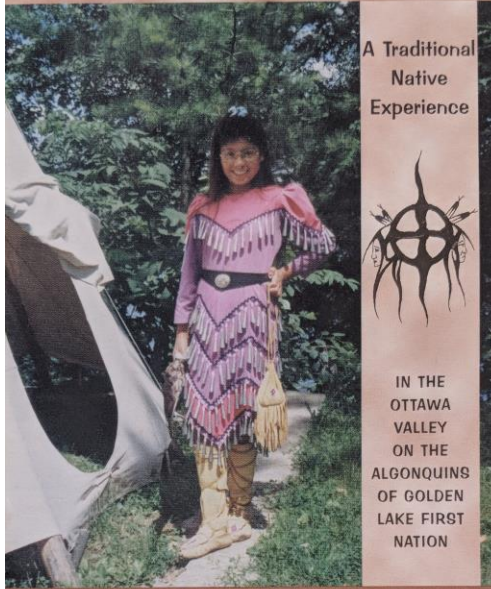


A woman with dark hair, wearing a colorful, patterned shirt and a headband, is performing hula hoop tricks. She is holding several hoops, some of which are black and white striped, and others are solid colors like yellow and red. She is looking upwards and to the right. In the background, there is a city skyline with a large cathedral-like building and a body of water. The image is partially obscured by a dark purple overlay at the bottom.

STEPHANIE SARAZIN

ALGONQUIN - PIKWAKANAGAN ,ON

The Anishinabe Experience



A Traditional
Native
Experience



IN THE
OTTAWA
VALLEY
ON THE
ALGONQUINS
OF GOLDEN
LAKE FIRST
NATION

We invite you to enter the traditional world of Ontario's only Algonquin First Nation at Golden Lake. Experience first-hand a vibrant culture that has endured through the ages.

FEATURING...

CRAFT SHOP

Specializing in traditional Algonquin arts & crafts. Custom orders welcome. Pre-packaged kits for budding crafters.
Open 7 days a week June to September, weekends mid. Sept. to June.

SNACK STOP

Open daily. Enjoy a refreshing Tea Break of Cedar Tea & Scones.

THE TEEPEE VILLAGE*

Visit the Teepee Village. Stay overnight. Meal Plan available. Sleeping bags, pillows provided. For short or long term stays.

**Must pre-book for overnights. May to September.*

THE ANISHINAABE EXPERIENCE 1998

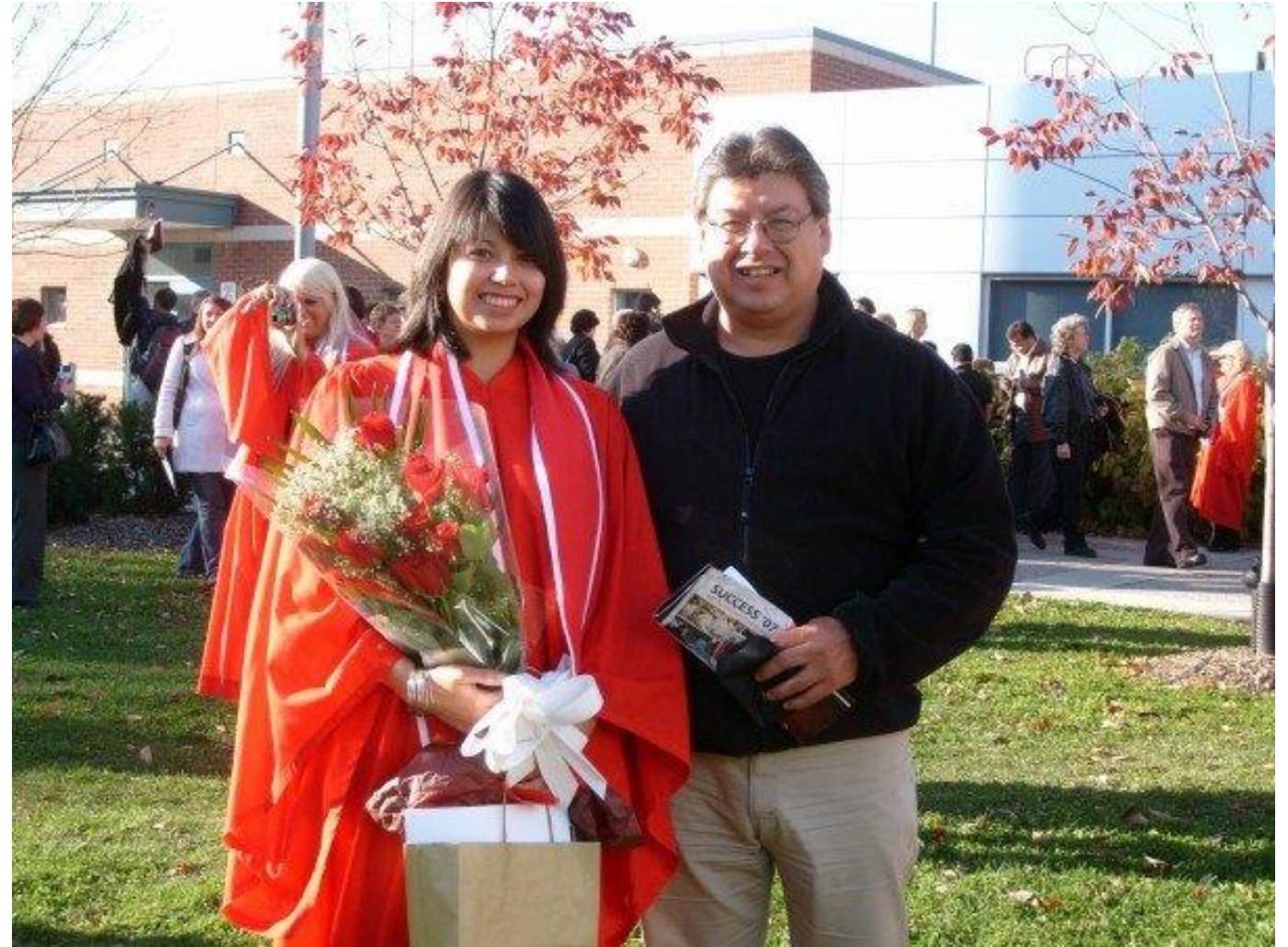


FANSHAWE COLLEGE

– LONDON, ON

FASHION DESIGN &
APPAREL PRODUCTION

GRADUATED 2007





ABORIGINAL EXPERIENCES – ARTS & CULTURE - OTTAWA, ON

Copyright www.Couvette-photography.on.ca
Studio Ottawa

BY: STEPHANIE
SARAZIN

THE MOST *INSPIRATIONAL* CULTURAL AMBASSADOR

GOOGLED DEFINITION -



What is **culture ambassador**?

- Work **culture** is a broad term that refers to the environment where people work, the company's beliefs and values, and the way that employees feel toward the organization. Part leadership guru, part therapist, and part event coordinator, company **culture ambassadors** play a big role in ensuring positive work **cultures**

