

FAQs

PROGRAM OVERVIEW

- **What is the White Hat Academy?** Calgary's first-of-its kind, online destination learning program that blends fun, interactive courses with experiential learning. This program is designed to provide customer-facing employees in Calgary's tourism and hospitality industry with the knowledge, tools and resources they need to be top ambassadors and Ultimate Hosts for our city.
- **Who is the White Hat Academy best suited for?** Customer-facing employees (supervisors and staff) working, or volunteering in, Calgary's tourism and hospitality industry. The academy is also an excellent learning tool for students studying tourism at Calgary-based academic institutions.
- **Can my non-frontline colleagues enroll in this program too?** Absolutely! Everyone in your organization is welcome to enroll. However, only customer-facing employees may qualify for the benefits and perks received as a graduate of the program.
- **Is there a cost for myself or my employer to take this online learning program?** Great news! This program is **FREE** for anyone working, volunteering or studying in the tourism and hospitality industry.
- **Will there be a specific course for frontline supervisors or managers in the future?** Even though this is an entry-level course, we strongly encourage supervisors to complete the program. In doing so, they can become certified Ultimate Hosts, and can recommend the course to their staff with confidence. We hope to roll out a supervisor/manager course in future years.
- **What's involved with the online learning courses?** There are four main courses: Living Calgary's Brand, Calgary Knowledge, Ultimate Host Service and Tools & Resources. The courses are designed to provide learning in a fun, interactive environment featuring stories and insider tips on 300 plus tourism and hospitality businesses, plus videos, photos, maps and more. Once you complete all four courses, and your itinerary planning activity has been reviewed by Tourism Calgary, you will become an official graduate of the White Hat Academy.
- **How long will it take to finish all four courses?** The White Hat Academy is estimated to take between 3-5 hours to complete, depending on learning styles. On average, a single course may take up to 30 minutes, apart from the Calgary Knowledge course which is the largest and will take more time.
- **Is there an exam at the end? What happens if I don't pass?** There is no exam at the end; however, you will need to complete the itinerary planning activity, which will be reviewed by Tourism Calgary. The Academy also features a series of fun, knowledge-based quizzes and activities which you will complete as you progress through your

learning journey. Completing each of these correctly will gain you access to the next lesson or course.

- **Is the White Hat Academy content regularly updated?** Yes, Tourism Calgary is committed to updating any permanent changes in a timely manner. We encourage you to check business websites, or make direct calls, for the most up-to-date information.
- **How will I know about new experiences and events taking place in the city, or business changes?** Tourism Calgary will share all the latest news on what's happening in the city with our regular Ultimate Host Scoop newsletter. You can sign up [here](#).
- **Do you offer this course in other languages?** This course is only offered in English at this time.
- **How do I sign up?** Simply go to whitehatacademy.ca and get started (remember to let your supervisor know that you are taking this course). If you have any questions, contact academy@tourismcalgary.com.

ULTIMATE HOST CERTIFICATION

- **What do I receive once I have finished the program?**
All graduates will receive:
 - A digital Ultimate Host certificate that recognizes your successful completion of the program.
 - A lapel pin will be delivered to the mailing address provided during registration at a later date. *Delivery of lapel pins are delayed until further notice; Tourism Calgary will resume delivery to new graduates following the re-opening of the Tourism Calgary administration office.*
 - A digital accreditation badge will be provided upon request. This can be used on email signatures, social media and more.
- **Does my certification expire or require renewal?** Your White Hat Academy certification expires after one year. Graduates will be required to take a recertification course to keep their certificate current. Tourism Calgary will notify graduates to re-certify when new course material becomes available (note: due to the impacts of the Covid-19 pandemic we have extended the certification expiry date until further notice and encourage all graduates to log back into the academy to review updated content. Once our regular program schedule has resumed, we will notify all graduates).
- **Do I receive rewards if I graduate?** If you are a customer-facing employee, you bet! As a graduate you will be eligible for the following perks. Please note: these benefits apply only to those with customer-facing roles working, volunteering or studying in Calgary's tourism and hospitality industry (Tourism Calgary and Travel Alberta staff may not be eligible for future incentives or prizes including the Ultimate Host Backstage pass series):
 - You are eligible to receive the Calgary Frontline Experience Pass, which provides you with free entry and deals for select attractions, tours and restaurants (Note: this may vary depending on when you complete the program)
 - Invitations to special events and free activities throughout the year.

