



## Hosting On-site CTA Classes

---

Thank you for your interest in hosting a Certified Tourism Ambassador™ class.

The Certified Tourism Ambassador™ Program is a nationwide certification program and certain requirements must be met to ensure consistency of the learning experience for all participants. These requirements are prescribed by the Tourism Ambassador Institute™ (TAI™), the oversight body for the designation.

This document describes the responsibilities of the host organization and will help you provide the information that is required by the TAI™ and Visit San Antonio (VSA), the Accredited Provider of the San Antonio Tourism Ambassadors Program.

We appreciate your interest in bringing the San Antonio Tourism Ambassadors Program to your front-line team. Please feel free to contact me with any questions. Thanks for catching the passion for this exciting program!

---



## ROLES & RESPONSIBILITIES:

1. **Exclusive/Private Sessions** – CTA On-Site classes conducted by facilitators provided by Visit San Antonio will only be approved for employers that will guarantee a **minimum of twenty (20) participants from their organization** and no more than 50 participants for each session. This minimum is not applicable if you choose to conduct CTA classes using your own organization's facilitators. These sessions are only open to the host organization designees and will not be publicized to the general public.
2. **Non-Exclusive Sessions** – Organizations wishing to host on-site sessions but that do not have a minimum of twenty (20) participants from within the organization may open the registration to the general public. In this case, the session will be published on CTANetwork.com and open for anyone to register. If the class does not generate the minimum of 20 participants the class will be canceled or rescheduled. No more than 50 participants will be permitted per session. These non-exclusive sessions must not conflict with any regularly schedule CTA sessions and are based on availability.
3. **Scheduling Classes** – Class sessions must be **scheduled at least six (6) weeks in advance**. This allows time for Visit San Antonio to prepare necessary materials and secure VSA authorized facilitator(s), as well as giving you sufficient time to:
  - a) Recruit interested participants
  - b) Enroll participants via CTANetwork.com or paper application
  - c) Make arrangements for the meeting room and on-site administration
  - d) Distribute the pre-class reading materials (provided by Visit San Antonio) to the participants at least two weeks in advance
4. **Payment in Full** – The application fee for groups of 20 or more is discounted to \$25 per person. All enrollment application fees are non-refundable and non-transferable. The host organization is responsible for submitting payment in full for all **registered participants** on or before the date of the class regardless of participation. If someone is unable to attend the scheduled private class, the host organization will have the opportunity to reschedule that person for another class within 90 days or otherwise the fee will be forfeited. An invoice which you may print out for each participant will be provided. At this time, bulk payment is only available by check however you can pay by credit card for each participant individually as they complete the online application.
5. **Facilitators** – VSA will provide certified facilitators for each scheduled session. However, if you have a certified facilitator on staff, you may conduct sessions at your convenience but will need to provide Visit San Antonio at least 30-day notice to receive all required session materials.
6. **Administration** – The host organization assumes all meeting planning responsibilities, including covering the cost of meeting space, AV and optional refreshments. A meeting planning checklist is available from Visit San Antonio. In return, VSA will provide all course materials. As the hosting organization, it is your responsibility to ensure that all participants attend the entire class and complete the test at the end. Full instructions and support are available from VSA.
7. **Enrollment Applications** – Three (3) weeks prior to each class date the host organization must have employees complete the online enrollment application or turn in printed, signed enrollment applications for all participants. VSA will provide a special fee code for the online system and/or a PDF for the printed format of the application for your use. Preferred application method is online via CTANetwork.com
8. **Promotion** – The host organization is responsible for all marketing and promotion of its CTA class to the organization's participants. Visit San Antonio can provide brochures, posters and other marketing materials as requested.

# SESSION REQUEST FORM

*Please complete one form for each class you propose to offer.*

## 1. ORGANIZATION NAME:

\_\_\_\_\_

## 2. SESSION CONTACT:

NAME \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EXT: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## 3. PROPOSED DATES

- Proposed Date \_\_\_\_\_
- Day of the Week \_\_\_\_\_
- Time (check one):
  - Morning [8:00 – 8:30 Registration; 8:30-12:30 Class]
  - Afternoon [12:30-1:00 Registration; 1:00-5:00 Class]
  - Evening [4:30-5:00 Registration; 5:00-9:00 Class]

## 4. PROPOSED LOCATION

FACILITY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

NAME OF ROOM \_\_\_\_\_

## 5. SESSION TYPE

Exclusive/Private Session  
(For organization employees/designees only)

Public Session  
(Open to general public via CTANetwork.com)

**6. ROOM CAPACITY & ANTICIPATED REGISTRATIONS**

How many participants do you anticipate? \_\_\_\_\_(minimum 20, maximum 50 per session)

What is the maximum number the meeting room will hold? \_\_\_\_\_

Can the meeting room comfortably accommodate the participants using crescent rounds\* or Chevron\* set up?  Yes  No

*\*Crescent rounds are round tables with 5-6 chairs each facing the front  
\*A Chevron is rectangular tables with 2-4 chairs facing the front in a V-shape*

Other (Please provide details of meeting room.) \_\_\_\_\_

**7. FACILITATORS**

VSA Facilitators  Our own CTA trained facilitators

If you have specific facilitators in mind, please list them:

\_\_\_\_\_  
\_\_\_\_\_

**8. PARKING**

Where will participants park? \_\_\_\_\_

Will the host organization provide free parking?  Yes  No

If no, how much is the fee per vehicle? \_\_\_\_\_

**9. AGREEMENT & SIGNATURE**

The undersigned agrees to adhere to the items outlined within the Host Roles & Responsibilities document and assumes full responsibility for the control of all copyrighted electronic and printed materials used at or in conjunction with the classroom session.

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For Office Use Only:  
**CLASS APPROVAL**  
Reviewed by: \_\_\_\_\_  
Approved by: \_\_\_\_\_  
Date Approved: \_\_\_\_\_

**Submit Completed Form to:**  
Armando Seledon, CSEP, CTA  
**San Antonio Tourism Ambassadors Program**  
317 Alamo Plaza  
San Antonio, TX 78205  
Phone: 210-244-2033  
[armando.seledon@visitsanantonio.com](mailto:armando.seledon@visitsanantonio.com)