GOOGLED DEFINITION -



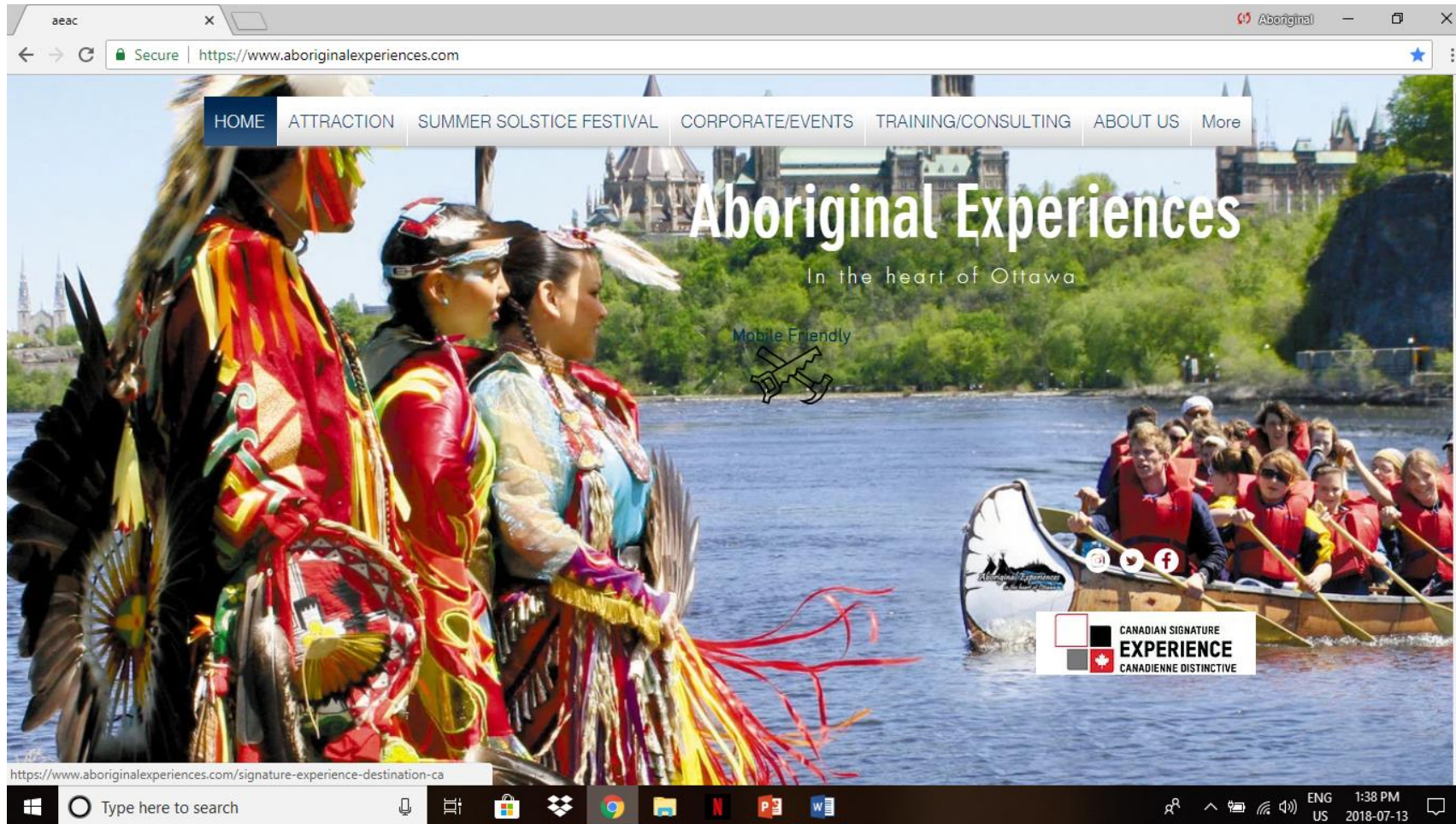
What does an **ambassador** do?

- An **ambassador** is a diplomatic representative that attends international meetings, banquets and parties and acts as a figurehead for their country of origin. **Ambassadors** are also known as diplomats, a more general term describing those that work in a foreign country while retaining citizenship in their home country.



WHAT I ACTUALLY DO

WWW.ABORIGINALEXPERIENCES.COM



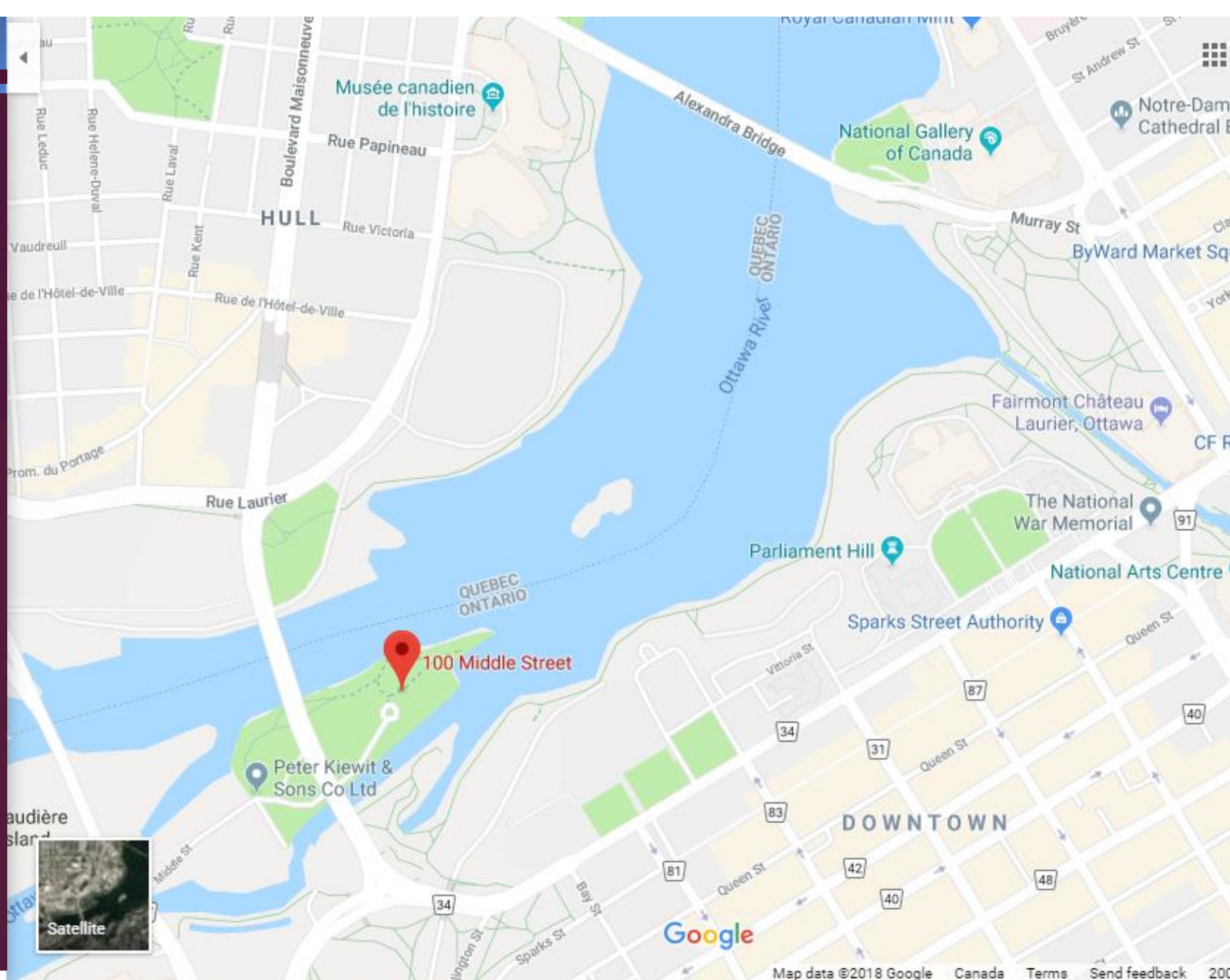


100 Middle St Ottawa, ON



ABORIGINAL EXPERIENCES

- Group Tours – Adults / Students
- FIT – open to public
- Partnerships with local business
- On-site Programming
- Offsite Programming
- Outreach
- Catering
- Summer Solstice Festival
- Various Training Programs



Type here to search



ENG
US

SCHOOL PROGRAMS

[HOME](#) [ATTRACTION](#) [SUMMER SOLSTICE FESTIVAL](#) [CORPORATE/EVENTS](#) [TRAINING/CONSULTING](#) [ABOUT US](#) [More](#)

as extra activities to your visit.

FEEL THE HEARTBEAT (1 - 2 hours) \$13.96 per person pp

Guests explore Indigenous culture through their strong connection to "the heartbeat of Mother Earth". This interactive workshop includes an opportunity to play horn rattles and hide drums, as well as learning a social and stomp dance.

**DISCOVERY TOUR and DANCE** - (1.5 hours) - \$16.16 pp
(arrival between 10 am and 4 pm)

An informative tour of our village outlining the diversity of Indigenous cultures across Canada, followed by an interactive performance of traditional Pow Wow dance concluding with a shared "Friendship Dance"

Evening Discovery - \$27.18 pp
arrival between 4pm and 7 pm includes a 30 minute bonfire at conclusion.

EXPLORE THE IMAGES - VISUAL ARTS WORKSHOP - (2 -3 hours) - \$35.99 pp

Guests create their own masterpiece from one of our storytelling performances. Also includes a guided tour of native village and interactive Pow Wow dance performance. Now featuring "Skywoman Falls to the Earth".



Displays

TEA AND BANNOCK - (2 - 2.5 hours) \$34.97 pp

Following a guided tour of our Indigenous Village and vibrant dance performance, relax with a cup of tea and cook your own traditional bannock over an open fire. Bannock is a traditio



[HOME](#) [ATTRACTION](#) [SUMMER SOLSTICE FESTIVAL](#) [CORPORATE/EVENTS](#) [TRAINING/CONSULTING](#) [ABOUT US](#) [More](#)

SITE RENTAL

VENUE OVERVIEW

"Aboriginal Experiences" is located on the beautiful Victoria Island offering both Parliament Hill and the Ottawa River as your backdrop. Victoria Island is both a historical and sacred island for the local Algonquin Nations and a prime downtown location easily accessible by car, foot, bus or even Voyageur Canoe.

