide Project <https://www.beabetterguide.com/>

* <https://www.beabetterguide.com/tour-leader-training-videos/>
* <https://www.beabetterguide.com/resources/>
* <https://www.beabetterguide.com/category/written-blog/>
* <https://www.beabetterguide.com/category/interviews/>
* <https://www.beabetterguide.com/be-a-better-guide-podcast/>

Toastmasters International <https://www.toastmasters.org/>

National Storytelling Network <https://storynet.org/>