

## ACCREDITATION PACK - LOGO GUIDELINES AND MARKETING ADVICE

**“Out Now has developed the best gay training, accreditation and marketing program in the world.”**

... IGLTA International Gay and Lesbian Travel Association

### What is the GayComfort® brand mark?

As a valued customer of the GayComfort® training, marketing and accreditation program, you have the right to use the GayComfort® brand mark in your own marketing efforts.

This mark is valuable, and you should think carefully and strategically, about ways you can use this mark to help you increase your gay and lesbian market sales.

This document contains advice and guidelines to help you do just that.

### Where can I use it?

To get the best sales results from your GayComfort® membership we encourage members to use the brand mark as widely as possible.

Members have used the brand mark in various places.

These include the following applications.

- 🌟 Online on a gay targeted microsite
- 🌟 Online on their main corporate site
- 🌟 On a GayComfort® microsite
- 🌟 In print advertising
- 🌟 Online display advertising
- 🌟 Online banner advertising
- 🌟 In their property (doors, reception, other)
- 🌟 Listings guides
- 🌟 On posters, brochures, other print materials
- 🌟 In press releases

### Keep on looking good

GayComfort® membership is valuable and we ask all members to respect this in their use of our brand mark.

Do not use an out-of-date mark, simply contact Out Now to renew for the current certification mark.

Try to use the mark only in suitable good quality media / placement environments.

**GayComfort delivers the industry standard for staff training to *your* business – and much more.**



### The power of the mark

- 🌟 Identifies GayComfort® members to gay and lesbian target customers
- 🌟 Indicates current year of membership
- 🌟 Allows linking back to GayComfort® consumer information site
- 🌟 Gives consumer reassurance of establishment staff quality of service
- 🌟 Able to be used in member's own marketing – print, online, in-venue
- 🌟 Accreditation builds consumer trust and loyalty

### More help?

- 🌟 Out Now is the world's global gay marketing agency.
- 🌟 **Advertising, market research, staff training, public relations, strategy.**
- 🌟 **Contact Out Now for help with all your gay marketing needs:**  
[info@outnowconsulting.com](mailto:info@outnowconsulting.com)

### About Out Now

The GayComfort® program is a product developed by global gay marketing leaders, Out Now.

Since 1992, Out Now has been recognized by the global tourism industry for its leading role in building gay travel market sales.

Out Now presents its sixth annual LGBT Marketing Masterclass in November 2011 for the tourism industry in London at WTM World Travel Market.

“Travel is not experienced in advertising. It is only tourism staff that deliver the gay vacation travel experience.” ... Out Now Consulting

## STRENGTHEN YOUR CUSTOMER’S VACATION EXPERIENCE WITH GAYCOMFORT



### SAMPLE SCREENS



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[info@outnowconsulting.com](mailto:info@outnowconsulting.com) [www.outnowconsulting.com](http://www.outnowconsulting.com) Phone: +1-646-808 0740 or +44-(0)20-8127 5288

Comprehensive insight: Screen shots from GayComfort training

One of the biggest concerns gay travelers have is whether they can relax and be comfortable to ‘be themselves’ on vacation.

GayComfort teaches your staff, screen-by-screen, in easy to follow online instructions, about specific concerns many gay travelers have – and how to address those concerns.

The better trained your staff are, the greater your opportunities for increasing gay market share through repeat and referral business.

Gay customers know you want their business.

What they really look for is to be sure of a customer service experience that makes them want to return to use your business, and send their friends.

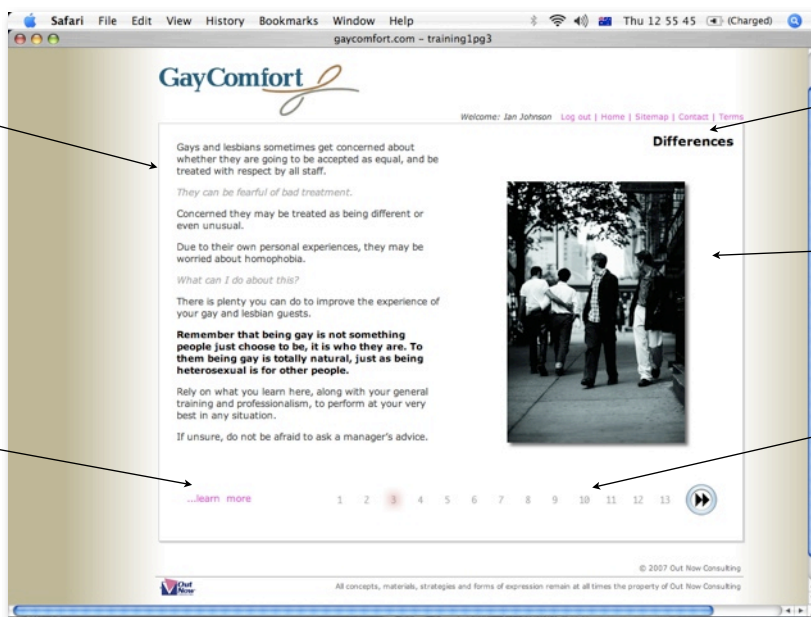
With GayComfort, your staff can make sure that happens.

### Training topics include:

- 👤 Rationale for training
- 👤 Why does this matter?
- 👤 How gay clients are the same
- 👤 How they differ
- 👤 Real life consumer experiences
- 👤 Do’s and don’ts
- 👤 What to say, and not to say
- 👤 Stereotypes
- 👤 Other practical advice
- 👤 Quiz and feedback

Better training builds better sales in the gay travel market. Only satisfied customers ever return – and send their friends to your business.

### Sample training screen



Easy to follow language explains each concept clearly and succinctly.

Every screen has a “learn more” option to provide students with even more knowledge on each topic covered.

One key topic area for each screen.

Images carefully selected to reinforce staff understanding and learning.

Easy navigation, screen-by-screen. Learning can be reviewed by clicking on any screen already covered for further revision.