While we do offer outside rentals and events, all space will be allocated in a manner that reflects to the sacred nature of the island and we are not able to support events that include alcohol or drugs as well as activities that are in direct conflict with our goals of sharing Indigenous culture in a respectful way.

Description of the Facility/Venue

Rental spaces available May 1 to October 31

Aboriginal Experiences is located at 100 Middle Street, on Victoria Island. Our venue comfortably accommodates groups of 25 to 500 people and can host larger events incorporating the exterior of our site.

Within the fenced village area you will discover a "historical village" with tipis, birch bark wigwams and longhouse displays, cultural displays and signage, a fire pit and two festival tents - 30' x 60' Pole performance tent and a 30' x 50' framed dining tent. Seating for 75 guests is available in dining tent on rustic round tables and benches and bench seating.

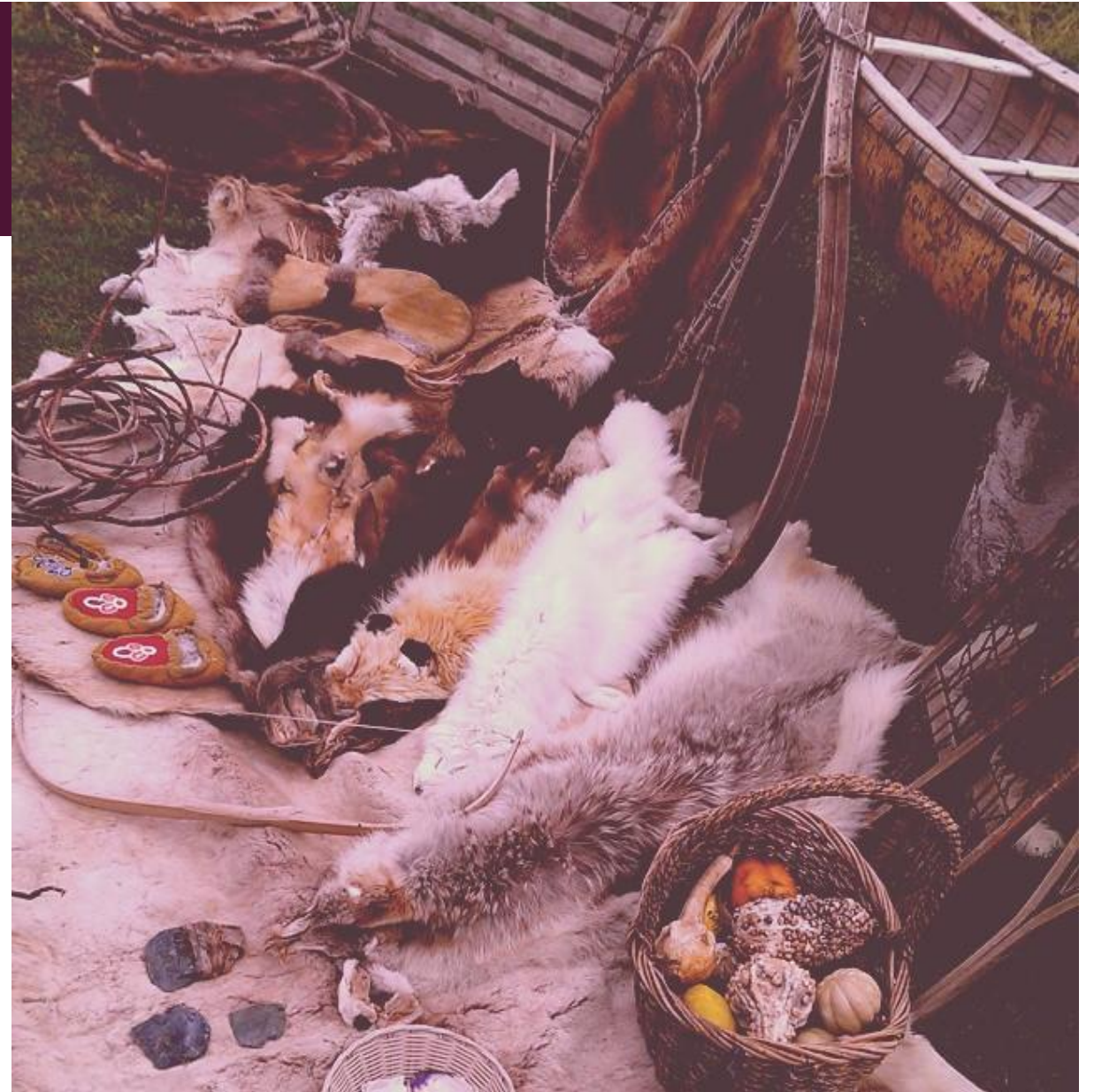


BOOKINGS AND CLIENT RELATIONS MANAGER

■ Stephanie Sarazin

- Responsible for all of our bookings for our attractions, Corporate, Special Events and Educational Outreach programs. Stephanie is responsible for coordinating all attractions and other schedules.
 - She is also a Hoop, Jingle and Fancy Shawl dancer. Stephanie has performed for the Canada 150 Celebration on Canada Day, the 2017 Juno Awards, just to name a few.
 - In December of 2016, Stephanie was awarded as the "Indigenous Cultural Ambassador" of the year from the Indigenous Tourism Association of Canada. She is a dedicated and valuable team member.
- * **First point** of Contact
 - * **Day to day** – Emails / Phone calls and co-responding with team members and clients
 - * Ensuring that everything is running smoothly – daily
 - * Timesheets / Payments / Honorariums
 - * **Daily site operations** - Set-up / Guides / Training
 - * **Fore planning** – next week / next month / next year
 - * Group sales / Rates / Requests / Site Visits
 - * **Out reach** -

A DAY IN THE LIFE OF



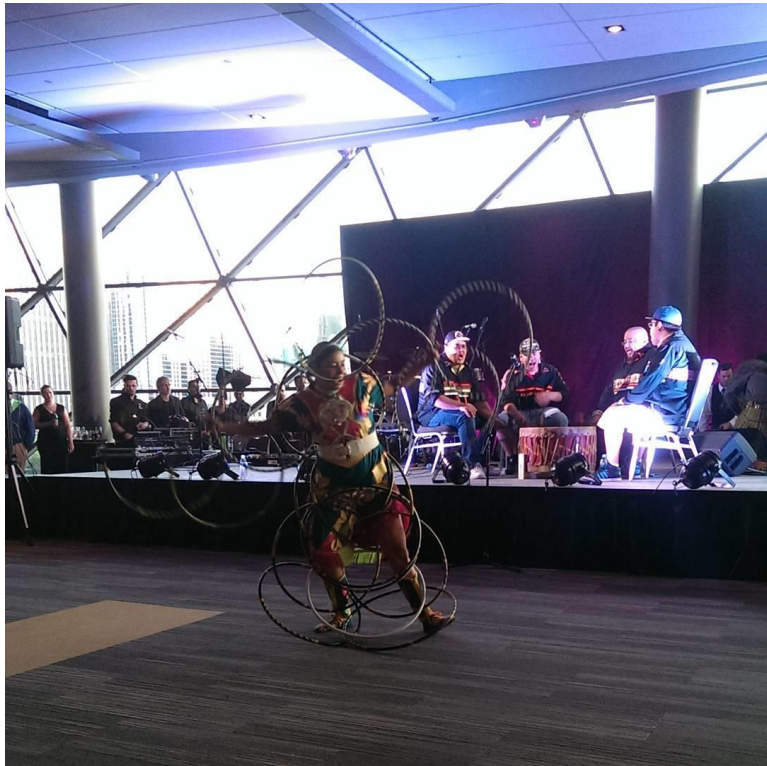
A DAY IN THE LIFE OF ...



