

# Ambassador Training

Friday, May 20, 2016



# Agenda

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- Welcome
- Introduction
- Icebreaker
- Overview of MotorCities National Heritage Area
- Our Work
- Guest Engagement/Autopalooza
- NPS Centennial
- Attire
- Role Play Activity
- Q & A



# MotorCities Staff



**Shawn Pomaville, Executive Director (right)**



**Brian Yopp, Director of Programs & Operations**



**Tiffany McFarland, Administrator**



**Austen Smith, Communications Coordinator**

# ICEBREAKER

o What is your favorite?

o Food

o Animal

o TV Show

o Hobby

o Color





[www.motorcities.org](http://www.motorcities.org)

o MotorCities National Heritage Area is an affiliate of the National Park Service dedicated to preserving, interpreting and promoting the automotive and labor heritage in southeast and central Michigan.



o MotorCities was designated by U.S. Congress in 1998 to preserve the cultural and historic landscape associated with the story of the automotive industry and organized labor movement.

# What is a National Heritage Area?

o A National Heritage Area can be described as an identified place in the United States that best represents a specific theme and story in American history.

o There are currently 49 Heritage Areas in existence today all dedicated to the preservation of stories that rose to national and global significance



# What is a National Heritage Area?

*“At its simplest, Congress draws a circle around a piece of land and says what happened here is important to our country's history.”*



# A snapshot of our work....

- o Increase tourism throughout the State of Michigan
- o Develop and deploy educational and informational programs that tell the story of the automobile industry and the labor movement in our region
- o Encourage revitalization through conservation & preservation.







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# MCNHA Vision

**“MotorCities National Heritage Area inspires residents and visitors with an appreciation for how the automobile changed Michigan, the nation, and the world. This rich heritage will be a source of pride for our communities and a positive influence on our region’s future.”**



# EDUCATION



# AUTO-TOURISM



# PRESERVATION



# Autopalooza



Autopalooza is a celebration of Southeast Michigan's automotive heritage through a series of major cruises, races, and shows during the summer months.



MotorCities is given space at these events to promote our automotive heritage as well as other Autopalooza events and sites in the NHA; this is a practical application of how we connect these cultural assets and promote the region as the

**No. 1 Destination for Automotive Heritage**



Here is where you come in.....

# What is an Ambassador?

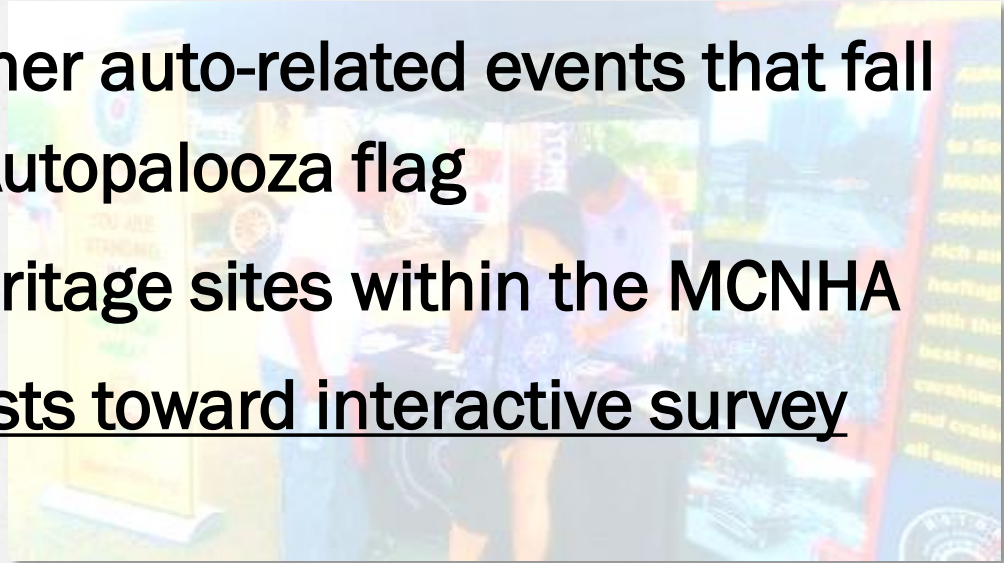
- An Ambassador is a spokesperson for our organization.
- Ambassadors have a commitment to moving our region forward.
- They are:
  - Upbeat
  - Energetic
  - Knowledgeable



