

Training & Education Committee
Proposed Induction Course for Skål members
Presented by: Jim Dwyer

I'm Jim Dwyer Past President Skål USA and two-time president of Skål New Jersey. But Today I'm Professor James Dwyer, Doctor of Skålology. I'm happy to be part of the Training & Education Committee led by Julie Dabaly Scott who you all know, as well as Lavonne Wittmann, Paul Durand, and Lucy Macridis who could not be with us but send their regards and are with us in spirit.

This presentation was titled Induction of new members but more accurately should be indoctrination of new members. We feel it's important for new members to get the same information worldwide. To be on the same page, as it were. We want to show them the legacy as well as the value of Skål.

We want to emphasize the WE of Skål. W and E. We should be a unit, a global family of travel, tourism and hospitality leaders working together for a common goal, to promote worldwide tourism.

The W represents the Who, What and Where of Skål.

Firstly, Who are we? We started in 1932 as a social organization after a meeting of travel agents from Paris and Stockholm in Paris. Florimond Volckaert, our first president, founded the Paris club which recently celebrated its 90th birthday. Soon clubs were opening all over Europe and then on 6 continents. Our committee plans to highlight our leaders through podcasts and webinars. Asking prominent members why they belong to Skål, what is their vision and more. Who is your club president, your national president and international president?

Secondly, What is Skål? What professions can belong? It's important to have diversity in your club. Age, gender, race!!! it's important to have a good mix of members, hoteliers, tour operators, travel agents and over 40 other categories that every club should be aware of. What do we do? We network together to promote tourism globally. We have individual charities but also have The Florimond Volckaert fund which is unique in the industry. We just heard about combating Global Trafficking.

Thirdly, Where is Skål? Literally all over the world. Approximately 13,000 members. Doing business together. How great would it be to feature a different club every month on Zoom or Google so they can showcase their club and their region. Think about it! One month Phuket, then Cape Town, San Francisco and so on. As world travelers would that spur excitement! It is important that new members are aware of the scope of our organization. Our club in New Jersey had Zooms with Garden Route and Mexico City where members gave 5-minute presentations about their product. What an impact it made on all of the members. We wanted to get on a flight that evening! I've often said you can have a fun time at a local meeting in your home town but also have a meeting on the Champs Elysee with the Paris club or on the Douro River with Skål Porto. This is all available to us. We have to impress upon our members that they can attend a Skål meeting anywhere in the world.

Now the E in WE. We want to Engage, Enlighten and Educate our members.

We need to Engage our members so that they will tune in. Too often we see so many emails from the same sender and it becomes white noise and goes unopened. We want you to see an email or social media post and say, I don't want to miss that! We'll have quizzes and possibly a tiered award structure with certificates and prizes.

We want to Enlighten you with great subjects and good news from clubs all over the world, Best practices, helpful hints and more. Once again, we will use podcasts and social media to grab your attention.

Finally we want to Educate you. One major concern is that only 25% of our membership uses our website. Our esteemed Skålleague, Denis Smith, from Skål Winnipeg, created several training videos that will guide you through the various sectors of the website. One of my favorites is Networking the Skål way. New members regardless of their age should know where to find information about members, clubs, documents, applications and much more. We should show our new members that they are an essential part of the organization. Give them an opportunity to showcase their product and make sure they know what your other members do.

I thank you for your time.