ONSITE GROUPS



OFFSITE



VANCOUVER OLYMPICS 2010



HOOP OUTREACH – KITIGAN ZIBI 2011

WINTERLUDE





JUNO'S 2017



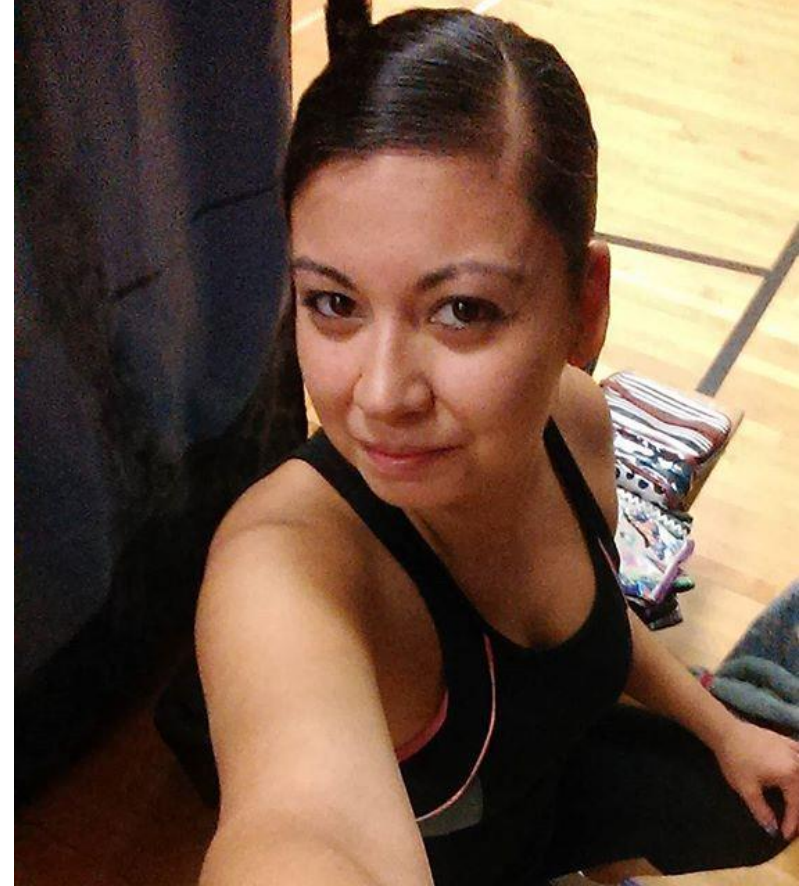
LA MACHINE 2017



CANADA
DAY 2017



CANADA
DAY 2018



BEHIND THE SCENES

MEANWHILE BACK AT THE OFFICE ...



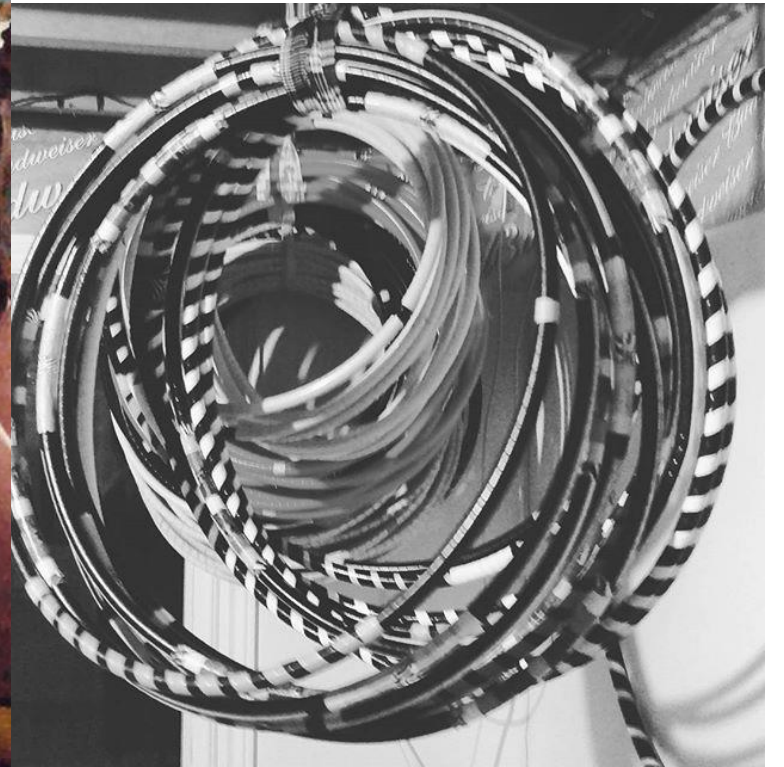
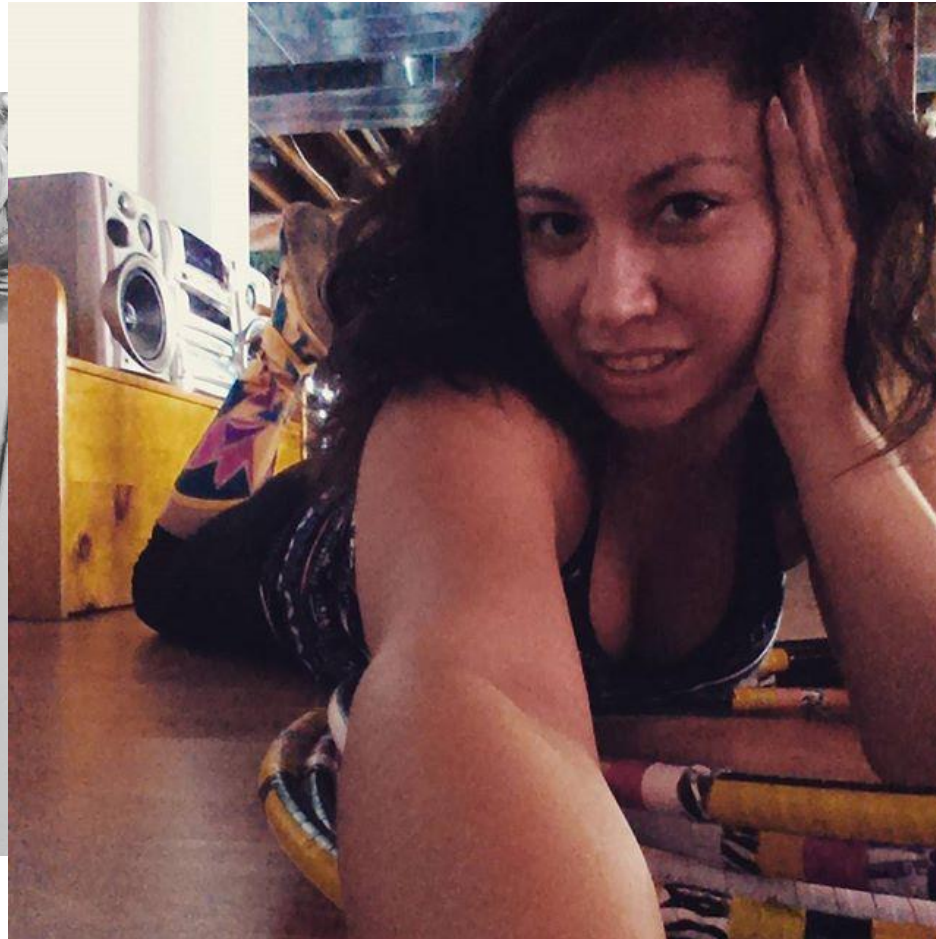


EATING RIGHT & FOOD PREP

ESSENTIAL FOR A LIFE ON THE GO !

PHYSICAL ACTIVITY

= NEEDED





RE-CONNECTING



WHAT ARE SOME **GIFTS** THAT YOU MIGHT HAVE ????

- Laughter / smiles
- Love
- Respect
- Speech
- Joy / Sadness
- Crying
- Walking
- Jumping
- Dancing
- Crafting / sewing
- Singing
- breathing



NOT EVERYONE HAS ALL THESE GIFTS ...

