

Feb. 28, 2010

Lee County Visitor & Convention Bureau

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Lee County Visitor & Convention Bureau MEDIA ADVISORY

- WHO:** Lee County tourism industry and community leaders; Lee County Tourist Development Council/Lee County Visitor & Convention Bureau
- WHAT:** *Lessons from Dolphins*, a half-day *Team Tourism* workshop regarding workforce productivity and retention
- WHEN:** Wednesday, Feb. 3, 9 a.m. – 11:30 a.m.
- WHERE:** Harborside Event Center, 1375 Monroe Street, Fort Myers
- WHY:** **Creating and maintaining a productive work force is essential to a company's success, but it often is the most challenging aspect of running a business. Miscommunication, bad attitudes and employee turnover are all hardships that companies must endure and that can drastically affect the bottom line.**

Lessons from Dolphins is an exciting and innovative new experience that helps companies improve productivity, retention and bottom-line performance by providing management and line-employees multi-media seminars based on proven dolphin training techniques used at Dolphin Quest, a world-renowned international dolphin interaction company. At the workshop, participants will enjoy an interactive atmosphere in which they will explore dolphin lessons through stories and videos about dolphin training and by playing interactive training games both individually and in groups.