



Authorized Trainers

Look for this logo when hiring a consultant to help train your staff or to apply EQ® in your business. These professionals have received in-depth training and are ready to make sure you get the most out of your marketing and business development efforts.

List of Authorized Trainers

Nancy Arsenault, Ph.D., Managing Partner

Tourism Café Canada

EQAT since 2012

250-589-2087

nancy@tourismcafe.org

www.tourismcafe.org

Services: Training, experiential product and market development, community and destination development, visitor experience and destination assessments, case studies, toolkits, strategic planning, business coaching and instructional design.

Patti Balsillie, CAE

Patti Balsillie Management Consulting Inc.

EQAT since 2013

867-334-2522

pattib@northwestel.net

www.pattibalsillie.com

Services: Northern and Aboriginal tourism, Aboriginal tourism and cultural industries development, feasibility and gap analysis, training and facilitation, strategic planning and organizational development.

Celes Davar

Earth Rhythms

EQAT since 2013

204-848-4680

celes.davar@earthrhythms.ca

www.earthrhythms.ca

Services: Experiential tourism training, community tourism services facilitation, experiential tourism product and market development, community development, tourism business coaching and mentoring, visitor experience assessment.

Cédric Davignon, Consultant

709-458-8369

EQAT since 2013

bonjourced@gmail.com

Services: Bilingual services, visitor experience and product development, training and facilitation, community and destination development, strategic planning, professional writing.

Darlene Duggan, President

Duggan International Group

EQAT since 2013

902-454-0193

darlene@dugganinternational.ca

www.dugganinternational.ca

Services: tourism experience workshops and development, public relations, sales training and mentoring, niche marketing programs, international marketing and promotions.

Eva Gutsche, Managing Director

STEM Consulting & Marketing Inc.

EQAT since 2013

416-568-2477

eva@stemconsulting.com

www.stemconsulting.com

Services: Training design & delivery, facilitation, product development & packaging, mentorship - community focus, travel trade, strategic planning. Insights & Lumina certified.

Jennifer Houellebecq, Principal

Tourism Planning Group

EQAT since 2013

250-764-3005

jhouellebecq@tourismplanninggroup.com

www.tourismplanninggroup.com

Services: Strategic planning, market research and development (including using EQ with PRIZM_{C2}), product/visitor experience development, facilitation and training, professional writing.

Mary Mahon Jones, President

Mahon Jones & Associates

EQAT since 2009

604-833-3290

mmj@mahonjones.com

www.mahonjones.com

Services: Strategic planning, industry and community development, visitor experience and product development, marketing, training, facilitation.

Susan McLeod, Principal

Susan McLeod Solutions

EQAT since 2013

613-266-3000

susan@susanmcleod.ca

Services: Visitor experience assessments, product development, training, facilitation, research, strategic planning, project management, exhibit development.

Jane Osler, Principal

P J Osler & Associates

EQAT since 2009

604-512-1197

jane@pjosler.com

www.pjosler.com

Services: Visitor/customer experience management, strategic planning, marketing, consumer research (design, delivery and application), training and facilitation, toolkit development, coaching.

Kathryn Tector, Consultant

EQAT since 2009

902-225-5821

kathryn.tector@gmail.com

Services: EQ Website strategy and planning, Research, Strategic planning, CRM setup, SEO/SEM, Content Strategy, Social Media, Measurement.

Jill Vandal, Partner

The Tourism Company

EQAT since 2013

416 696 2182

jill.vandal@tourismco.com

www.tourismco.com

Services: Destination development, facilitation of new/enhanced visitor experiences, industry training and development including custom toolkits, strategic planning, strategic marketing.

Kim Whytock, Principal

Kim Whytock & Associates Inc.

EQAT since 2009

902-830-5591

kimwhytock@accesswave.ca

www.thewhyoftravel.com

Services: Experience opportunity concept development, experiential tourism strategic direction setting, enhanced guest hosting, packaging and promotion of EQ-based travel.