- **When will I receive my Frontline Experience Pass?** Tourism Calgary will communicate updates to this program once they become available.
- **Will there be a level two and three for the White Hat Academy?** Based on industry feedback, additional levels or courses may be offered in future years.
- **How is this program linked to the Calgary White Hat Awards? Will I be nominated if I graduate?** Graduating from the White Hat Academy is not a criterion for being nominated at this time; however, we believe that taking this course will give you the confidence to better serve your guests and welcome visitors to our city. Confidence and Calgary knowledge are two qualities we often see in White Hat Award nominees and winners!
- **How can our tourism business get involved in the White Hat Academy and other Tourism Calgary programs?** The online courses in the White Hat Academy proudly highlight more than 300 Calgary experiences and provide each learner with a solid knowledge baseline that encompasses Calgary's broad range of offerings.
 - White Hat Academy content is refreshed annually or on an as needed basis due to business changes. As such, Tourism Calgary invites its partners to share their input and experience suggestions via academy@tourismcalgary.com for future consideration.
 - Outside of the White Hat Academy, Tourism Calgary is proud to support its valued partners through a number of programs, benefits and promotional activities. To discuss additional opportunities for sharing your business with visitors and Calgarians, contact Sonja Dasiuk (sonjad@tourismcalgary.com).
- **A few of the details you mentioned about our tourism business are out of date. How do I get those fixed?** Please drop us a note to academy@tourismcalgary.com and we will make the adjustments.
- **Can members of the public enroll?** At this time, the White Hat Academy is designed exclusively for those working, volunteering or studying in Calgary's tourism and hospitality industry.

TECHNICAL QUESTIONS

- **I have registered, but I didn't receive an email notification with a password. What should I do about this?** If you did not receive an email verifying your registration, check your junk email folder and ensure you didn't mistype your email address. If you don't find an email titled "**White Hat Academy - Registration Notification,**" contact academy@tourismcalgary.com or 403-263-8510 (Monday to Friday during business hours).
- **Does the system recognize me as a unique user, or do I register as part of my team at work?** The White Hat Academy is designed to recognize and reward each learner as a unique user. Please use an email address that is unique to you when you register.
- **Do I register with my work email and mailing address, or my personal one?** Either is fine, but we encourage you to choose an email, phone number and mailing address that are unique to you. Upon course completion, the rewards and perks you're entitled to will be sent to this address, so choose whether you would prefer to receive them at work or at home. We also suggest you speak to your supervisor to decide what's best for you and your organization.
- **What happens if I move to a new job?** Your certification is still valid if you change roles or move to a new employer.

Please provide us with your updated contact details under 'My Account', which is found in the upper right menu bar within the academy. To change your company name please send us an email to academy@tourismcalgary.com.

- **Does my manager know if I've enrolled or completed this course?** We encourage you to let your supervisor or manager know that you're interested in completing this program.
- **Does this online program work on my cell phone or tablet?** Yes, it is mobile responsive, so it works on all devices.
- **Does this use a lot of data on my phone?** Since this system is online and has many pictures and some videos, we recommend that you use a strong Wi-Fi or a LAN (wired) Internet connection.
- **What happens if I forget my password?** You can reset your password at any time from the login screen at whitehatacademy.ca. You can also contact academy@tourismcalgary.com to have it reset manually.
- **Can I stop and start between lessons and courses? Will the online course save my progress if I need to log-off in the middle of a lesson?** The program will automatically save your progress. The progress bars will show you how close you are to completing each course and will help you find where you left off.

- **When I click on links with an email address, why doesn't my current email program pop up?** Depending on the browser and email software that you're using, there are different features that must be turned on in settings for the mail to: protocol to function properly. Use the internet to search for the right protocol for you.
- **Will my progress circle and bars change once I've completed all courses?** Yes, but not very often. Tourism Calgary will be keeping the content up-to-date with little to no effect on your progress e.g. new products, business closures, etc. However, if a major update is needed, a new page is added or adjustment to an activity is required, this will affect your progress bar and circle. You will see where the new information has been added based on the course or lesson progress bars. Once you visit that page and click NEXT your progress will go back up to 100% complete.
- **I love the maps and the neighbourhood stories. How do I print them for my guests?** The Tools & Resources course links to all maps that are used in the system, as well as other valuable assets for your team. Currently, there is no easy way to print the Academy pages; however, should there be an update on this feature you will be notified.
- **Who do I contact if I'm having problems with the online system?** First, try clearing your browser's cache data (images and files), then refresh the page. Check your Internet firewall settings as well. If you're still having issues, please contact academy@tourismcalgary.com or 403-263-8510 (Monday to Friday during business hours).

Privacy Policy

Protecting your privacy and the confidentiality of your personal information is fundamental to the way we conduct our business at Tourism Calgary. This Privacy Policy adheres to the principles of the Personal Information Protection and Electronic Documents Act (Canada) and substantially similar provincial privacy legislation, including Alberta Personal Information Protection Act (PIPA).

Find Tourism Calgary's Privacy Policy [here](#).