GETTING GAMES READY

Get your business ready to welcome guests to Birmingham and the West Midlands for the Birmingham 2022 Commonwealth Games and beyond

The 'Getting Games Ready' programme will prepare you and your business to welcome guests from around the world. This e-learning course will provide insight and information to ensure the region delivers an outstanding visitor experience and showcases the very best of the West Midlands.

Who should take part in the programme?

This training programme is aimed at staff from businesses across the West Midlands who are customer facing and have regular interactions with visitors. If you work in a venue, hotel, restaurant, bar, pub, café, visitor attraction, retail, transport or any other part of the wider tourism industry, this training will benefit you, helping you to deliver a warm welcome to visitors coming to the region to experience the Birmingham 2022 Commonwealth Games.

What does the programme cover?

The programme consists of four comprehensive modules that cover:

- visitor welcome and customer service experience
- providing an accessible and inclusive service
- regional knowledge and wider tourism offer
- Commonwealth Games sporting programme and cultural festival.

What is the cost of the programme?

The programme is **FREE** to employees from businesses across the West Midlands region.

Positive outcomes

Based on the foundations of the globally recognised WorldHost customer service programme which has been used to train hundreds of thousands of people for events including the London 2012 Olympics, Rugby World Cup 2015 and Golf's Open Championship 2019, the training will help you to:

- highlight the very best of what the West Midlands destinations have to offer
- provide a warm, knowledgeable, and inclusive welcome
- share tips about Birmingham 2022 and the cultural festival
- provide up-to-date, accurate and accessible information to visitors
- promote the West Midlands as a place to visit, stay and invest.

How do I access the programme?

The programme is easily accessible via e-learning on most Internet enabled devices, taking between 3-4 hours to complete. Each participant will be issued with a 'Getting Games Ready' programmme certificate on successful completion of the course.

Registration for the programme opens in January 2022. More information coming soon!

The West Midlands
One region, many worlds

GREAT
BRITAIN & NORTHERN IRELAND