


TourCraft

The Art Of Creating A **Meaningful** And **Remarkable** Campus Tour Experience

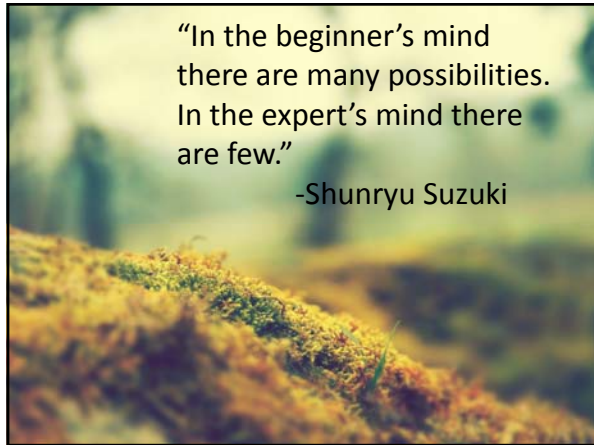
Eric Johnson

ej@uga.edu

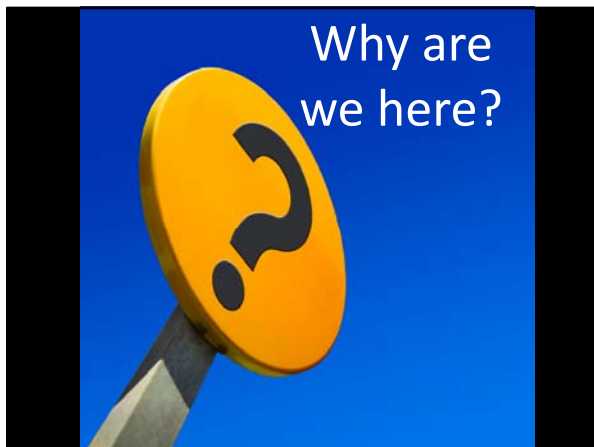
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“In the beginner’s mind
there are many possibilities.
In the expert’s mind there
are few.”

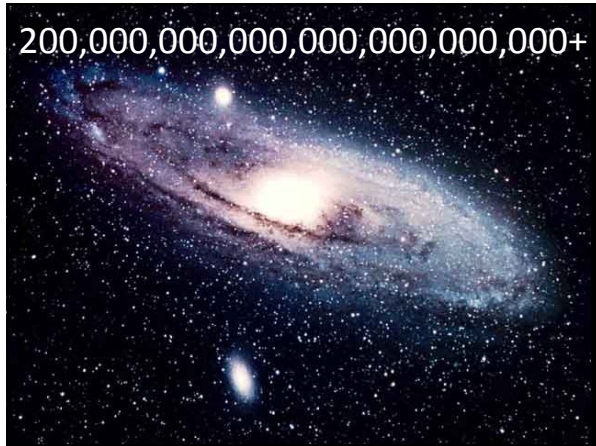
-Shunryu Suzuki



Why are
we here?



