



Tourism Orlando Leadership Program



Sign Up Today!

Just \$99 a month on 7-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 firsthand 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, SeaWorld, Discovery Cove, Aquatica, Universal Orlando, Walt Disney World, Centerplate, Orlando Health, Dr. P. Phillips Hospital, the Orlando International Airport, the I-Ride Trolley, Lynx, the Orlando Magic, Downtown Orange County Govt., Visit Orlando, Clear Channel, WFTV Channel 9, the Orlando Police Department, the Orange County Sheriff's Office, 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 2011 and run through July 2012. The participants are composed of an accomplished group of men and women whose backgrounds including management level experience.



International Drive Resort Area Chamber of Commerce Tourism Orlando Session 11 Calendar



SeaWorld – October 2011

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 2011

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 2012 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 2012

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 2012

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 Visit Orlando– March 2012

Plus! Learn about the global marketing efforts of Visit Orlando. 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 2012

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 2012 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 2012 – 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 2012 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 7- 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, 2011.

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:

_____ **\$695.00 Member Rate**

_____ *Please bill me \$99.00 a month on 7-Month Installment Plan*

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

International Drive Resort Area Chamber of Commerce

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International Drive Resort Area Chamber of Commerce

Celebrating 23 Years!