

Texas Forest Trail Region & Palestine, Texas CUSTOMER SERVICE & TOURISM TOOLKIT

Make "Texas Friendly" the Official Language of
your Business and Palestine, Texas...



**Texas
Friendly**

**MONDAY, FEBRUARY 17
9 A.M. – 3 P.M.**

Ben E. Keith Hospitality Room
2019 W. Oak Street

www.TexasForestTrail.com/toolkit

REGISTRATION IS REQUIRED
\$10 – Includes Lunch & Certification

PLEASE RSVP BY FEBRUARY 13

**Palestine Area
Chamber of Commerce**
401 W. Main St. Palestine, TX 75801
903-729-6066



Texas Friendly & Positively Palestine

MORNING SESSION: 9–11 AM

Texas Friendly Training - Customer Service Basics

- The Importance of Good Customer Service
- Framework for Quality Customer Service & Communication Skills
- The Texas Friendly 6 Hospitality Habits
- Practices to Improve Customer Retention & Community Pride

LUNCH: 11 AM – 12:30 PM

AFTERNOON SESSION: 1–3 PM

Positively Palestine - Mini-Destination Training

- History & Culture of the Area
- Current & New Attractions
- New Projects & Developments
- Upcoming Events

PURPOSE

Tourism Toolkits provide best practices, everyday solutions, and problem solving for small businesses and tourism entities. The Texas Forest Trail Region is a non-profit organization dedicated to preserving and promoting 35 counties of East Texas.

