



GO AHEAD
TOURS

Ambassador Program Handbook

Your guide to becoming a successful
Group Coordinator Ambassador



Welcome to the program!

Congratulations on being selected as an EF Go Ahead Tours Ambassador! You'll be supporting your fellow Group Coordinators and helping them give more travelers the opportunity to discover the world. In this guide, you'll find more information about your responsibilities and role as an Ambassador with us—plus all the perks and benefits.

Criteria and responsibilities

As an Ambassador you are:

- Dedicated to building a strong, educational travel community
- Actively recruiting new travelers and building loyalty within your group
- Inspired and driven to help others create and build their own travel program
- Organized, prepared, and comfortable speaking in front of others
- A solution-oriented problem solver who's comfortable contacting our support team to help resolve any issues

As an Ambassador you will:

- Work with at least 2 new or existing Group Coordinators during a calendar year. Refer to our Mentorship Guide for a detailed step-by-step approach to effectively working with your mentees.
- Mentor via in-person meetings, phone calls, and/or Zoom calls to share best practices for recruiting and leading groups on tour while following your mentorship checklists
- Advocate for Go Ahead in your local community, on your social media, and through the Group Coordinator Facebook page*

*We expect our Ambassadors to be active on social media as we want them to be visible representatives of Go Ahead, sharing their travel experiences, engaging with potential travelers, and inspiring others to explore the world with us.

Program benefits

Global Rewards points

Our Global Rewards program is an industry-leading loyalty program that allows you to earn points and spend them on all things travel. For more information, visit: goaheadtours.com/groups/loyalty-program

How can you earn points?

- Complete your mentorship checklists
 - Earn 100 points when you complete your new mentee's checklist
 - Earn 25 points when you complete your existing Group Coordinator's checklist
 - Log your mentorship checklist and notes here: surveymonkey.com/r/ambassadorlog25
- Collect bonus points*
 - If your new mentee recruits 12–23 group members, we'll award you 150 additional points
 - If your new mentee recruits 24+ group members, we'll award you 300 additional points

*Bonus points are locked in 30 days prior to the departure of your mentee's first tour and will be paid out on a quarterly basis

How can you track and redeem points?

- Submit your completed mentorship checklist after your last meeting with your mentee*
- The program cycle begins every year on January 1; payout will be tracked and fulfilled weekly, based on when you submit your completed checklist
- Bonus points can be earned when a new Group Coordinator mentee embarks on their first tour. This will be tracked on a quarterly basis and is dependent on the size of their group
- You can keep track of your points through your rewards account [here](#)
 - Mentee points will appear on your account under "Go Ahead Ambassador Points"

*You should complete the mentorship checklist before they depart on their Go Ahead trip. This does depend on matching date vs departure date

What can you spend your points on?

- Redeeming points is easy as one, two, three! Each Global Rewards point equals a dollar amount to be spent on all things travel.
 - 1 Global Reward point = \$1 towards hotel and flight purchases outside of Go Ahead
 - 1 Global Rewards point = \$2 towards Go Ahead's tours
 - 1 Global Rewards point = \$3 towards Convention Tours

Additional program benefits

Bonus Global Rewards points!

- Refer and mentor a new Group Coordinator and once you turn in your mentorship checklist for them, you earn an additional 100 points
- Participate in Go Ahead online or in-person events
 - Earn 50–100 points depending on the level of ask
- Complete any content or feedback requests from different teams across Go Ahead
 - Earn 10–25 points depending on the level of ask

Plus, exclusive access and acknowledgement

- Be the first to know about new itineraries and Convention Tours, plus recent updates in the app, the Groups program, and more
- Get opportunities to meet with staff at virtual and in-person meetings and events
- Be recognized as part of our exclusive group of active Ambassadors
- Receive custom Ambassador swag

