



Social Service Agencies

What is Local Insights?

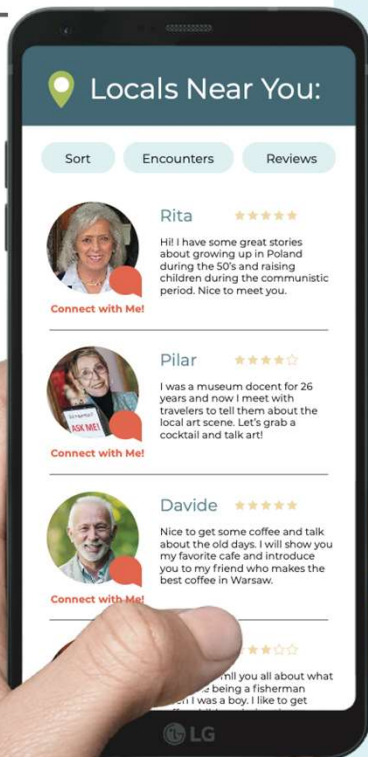
Local Insights is a social enterprise designed specifically to connect travelers and locals for cultural encounters that are deeper than a guidebook. Through our innovative program, we leverage travelers' budgets to benefit local people directly by offering employment for marginalized and at-need communities. We work with local tourism bureaus and travel operators to ensure that our locals are featured as an supplement to the typical packaged tour.

Is this a Tour Guide?

No! Local Insights is not a tour guiding company. We believe that getting to know people as individuals makes the world a better place. We engage with locals who have interesting stories to tell. Perhaps they have lived in the city for 70 years, perhaps they have an intimate knowledge of a popular attraction, or maybe they have a background others would find interesting. The options are endless and we will ensure the profile reflects each locals' unique offerings.

Learn More

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The Concept:

The Problem Existing social services agencies offer employment skills training but may need additional employment opportunities for clients.

The Solution Local Insights is a training program and employment platform. Our proprietary one-day course teaches the skills needed to effectively conduct an engagement with a traveler with modules on cultural nuances, safety protocols, conducting an appropriate engagement, and creating an interesting profile.

Business Model The training is a plug-and-play solution that can be integrated into existing programs. There is no cost to the agency. Graduates are eligible to create profiles on the Local Insights employment platform.

Target Users Participants should be nominated by the agency as high-potential candidates that will benefit from the training as well as have the ability to engage with travelers in an informative manner. Participants should be internet intelligent, can create a profile and communicate in English (additional languages coming soon), and have a smartphone or access to a computer.

What's in it for Us?

In a word, everything! There is no cost associated with offering the Local Insights training program to your clients. We provide the training curriculum, the instructors, and all materials. We ask that you pre-screen participants to ensure they are the correct fit for the program. After program completion, your clients are eligible to post a profile on the Local Insights platform and conduct encounters as much or as little as their schedule permits, all while earning a paycheck.

Actively Seeing Partners:

Seeking social service organizations as founding partners to establish ongoing training programs for locals. Agencies should currently be offering job skills or employment training, have a classroom or facility with internet access, serve a population that is typically marginalized or under employed, and <insurance? Client background checks?>