

READI Program: Training and Workshop Partners Submission and Evaluation Form

Background

The Tourism Industry Association of Canada (TIAC) is seeking partners to collaborate on its READI (Reach, Engage, Activate, Develop, Innovate) Program. This initiative aims to assist the tourism industry in enhancing its resilience and ability to adapt to evolving challenges while fostering economic growth and innovation.

Partners will develop and deliver training or workshops tailored to the diverse needs of the industry, ultimately helping businesses obtain the READI Stamp Accreditation.

This accreditation program covers a wide spectrum of categories and topics crucial to the tourism sector's success, including "Sustainable & Regenerative READI", "Export READI", "Digital READI", "Investor READI", "Culinary and Agritourism READI", and so many more.

The TIAC website will host a national database of accredited businesses and destinations. This database will allow stakeholders to search for accredited entities by province, territory, and subject matter.

TIAC Partners will benefit from promotional and marketing support including:

- Marketing Materials: Development of shareable graphics, website content, email templates, and social media posts.
- Website Section: A dedicated section on the TIAC website for the course.
- Webinars: Educational and promotional webinars for potential clients and partners.

To qualify for this partnership and benefit from its marketing and promotion, applicants must be TIAC members. The proposed program must provide value to other members, as well as a revenue-generating stream to TIAC.

This is a non-exclusive opportunity; TIAC may partner with more than one member/business for any particular subject.

Section 1: Partner Information

1. Organization Name:
2. Contact Person:

3. Contact Information (Email, Phone):
4. Website:
5. Location:
6. Years in Business:

Section 2: Organizational Capacity and Expertise

1. Experience in Business Development and Training:
 - Detail your expertise in designing and presenting business development and training initiatives.
 - Provide examples of past training programs and their outcomes.
2. Subject Matter Expertise:
 - List the fields or areas of expertise relevant to the training programs (e.g., marketing, financial management, customer service, digital transformation).
3. Accreditations and Certifications:
 - Provide any relevant accreditations or certifications that can attest to your organization's qualifications and credibility.

Section 3: Program Development and Delivery

1. Training Program Design:
 - Outline your approach to designing training programs.
 - Include information on curriculum development, instructional design, and delivery methods.
2. Delivery Methods:
 - Specify the training delivery methods employed by your organization (e.g., in-person workshops, online courses, webinars, hybrid models).
 - Indicate any flexibility in delivery to accommodate different learning styles and preferences.

3. Quality Assurance:

- Outline your quality assurance processes for ensuring the effectiveness and continuous improvement of your training programs.

Section 4: Incentives and Benefits for TIAC Members

1. Proposed Incentives or Benefits:

- Detail the specific incentives or benefits you will offer to TIAC members (e.g., discounted rates, exclusive access to resources, free initial consultations).

2. Value Proposition:

- Explain how your proposed incentives or benefits will add value to TIAC members and support their business development goals.

Section 5: Revenue Sharing and Financial Proposal

1. Revenue Sharing Model:

- Propose a revenue-sharing model for the collaboration. For instance, a percentage of fees paid by clients.
- Include details on how revenue will be generated and shared between your organization and TIAC.

2. Financial Sustainability:

- Provide a financial plan demonstrating how the partnership will be sustainable and profitable for both parties.

Section 6: Alignment with TIAC's READI Program

1. Alignment with READI Goals:

- Explain how your training programs will support TIAC's READI (Readiness, Education, Awareness, Development, Implementation) objectives.

- Provide specific examples of how your programs will help operators and stakeholders achieve their READI Stamp certification.
2. Measurable Outcomes:
 - Identify key performance indicators (KPIs) and metrics you will use to measure the success of the training programs.
 - Explain how you will track and report these KPIs to TIAC.

Section 7: References and Testimonials

1. Client References:
 - Provide contact information for at least three client references who can speak to your organization's capability and effectiveness in delivering business development and training programs.
2. Testimonials:
 - Include any written testimonials from previous clients or partners that highlight your organization's strengths and successes.

Section 8: Additional Information

1. Innovative Approaches:
 - Describe any innovative approaches or unique aspects of your training programs that differentiate your organization from others in the industry.
2. Additional Support:
 - Outline any additional support or resources your organization can provide to TIAC and its members.

Evaluation Criteria

- Experience and Expertise (20%): Evaluation of the organization's background, relevant experience, and subject matter expertise.

- Program Design and Delivery (20%): Assessment of the training program design, delivery methods, and quality assurance processes.
- Incentives and Benefits (15%): Evaluation of the proposed incentives or benefits for TIAC members.
- Revenue Sharing and Financial Proposal (15%): Assessment of the proposed revenue-sharing model and financial sustainability.
- Alignment with READI Goals (20%): Evaluation of how well the training programs align with TIAC's READI objectives.
- References and Testimonials (10%): Consideration of client references and testimonials provided.