



Trade Show Executive
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SPECTRA BY COMCAST SPECTACOR EMPLOYEES AT CINCINNATI'S DUKE ENERGY CONVENTION CENTER EARN CERTIFIED TOURISM AMBASSADOR CREDENTIALS

Cincinnati – Sixty-one Comcast Spectacor employees at Duke Energy Convention Center in Cincinnati are sporting new “Certified Tourism Ambassador” (CTA) pins after completing the Tourism Ambassador Institute’s CTA program over the summer. Spectra by Comcast Spectacor manages the Duke Energy Convention Center.

The CTA designation was earned after the employees completed classroom exercises, required reading and related assignments and earned passing scores on the CTA final exam. Graduates receive a CTA pin that identifies their status to visitors, clients and would-be clients.

In addition to venue and hospitality knowledge, the program included background on the history of Cincinnati and an overview of area attractions, restaurants and other visitor-friendly activities that might be of interest to clients and potential clients considering Cincinnati for their conventions and trade shows. The goal is to provide an enhanced visitor experience and increased economic impact from conventions, trade shows and tourism by expanding the knowledge employees have about the region.

“Having a robust CTA program demonstrates to meeting and trade show planners that the city understands the powerful economic and cultural impact conventions and trade shows bring,” said Dan Lincoln, president and CEO of the Cincinnati USA Convention & Visitors Bureau, which runs the CTA program. “Staff who achieve certification become much more engaged in their job and believe it is their role to do everything possible to give attendees the best experience while in our community.”

The CTA program’s participating cities include Anaheim, Calif., Baltimore, Md., Columbus Ohio, Dallas/Fort Worth, Texas, Oklahoma City, Okla, and Rochester, Minn. along with other convention and visitor bureaus in California, Michigan, Missouri, Pennsylvania, Tennessee, Texas and Wisconsin. The program claims more than 10,000 CTAs nationwide.