- Can you think of anyone who may not have one or more of these gifts
- With this person you know of in mind - What are some of the things you would do to help them experience these “missing gifts”

Note *

Many of people are interested in things that they themselves are not able to do – I.e.“ the Gifts “

Hoop Dancing – Fire throwing - Bungee Jumping - Dancing –

SHARING IS CARING

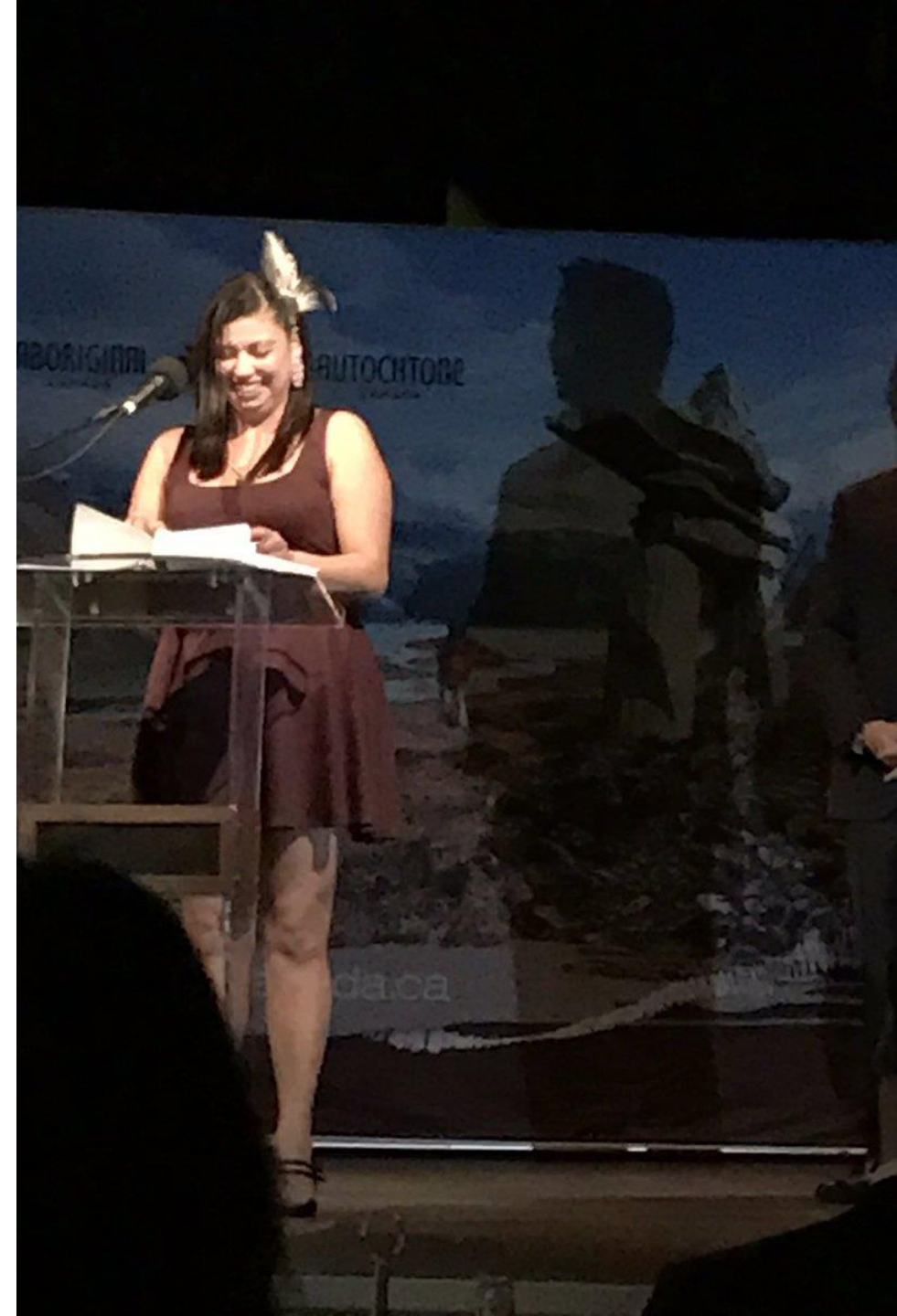
- Its our job as ambassadors to share our gifts and give our guests the best experience we possibly can
- It is through the common interests in the arts, which spark an interest in knowledge- which then leads to respect.

We are breaking down barriers ever single day !



THE MOST *INSPIRATIONAL* CULTURAL
AMBASSADOR

- DEC. 2016





THE MOST INSPIRATIONAL CULTURAL AMBASSADOR

HOW TO BE GUIDELINES



KNOWING WHO YOU ARE – & WHAT IT IS YOU ARE OFFERING * KEY

- You cannot sell a product that you know nothing of
- Clients can relate to you better if you create a connection – selling point - features ?
- What gifts do you bring to the table ?
- How best can you use them ?
- Do you have people to compliment your skills on your team – if needed
- Honor your gifts



MATHEMATICAL EQUATION

Heritage Interpretation

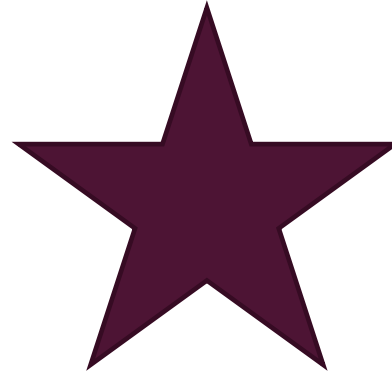
+

Service Excellence

- What does a Heritage Interpreter do?
- Where does an Interpreter work?
- What is interpretation?
- Personal vs non – personal
- Different Learning styles
- How we learn
- Applying it!

- Customer interactions
- First impressions
- Communication
- Service process
- Service Recovery
- Applying it!

HERITAGE INTERPRETATION



- What does an **Interpreter** do?
- A heritage **interpreter** is an individual who interacts with participants to provide interest, promote understanding and encourage a positive experience of a natural, historical or cultural theme.
- The **interpreter** presents information by relating the subject to the participants frame of reference through for example, culture, ethnicity or language.



HERITAGE INTERPRETATION

- Where does an **Interpreter** work?
- **Interpreters** can work at, but are not limited to, parks, museums, aquariums, historic sites, art galleries, zoos, industrial sites, interpretive centers, botanical gardens, cultural centers, adventure travel sites, nature sanctuaries and tour companies



WHAT IS INTERPRETATION?

Definitions of Interpretation as cited in Appendix C of my Heritage Interpreters National Occupational Standards Book
(Note the evolution over the years)

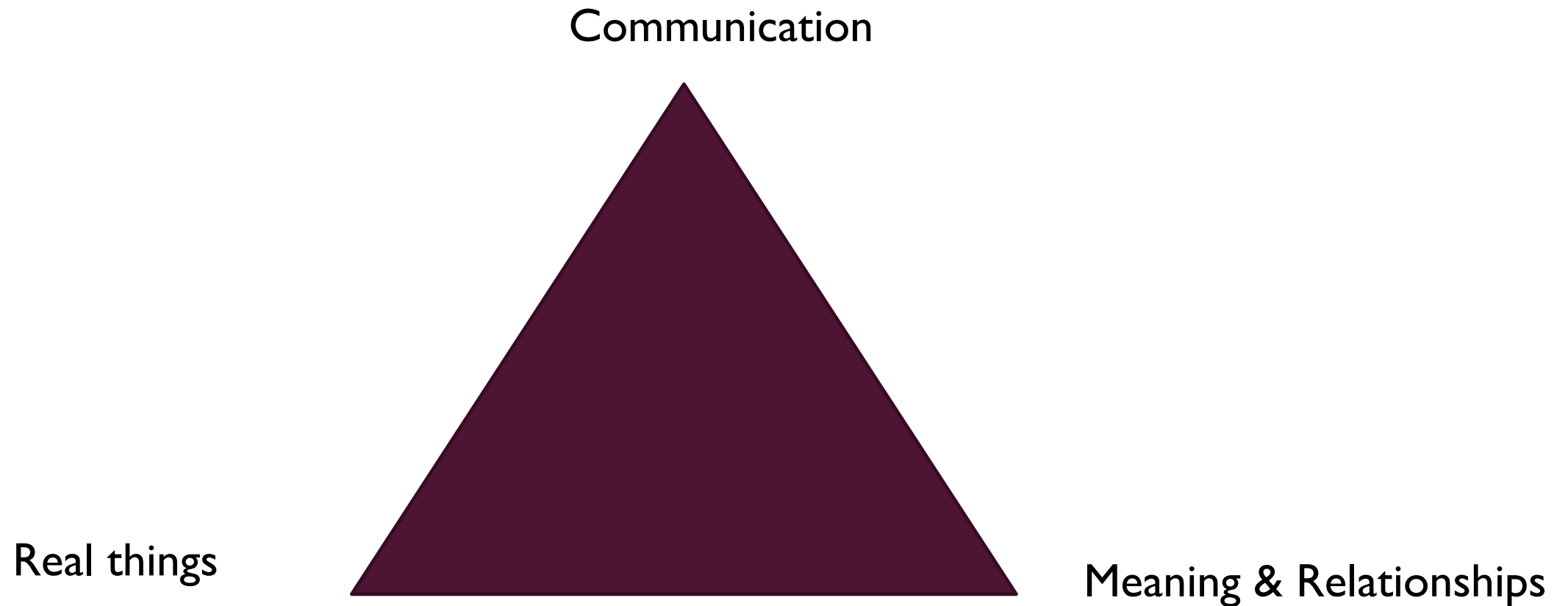
- An educational activity that aims to reveal meanings and relationships through the use of original objects by first hand experiences and illustrative media, rather than to simply communicate factual information (Tilden 1957)
- Any communication process designed to reveal meanings and relationships of cultural and natural heritage to the public through first hand involvement with an object, artifact, landscape or site. (Interpretation Canada 1976)
- An educational activity that aims to reveal meanings about our cultural and natural resources through various media such as talks, guided tours and exhibits, thereby enhancing our understanding, appreciation and consequently, protection of historic sites and natural wonders (Beck and Cable 1998)
- A mission-based communication process that forges emotional and intellectual connections between the interests of the audience and meanings inherent in the resource (National Association for Interpretation 2007)