# Guest Engagement

## o Strategic Goals:

- o Educate guests on the merits and work of the MotorCities National Heritage Area
- o Promote other auto-related events that fall under the Autopalooza flag
- o Promote heritage sites within the MCNHA
- o Funnel guests toward interactive survey



# Interactive Display

- o Survey of 12 questions
- o Program is designed to educate guests on automotive heritage and collect data
- o Guests will receive a 'Goodie Bag' for taking the survey



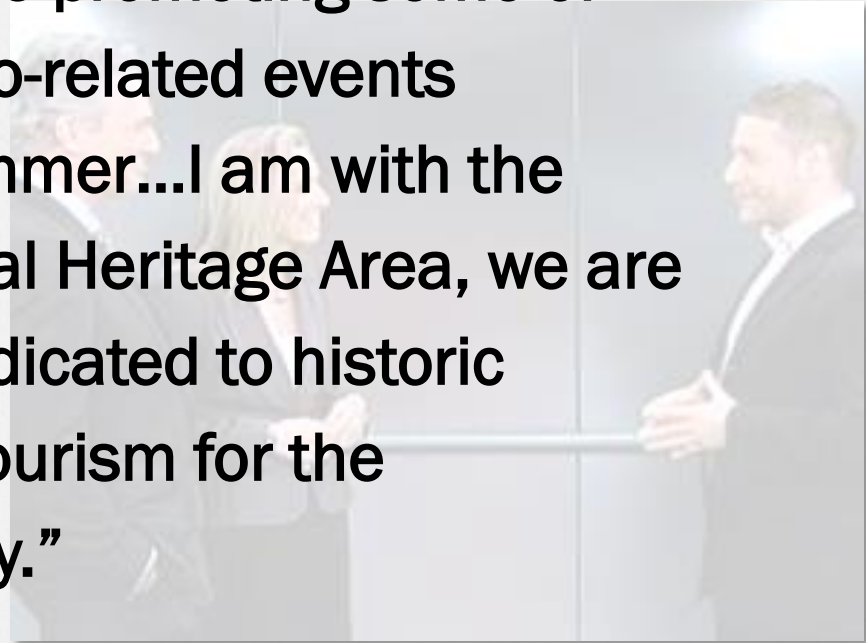
# The Basics

- o Interacting with guests on a conversational level is important
- o What is your best Elevator Speech (30 seconds or less)?
- o K.I.S = Keep it Simple



# Austen's Elevator Speech

- o “Hello there, please help yourself to some of our materials; everything is free of course...we are here promoting some of the other great auto-related events happening this summer...I am with the MotorCities National Heritage Area, we are an organization dedicated to historic preservation and tourism for the automotive industry.”





# Frequently Asked Questions

◦ How are you affiliated with the NPS?



*We were created by Congress in 1998 to preserve and promote the story of the automotive industry and how it shaped this region*

◦ What is Autopalooza?



*Autopalooza is a partnership effort to promote automotive culture through auto-related events*

◦ What is a National Heritage Area?



*National Heritage Areas are organizations that preserve our country's most unique and important historical stories. There are 49 in the U.S.*



# NPS Centennial

- o In 2016, the National Park Service is turning 100
- o They have initiated a massive publicity campaign commemorating the milestone with programs such as Find Your Park and Every Kid in a Park
- o For more, go to [findyourpark.com](http://findyourpark.com)

The logo features the year '2016' in a bold, dark green font. The zero is replaced by a green silhouette of a park shield.

National Park Service™  
CENTENNIAL

The logo consists of two lines of text. The top line reads 'FIND YOUR' in a bold, grey, sans-serif font. The bottom line reads 'PARK' in a larger, bold, sans-serif font, with each letter in a different color: 'P' is brown, 'A' is olive green, 'R' is teal, and 'K' is maroon.

# What to expect.....

- o Expect for most people to know NOTHING about MotorCities!
- o When in doubt, always guide them to our website  
[www.motorcities.org](http://www.motorcities.org)
- o Most of our events will be outdoors in the summer time.  
Please be prepared for all weather conditions.
- o Our events are the perfect opportunity to engage with auto-enthusiasts, learn something new, and make new friends in the process!
- o Have your “go-to” phrases ready!
- o SMILES ARE FREE!



# Attire





Ambassadors will be split into small groups and given unique scenarios that they could experience while volunteering.

Task: Act out the scenario with what you think the best response would be!

# Questions?



Contact Information:

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