



## DO YOU GIVE YOUR STAFF THE CHANCE TO SHINE?

Please check all that apply...

- We place the Stars of the City nomination brochures clearly at our venue so they are easily accessible for guests.
- We post the Stars of the City back of house posters in areas where staff can see them and learn more about the program.
- We submit letters and comment cards received by guests to Ottawa Tourism so they can be counted as a Stars nomination.
- We celebrate our employees whenever they receive a Stars certificate and encourage them to proudly wear their Stars lapel pin while at work.
- We mention and/or educate our staff about the Stars of the City program at staff meetings and/or through internal communications.
- We send staff to the Conference and Trade Show so they can get motivated and re-fresh their customer skills each spring.
- We rent a booth at the Trade Show to share information about our business with our region's front line staff.
- We have a Stars of the City "Go-To" button on our website so guests can directly access [www.starsofthecity.ca](http://www.starsofthecity.ca) / [www.lesvedettesdelaville.ca](http://www.lesvedettesdelaville.ca) from our site.
- I receive the Stars of the City e-Newsletter (if you would like your name added to our distribution list, please email your contact information to [jharland@ottawatourism.ca](mailto:jharland@ottawatourism.ca)).
- We share/forward the Stars of the City e-Newsletter with front-line staff and managers within our business.
- We encourage our staff to read the Stars Customer Service Tip Sheets or print them off and make them easily available to staff to access.
- We encourage staff to participate in front-line events so they are knowledgeable about what there is to see and do here in Canada's Capital Region.
- We have been a sponsor or offered door prizes of at least one recent Stars of the City activity.
- We brag about the stars on our staff all the time!
- We have shared feedback regarding Stars of the City events and activities with Ottawa Tourism or have expressed interest in joining the Stars of the City Committee.

If you checked off...

★11 – 15 boxes **WOW!**  
 ★6 – 10 boxes **GOOD**  
 ★0 – 5 boxes **OK...**

Your company really knows how to **shine!**

The stars on your staff must be **twinkling brightly!**

There is some **glitter of hope** that your company is interested in becoming more involved... so implement the tips on this sheet and see how you can turn that glitter into a vivid glow!

FOR MORE INFORMATION VISIT

[www.starsofthecity.ca](http://www.starsofthecity.ca) / [www.lesvedettesdelaville.ca](http://www.lesvedettesdelaville.ca)