WHAT INTERPRETATION IS NOT:

- Interpretation is **not** merely naming things
- Interpretation is **not** merely telling the age, weight, or length of something.
- Interpretation is **not** merely showing a picture or an object, place or landscape
- Interpretation **may include** this information – but it is **so much more!**



3 KEY ELEMENT THAT COMPRISE INTERPRETATION



PERSONAL VS NON- PERSONAL

Personal

- Guided tours
- Talks
- Presentations
- Roving interpretation
- Theatre
- Living history
- Activity programs
- Special events and volunteer
- Association and partner interpretation activities



Non- Personal

- Panels
- Art
- Audio – visual
- Multimedia
- Publications
- Displays
- Exhibits

ADVANTAGES / DISADVANTAGES

- Personal Interpretation allows you to control ***the type and quality*** of information imparted to the participant. It also provides an ***opportunity to interact*** personally with the participants, to ***discuss*** your interpretation and to stay informed about the ***features of your product that work best*** or, perhaps, need modification.
-
- Although non-personal interpretation can reach ***wider audiences*** and give participants the ***freedom to explore*** at their leisure, there is no guarantee that the right messages are received. Non-personal interpretation can also be ***costly to develop*** or modify, both in expense and time. In addition, because of the greater cost to develop these products, they ***may not always be current***.

DIFFERENT LEARNING STYLES

The term “**learning styles**” is used as a catch-all phrase to describe the different aspects of the learning process.

- For the interpreter, learning styles can be used to understand the different ways visitors ***acquire and process information, demonstrate*** their knowledge and ***interact*** in a group.
- There are many learning theories to explain how people learn and the ***factors that influence*** learning. Models can be based on personality ***characteristics***, how the ***senses*** are used to channel learning, how the brain functions ***physiologically*** or how people think.

Learning Styles



Audio



Visual



Kinaesthetic

HOW WE
ACQUIRE
INFORMATION

AUDITORY LEARNERS

- Learn by **hearing** and listening.
- Process their experience though **words and sounds**.
- Enjoy listening but cannot wait to talk.
- Are easily distracted by sounds.

Learning strategies

- Audio
- Storytelling
- Theatre
- Presentations
- Reading aloud
- Oral instructions
- Soundscapes
- Rhythmic sounds
- Poems
- Rhymes
- Word associations
- Group discussions
- Music & lyrics



Audio

Learning tools

– recorded sound, MP3, podcasts, lectures, presentations, music and storytelling

VISUAL LEARNERS

- Learn by *seeing, reading, watching* or **demonstration**.
- Are usually quiet and do not talk at length.
- Become impatient when extensive learning is required.
- Are generally aware of sounds and are distracted by movement

Learning Strategies

- Guided imagery
- Video
- Demonstrations & Dioramas
- Highlighting “in text”, Cue words
- Mnemonics
- Colour codes
- Drawings
- Mind maps
- Diagrams
- Charts
- Graphics
- Maps
- Photos
- Landscapes



Learning Tools

PowerPoint presentations, images, timelines, dioramas, DVD's, video casts, charts, graphics, mind maps and dramatic productions

KINAESTHETIC LEARNERS

- Learn by ***doing, touch, and moving***; gesture when speaking.
- Do not listen well and quickly lose interest in detailed verbal discourse.
- Are not attentive to visual or auditory presentations and may seem distracted.
- Associate emotions with concepts.

Learning Strategies

- Performing experiments/ labs
- Taking part in plays, Acting, Role play
- Dancing
- Exercise
- Playing games
- Problem solving
- Going on field trips
- Writing notes, making lists
- Handling props
- Reproductions
- Artifacts
- Making/building things



Kinaesthetic

Learning Tools

games, sports, hands-on activities,
and role - play

HOW THE BRAIN PROCESSES INFORMATION

- The cerebral hemispheric dominance of the learner influences the type of information and the way it is processed.
- Which hemisphere do you think is dominant for you?

Left-hemispheric dominants are:

- Analytical
- Verbal
- Linear
- and logic learners



Right-hemispheric dominants are:

- Global
- Visual
- Relational
- Creative
- and intuitive learners



HOW WE SOLVE PROBLEMS

8 Types of Intelligence

Visual – Spatial –	The ability to visualize objects and spatial dimensions and create internal images and pictures.
Verbal – Linguistic	The ability to use words and language.
Logical – Mathematical	The capacity for inductive and deductive thinking and reasoning. As well as the use of numbers and the recognition of abstract patterns.
Body – Kinaesthetic	The wisdom of the body and the ability to control physical motion.
Musical – Rhythmic	The ability to recognise tonal patterns and sounds, as well as sensitive to rhythms and beats.
Interpersonal	The capacity for person – to – person communications and relationships.
Intrapersonal	The spiritual, inner states or being, self-reflection, and awareness.
Naturalistic	Sensitive to nature and environment; knows the names of rocks, flowers, birds; loves to be outdoors

HOW WE LEARN

Blooms Taxonomy (1956)

- **Cognitive-** to know – to learn by thinking or understanding.
- **Psychomotor-** To do – to learn by carrying out physical activities.
- **Affective** – to feel- to learn through emotion or feelings

CONTEXTUAL MODULE OF LEARNING

(Falk & Dierking 2000)

- **Personal context** – the degree of intrinsic and/or extrinsic motivation shown by learners
- **Physical context-** the set of cues that help learners make sense of phenomena, artifacts and events.
- **Socio-Cultural context-** the interactions between learners/ participants and the place of learning.



APPLYING IT !

PART II – SERVICE EXCELLENCE

How to *treat your customer* when they do come to you for services! And how to keep them *coming back*.

- *Customer Interactions*
- *First Impressions*
- *Communication*
- *Service Process*
- *Service Recovery*



CUSTOMER INTERACTION

Moment of Truth

Definition: *any interaction between a company's employees and its customers.*

- When a customer calls the organization
- When a guest checks in
- A customer is served a meal

#1 – Rule – Treat people the way you want to be treated



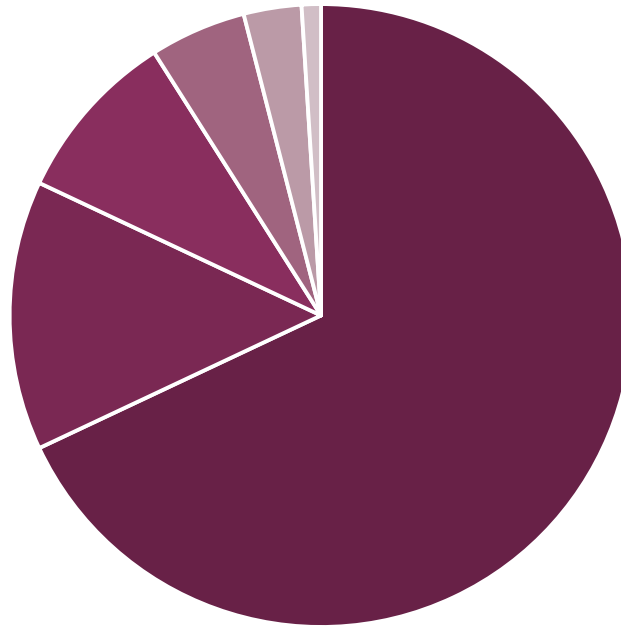
FIRST IMPRESSIONS



Organizational First Impression Criteria

- Cleanliness
- Friendliness
- Credible
- Responsiveness
- Knowledgeable
- Helpfulness
- Confident
- Understanding
- Professional
- Courteous
- Attractive

