TFA Training

Umbrella Organisation Implementation Checklist

In order to set up your organisation's area on the Tourism for All training platform with your logo and livery, and to personalise the look and feel of your courses, we will need a number of items:

1. Locations

A list of the locations which relate to your organisation and which you wish to use for reporting and analysis.

Format:	List of locations, separated by commas

2. Logo

The logo you wish to use in your organisation's area of the training platform and on your courses.

Format:	.png or .jpg file - maximum dimensions: 250px X 115px

3. Accent colour

The accent colour you wish to use in your organisation's area of the training platform and on your courses.

Format:	Hex colour code (#nnnnnn)

4. Banner image

The banner image to be used on the login page for your organisation's area of the training platform

Format:	.png or .jpg file - exact dimensions: 980px X 375px – we can crop a suitable image as required

5. Banner text

The text to be overlaid onto the banner image.

Format:	Maximum length 115 characters – approximately 15 words

6. Edits to login text

Any edits required to the areas highlighted in yellow in the standard login text.

> **Online training from <mark><Your Organisation></mark>**
>
> <mark><Your Organisation> is providing online training in partnership with Tourism for All.</mark>
>
> <mark>Tourism for All is a national charity and the voice of accessible tourism and travel in the UK.</mark>
>
> **Signing in to your account**
>
> Sign in to your training account using the login details provided when you registered or accepted your invitation.
>
> Once you are signed in use the grey navigation bar to manage the training.

7. Background design for course certificate (optional)

The design to be used for the certificate(s) awarded to staff who complete the course(s).

Format:	.jpg format - template attached
	N.B. This is optional – the standard Tourism for All certificate template can be used

8. Edits to copy for course introduction(s)

A new version of each of the standard role specific courses which are to be offered by your organisation will be created, comprising a personalised course introduction and the 10 standard modules.

The standard courses available to your organisation include:

- Great Service for Disabled Customers (Reception Staff);
- Great Service for Disabled Customers (Sales and Office Staff);
- Great Service for Disabled Customers (Front of House Staff);
- Great Service for Disabled Customers (Guest Service Staff);
- Great Service for Disabled Customers (Attraction Staff);
- Great Service for Disabled Customers (Small Businesses).

The course introductions for the standard courses include two sections:

- The Welcome section, which is specific to each course and which can be edited;
- The Housekeeping section, which is common to all standard courses and which should only be edited to reflect the accent colour being used by your organisation.

The course introduction for the course 'Great Service for Disabled Customers (Reception Staff)' is shown below. The areas which can be edited are highlighted in yellow.

9. Images for course introduction(s)

For each standard course which your organisation will be offering, the image(s) to be included in the course introduction.

Format:	.png or .jpg file – depth 400px, maximum width 825px.

Course introduction for course 'Great Service for Disabled Customers (Reception Staff)'

Welcome to our Course **"Great Service for Disabled Customers (Reception Staff)".**
This course will help to prepare you to deliver high quality service to disabled customers.

<Image>

Time and again, our disabled friends tell us that the welcome and service they receive are just as important as the facilities which are provided in ensuring that their travel and tourism experiences are enjoyable and memorable.

As a member of the Reception team, you will often be the first representative of your business that disabled customers will meet. Your role gives you a great opportunity, and a great responsibility, to make disabled customers – and all customers, for that matter – feel comfortable and welcome, and to ensure that they enjoy their experience. And we know that disabled customers tend to come back to establishments where they have had good experiences and to recommend them to others, so the behaviour you display and the service you provide can bring benefits to your business not just now but into the future too.

It really is all about providing great customer service.

What will this course teach you?

This course will tell you about:
- The importance of disabled customers to the UK tourism industry.
- What the law says about providing service to disabled customers.
- The different types and levels of impairment which may affect customers and how these may impact on their needs.
- How the language and terminology we use when speaking to or referring to disabled customers can unintentionally cause embarrassment or distress. More appropriate and helpful language and terminology is easy to learn and can make a significant difference in giving great service to disabled customers.
- How you can provide high quality service to customers with visual impairments, hearing impairments, mobility impairments and specific physical and cognitive impairments.
- Things you should remember in your role when you are welcoming or assisting disabled customers.
- Things you should make sure you know that may be of help to disabled customers.

3 Golden Rules

Most importantly, the course will introduce you to our 3 Golden Rules for providing great service to disabled customers:
- Just be yourself
- Think about what the customer might need
- Make it as easy as you can for the customer

And if in doubt - ask the customer!

The structure of the course

This course is made up of 10 modules. You will take a test at the end of each module and, if you pass all the module tests, you will complete the course successfully and earn your certificate.

The modules that make up this course are:
1. UK Tourism Businesses and Disabled Customers
2. 3 Golden Rules for Providing Great Service to Disabled Customers
3. Language and Terminology Part 1
4. Language and Terminology Part 2
5. Providing Great Service to Customers with Visual Impairments
6. Providing Great Service to Customers with Hearing Impairments
7. Providing Great Service to Customers with Mobility Impairments
8. Providing Great Service to Customers with specific Physical and/or Cognitive

Impairments
9. Things You Should Remember When You Are Welcoming Disabled Customers
10. Things You Should Make Sure You Know

Some housekeeping rules:

Before starting the course:
- Decide how you are going to approach the course. Do you plan to work through all the modules in the course in one session, or would you prefer to work through the course in smaller, more manageable 'chunks'?
    - If you plan to work through the course in one session, you should allow up to 3 hours to complete the course.
    - If you prefer to work through the course in smaller chunks, you can click the 'Save and exit' button which appears on every page in the course, to leave the course whenever you wish. Next time you enter the course, you will be able to resume at the point you left.

As you work through the course, remember that:
- Each module has a test, which you will need to complete before moving on to the next module.
- Each module test will either require you to answer every question correctly or will require you to answer a certain number of questions correctly to pass the test.
- If you fail a module test you will be given the opportunity to return to the start of the module and to retake the questions which you answered incorrectly.
- It is important to follow the links and click on the *<colour>* bars and buttons wherever they appear to get more information about a subject, because the module tests may refer to information which is only available through these links and bars / buttons.
- If you need to leave the course at any stage, just click on the 'Save and exit' button. Next time you enter the course, you will be able to resume at the point you left.
- If you need to go back to review anything as you work through the course, just use the 'Back' button to work your way back through the course.

When you complete the course, remember to:
- Download your certificate from within your course history.

Finally, please remember that none of us knows everything. If you think of something which we don't mention while you are working through a module, please tell us about it in the feedback form at the end of the module, so that we can build it into the course and share your insight with others.