



Tourism Orlando Leadership Program



Sign Up Today!

Just \$99 a month on 6-Month Installment Plan!

"A unique experience and education in tourism"

Sponsored by the:

International Drive Resort Area Chamber of Commerce

Mission Statement: *"The mission of this program is to create within the business community a core of knowledgeable, educated people who based upon this experience will have a unique, in-depth knowledge of the vast components and aspects of the tourism industry."*

Participants will experience first hand the vast components and aspects of the tourism industry. Each day will be comprised of unique behind the scenes experiences, special presentations, and workshops at the Orange County Convention Center, Universal Orlando, Sea World, Discovery Cove, Aquatica, Walt Disney World, Centerplate, Dr. P. Phillips Hospital, the Orlando International Airport, the I-Ride Trolley, Lynx, the Orlando Magic, Downtown Orange County Govt., OOC CVB, Clear Channel, WFTV Channel 9, the Orlando Department, the UCF Rosen College of Hospitality, plus much, more!

Participants will:

- * Grow in awareness and understanding of the vast components of the tourism industry.
- * Network and bond with fellow participants through a unique learning experience!
- * Acquire your certificate and "PhT" in tourism.
- * Increase your personal knowledge of the tourism industry to enhance your career opportunities and community leadership.

How long is the program?

The program lasts for 10 months and is one day a month from 8:30 a.m. - 5:00 p.m. The next session will begin October 2010 and run through July 2011. The participants are composed of an accomplished group of men and women whose backgrounds including management level experience.



Orlando Sentinel
OrlandoSentinel.com



International Drive Resort Area Chamber of Commerce Tourism Orlando Session 10 Calendar



SeaWorld – October 1, 2010

Experience exciting behind the scenes park tours at SeaWorld, Aquatica and Discovery Cove! You'll Shadow trainers and animal care professionals.

Plus! Get the backstage scoop on everything from park Operations to Marketing from Worlds of Discovery department specialists!



Sports and Tourism- November 5, 2010

Learn how sports in the community relates to tourism. Enjoy a day hosted by the Orlando Magic! Special presentations and tours of the RDV Sports complex, Marketing the Magic, Operations plus enjoy a Magic game that night!



Universal Orlando – December 10, 2010

You will experience behind the scenes, operational aspects and marketing of Universal Orlando one of the most popular theme park destinations in the world! Special presentations and tours will educate, inform and allow you to experience this world class destination in a whole new light!



Law Enforcement & Tourism- January 14, 2011

Learn the unique aspects of the award winning Orange County Sheriff's Office and center, repel the tower at the O.C.S.O. Range. Ride with a Deputy and experience the tourist sector through the eyes of law enforcement.



Transportation & Tourism – February 4, 2011

Tour behind the scenes of the Orlando International Airport, one of the largest airports in the world! Learn proposed transportation plans as well as existing service including Lynx Transportation and the I-Ride Trolley.

OCCC and the OOC CVB – March 4, 2011

Tour behind the scenes of the OCCC, the 2nd largest convention center in the country! Learn how this massive facility operates from operations to marketing. Plus! Learn about the global marketing efforts of the OOC CVB. Learn how Orlando's official sales and marketing organization brands, markets and sells the area globally as the premier leisure and convention destination.



Healthcare and Tourism- April 1, 2011

Learn the intricate part the healthcare system plays in the tourism industry. Tour Dr. P. Phillips Hospital and the ORMC medical facility downtown. Explore the many facets of healthcare and learn what happens when a tourist finds himself in need of care.



Government & Tourism- May 6, 2011

Experience a special tour/presentation at the UCF Rosen College of Hospitality. Tour this unique campus, and learn from the educators. Plus! Special presentations from "Downtown Orange County" Govt. O.C.S.O., Code Enforcement, Fire Dept. and Management.



Media Day- June 3, 2011

Learn how the media works from the experts. Special presentations and behind the scene tours at the Orlando Sentinel, Clear Channel and Channel 9 studios.



Walt Disney World Graduation Day – July 8, 2011

Enjoy a very special day at Walt Disney World! Tours, presentations, graduation exercise and plaque presentations at WDW Resort with special WDW guest speaker!





International Drive Resort Area Chamber of Commerce
Tourism Orlando Leadership Program
Admission Application

Just \$99 a month on 6 Month Installment Plan!

To apply for Tourism Orlando please complete the following registration form and email to the Chamber office at

idracc@earthlink.net no later than August 1, 2010.

Applications are on a first come first serve basis. Space limited.

Sign up today!

Name: _____

Employer: _____

Address: _____

Phone: _____ **Fax:** _____

Email: _____

Applicant Commitment:

I have cleared my calendar on the appropriate dates. If I am selected to participate I will attend at least 8 of the 10 classes to complete the program.

Signature: _____

Please check one:

_____ **\$595.00 Member Rate**

_____ *Please bill me \$99.00 a month on 6-Month Installment Plan*

_____ **\$ 995.00 / Non Member Rate**

International Drive Resort Area Chamber of Commerce

7557 W. Sand Lake Road #162 Orlando, FL 32819

Email: idracc@earthlink.net

www.internationaldriveorlando.com

Phone: 407-903-0084 Fax: 407-903-0577

International Drive Resort Area Chamber of Commerce

Celebrating our 22nd Year!