Customers/ Clients



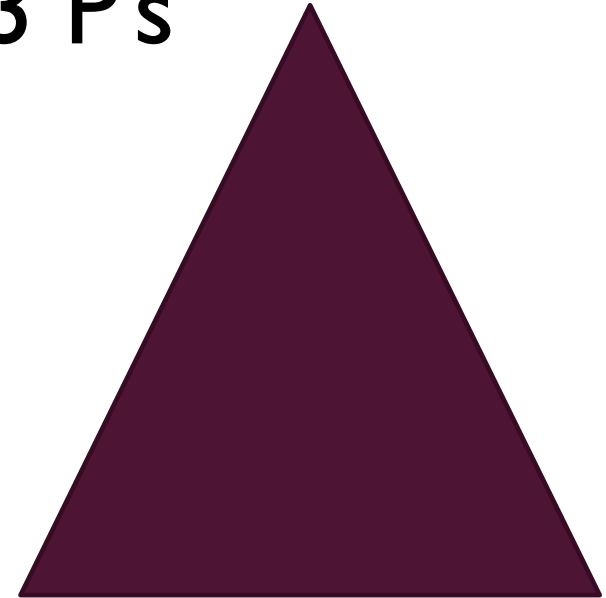
■ Attitude of Indifference ■ Dissatisfied w/ product ■ Competitive Reasons ■ Other Friendships ■ Move Away ■ Death

WHERE WE LOSE OUR CUSTOMERS

BE PROFESSIONAL

- Welcome customers
- Give full attention
- Treat co-workers and customers respectfully, honestly and sincerely
- Take care of your appearance
- Use appropriate and professional body language (stand tall, eye contact, smile)

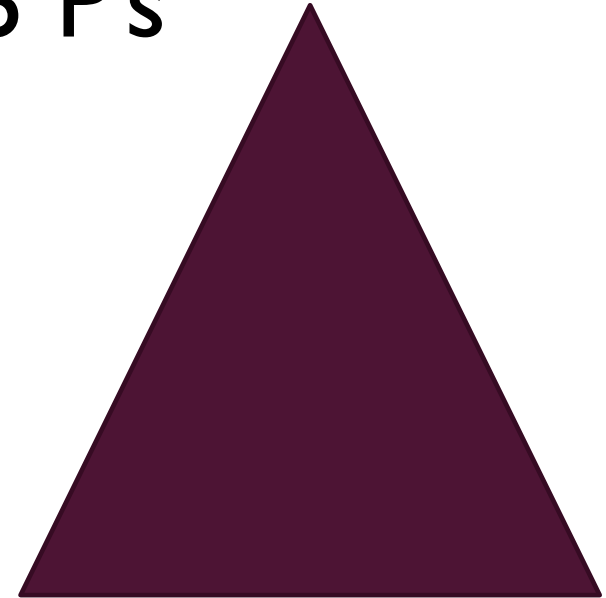
3 P's



BE PROUD

- Smile and share how much you enjoy your work
- Take care of your uniform and professional attire
- Promote your products and services
- Take care of your work area
- Take responsibility

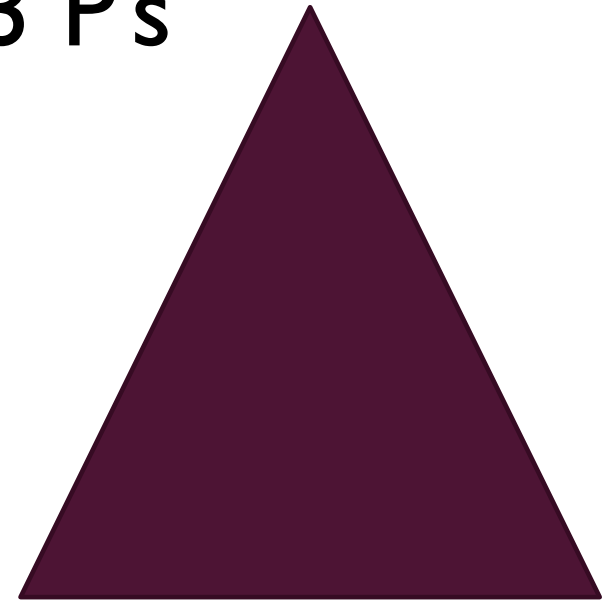
3 P's



BE PROFICIENT

- Have current, complete knowledge of products and services
- Recognise clues about customers needs
- Use listening skills to fully understand customers
- Clarify and confirm customers needs
- Help customers even when its “not your job”
- Pay attention to details and follow through