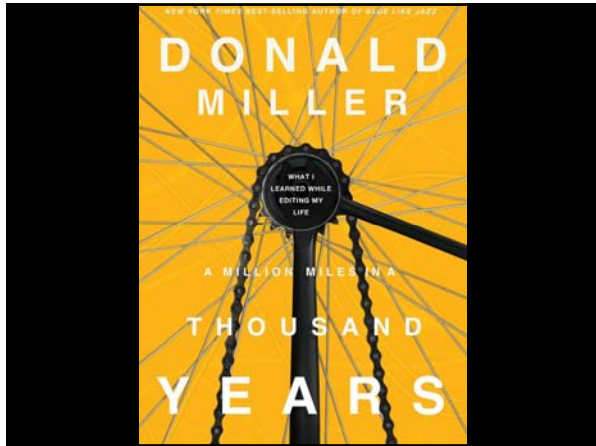
200,000,000,000,000,000,000+



6,922,319,118+







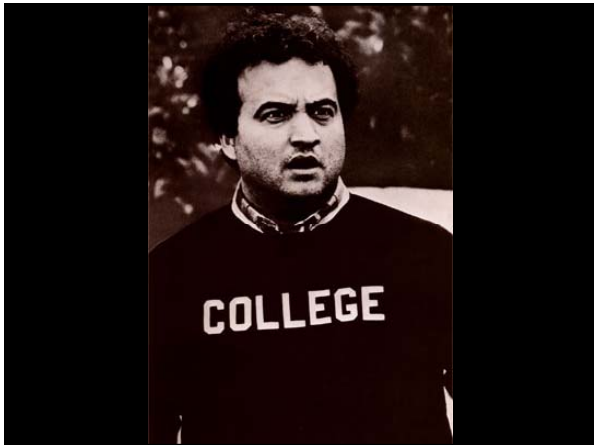
“The only reason to give a speech is to change the world.”
-John Kennedy

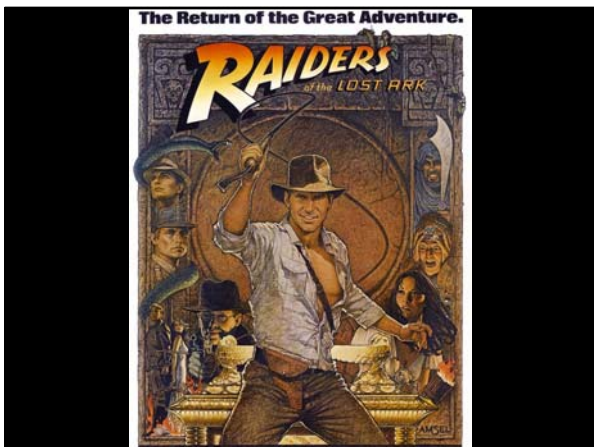


The only reason to give a **campus tour** is to change the world.





