



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
Lesley Anderson, MA, Learning & Development Facilitator

Tourism Café Canada, EQAT since 2012
250-589-2087 (Nancy); 250-668.5988 (Lesley)
nancy@tourismcafe.org; lesley@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.

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 Houillebecq, Principal

Tourism Planning Group
EQAT since 2013
250-764-3005
jhouillebecq@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.