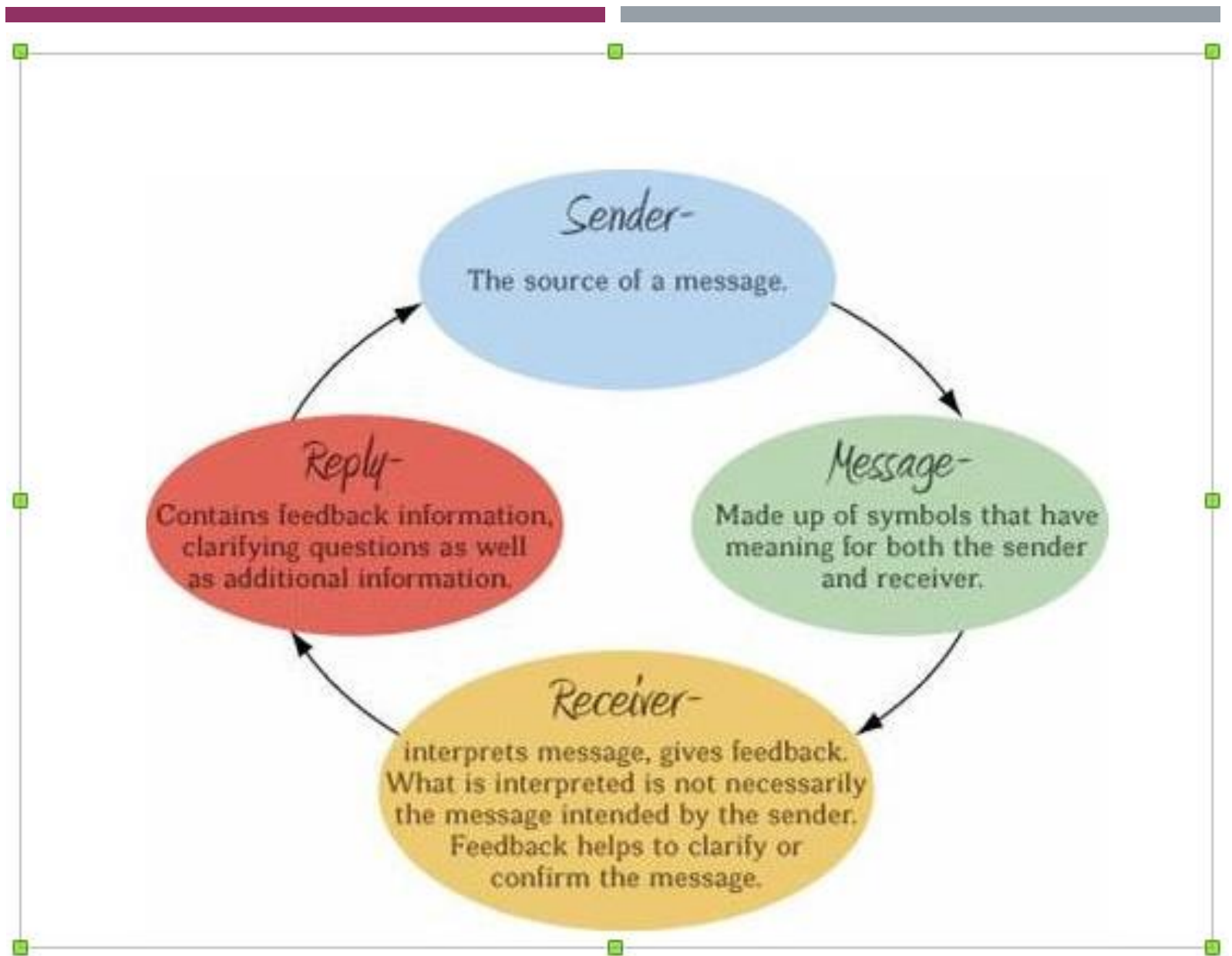
3 P's



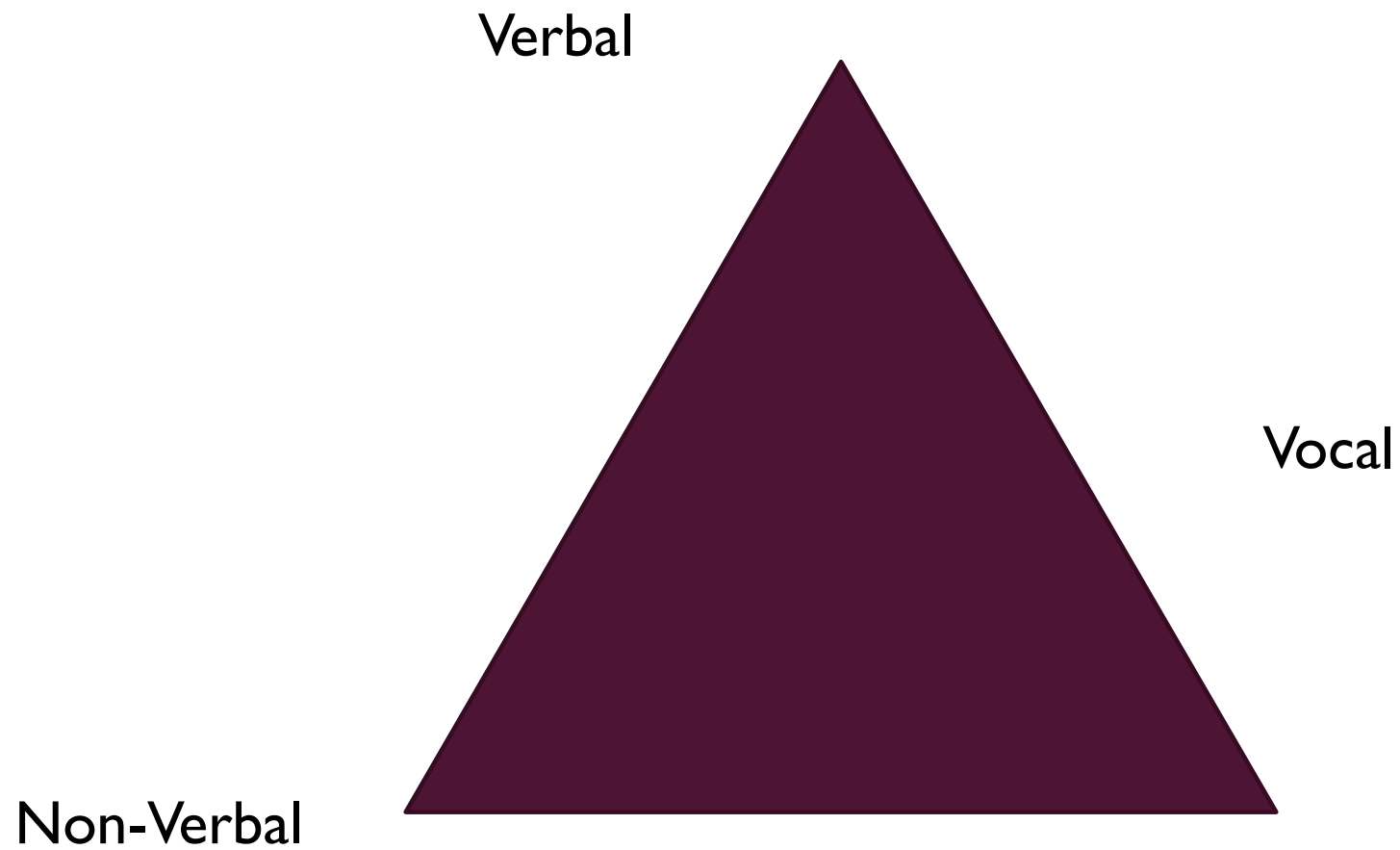
COMMUNICATION

BENEFITS OF SUCCESSFUL COMMUNICATION

- Helps avoid misunderstanding
- Provides basis for quality service
- Allows for consistency of service
- Promotes teamwork
- Increases knowledge
- Clarify's expectations
- Saves time
- Reduces stress



3 ELEMENTS OF COMMUNICATION



VERBAL - DO'S / DON'TS

Verbal Don't	Customer Centric Do's
You'll have to call back tomorrow our computer is down	I would be glad to check that for you. – Can I take your number and call you back when our computer is up and running again?
No, we don't have that item anymore-	We don't have that item in stock anymore. We have similar products which I'd be happy to show you.
That's not my job	Let me see what I can do.



**KEEP
CALM**

AND

**STELLAR CUSTOMER
SERVICE ON!**

SERVICE PROCESS

- Greet – Genuine welcome, upbeat positive tone, smile, proper body language.
- Ask – Questions to clarify the customers needs.
- Listen – to fully understand the customers expressed and unexpressed needs, wants and expectations.
- Act – To match the customers needs / Explain how they work - would the like to purchase?
- Thank – Express sincere and upbeat and positive Thank you for choosing your company & Invite them to return!

Greet

Ask

Listen

Act

Thank



SERVICE RECOVERY

3 TYPES OF CONCERNED PEOPLE

3 Types of concerned people	What you read from them
Passive	Short responses Sarcastic comments Impatient Not making a scene, - But definitely making you uncomfortable If not taken seriously, they can move up the scale
Constructive	Very vocal Haven't been taken seriously enough Feel slighted If taken lightly, or concern not acknowledged, they too can move up the scale
Aggressive	Have major feelings of frustration, victimizing and hurt Often not rational due to intense feelings of anger Intimidating Not willing to concede

SERVICE RECOVERY PROCESS

- **Listen** – Listen to your customer with an open mind obtain and all the
 - **Empathize** – Put yourself in their shoes – How would you feel?
 - **Acknowledge** – Sincerely apologize for the situation no matter who is at fault
 - **Respond** – Work with the customer to identify all possible solutions, as soon as possible
 - **Now follow-up** – Ensure the customer is satisfied- Act upon the solution.
-
- Do what you can to ensure it doesn't happen again.

Listen

Empathize

Acknowledge

Respond

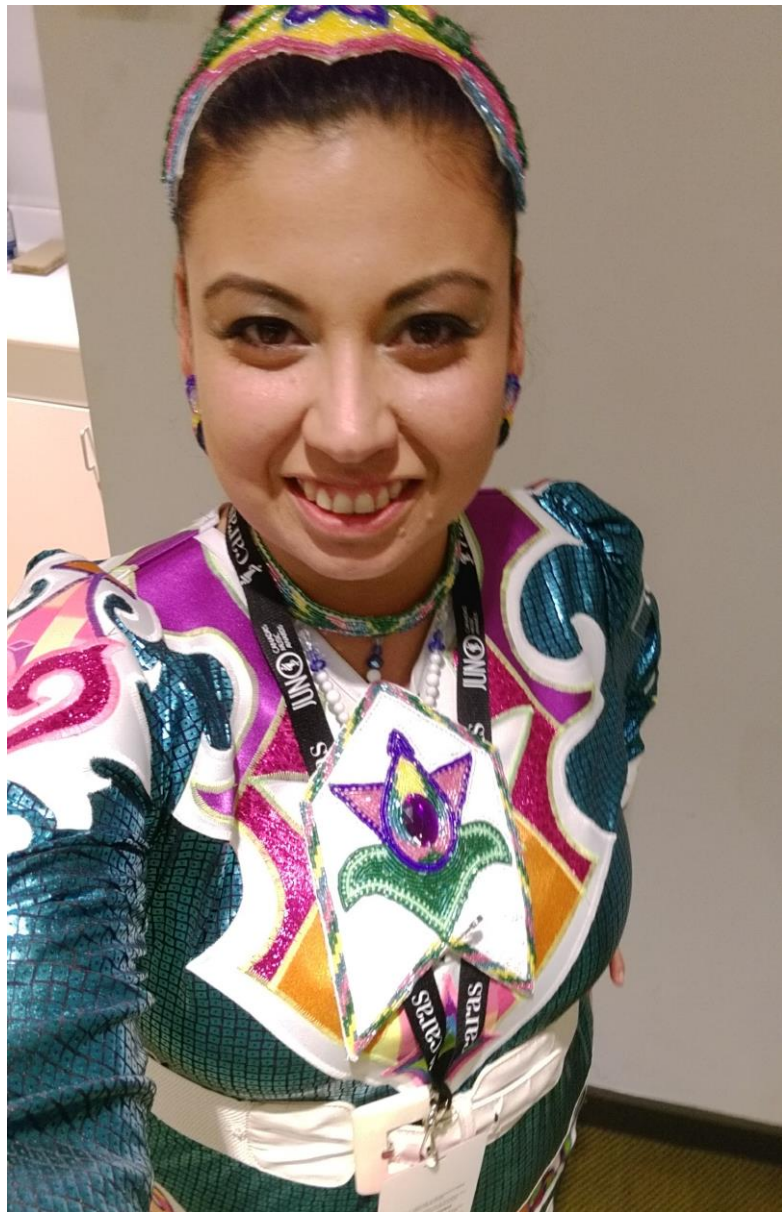
Now Follow-
up



APPLY IT !!!

PREPARING FOR THE FUTURE





CHI MEEGWETCH !!!