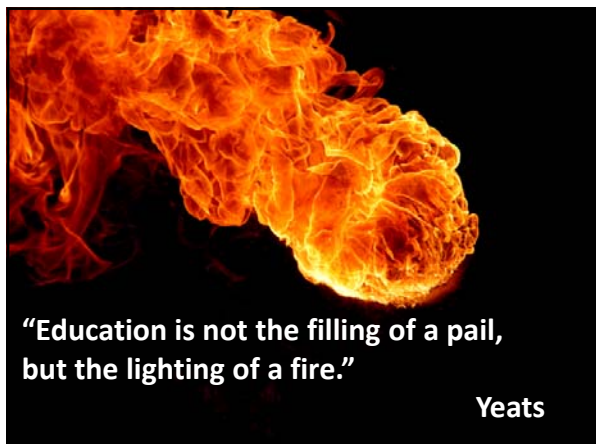


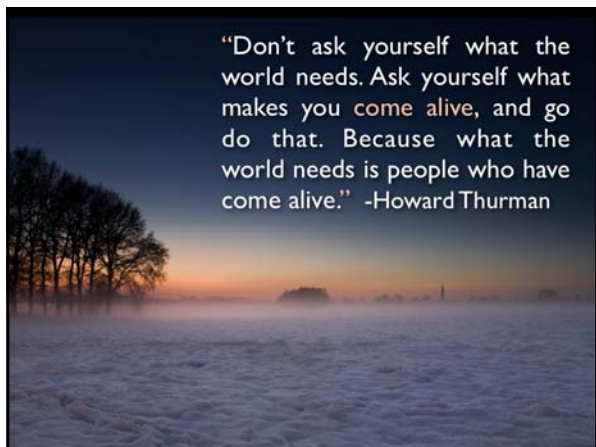




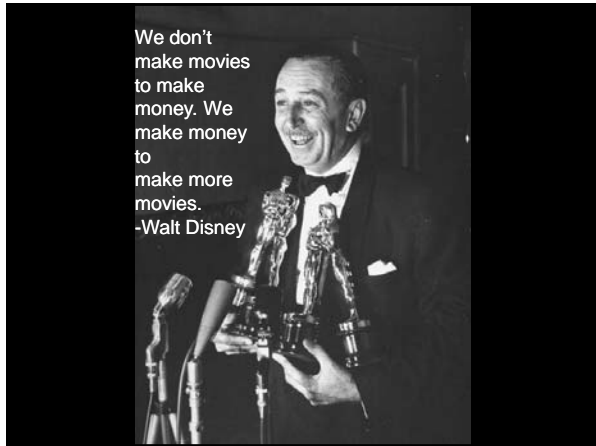




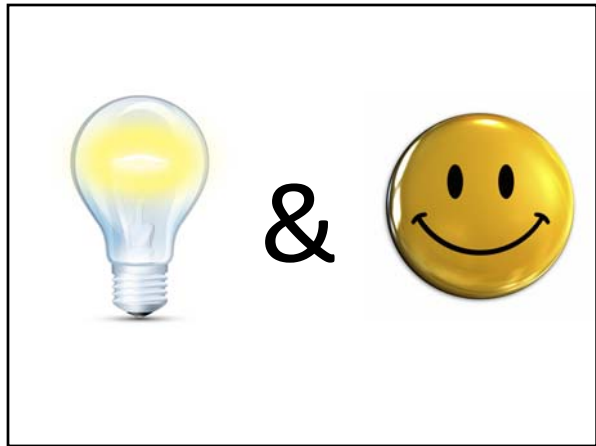












UGA Visitors Center
Service Standard

Be safe.



Be kind.



Be
authentic.

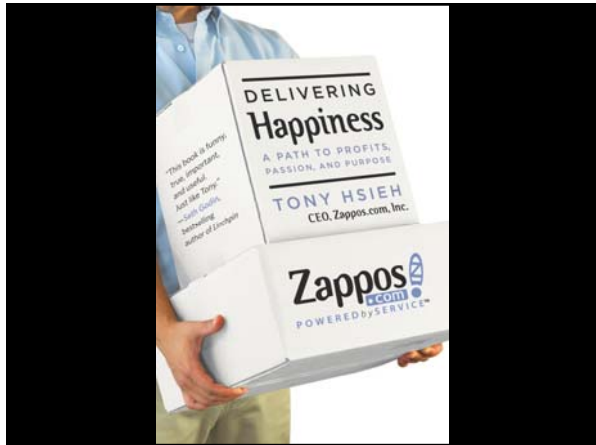


Be
remarkable.



Hire for **attitude**.
Train for skill.














"Everything is more compelling when you talk like a human being, when you talk like yourself." - Ira Glass




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“Art is infection.”
-Tolstoy




improv
wisdom



Don't Prepare,
Just Show Up

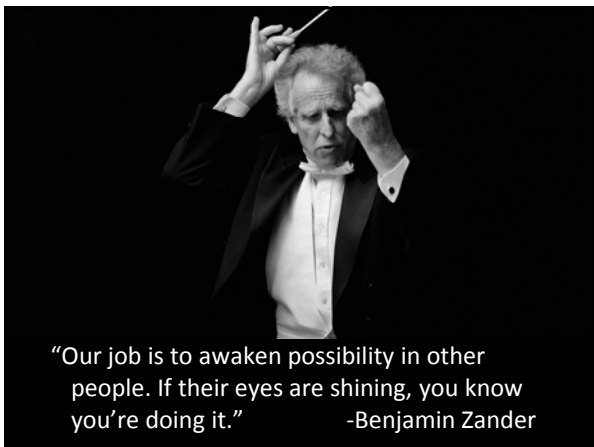
Patricia Ryan Madson



“When in doubt, make a fool of yourself. There is a microscopically thin line between being brilliantly creative and acting like the most gigantic idiot on the face of the earth. So, what the hell...Leap.”
-Cynthia Heimel







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