

## Why You Should be an Associate

- To be an Associate of a nationally recognised professional Institute working for excellence in Tourist Guiding.
- To protect your tourist guiding qualification and to play a role in shaping the tourist guiding qualifications of the future.
- To market yourself as a Associate and registered guide, using “Associate of the Institute of Tourist Guiding” on business stationery.
- To promote your services in the Institute’s Directory of Members and Associates, 4000 of which are distributed worldwide.
- To promote your services via the searchable database on the Institute website, which has direct links from the VisitBritain and tourist board websites.
- To validate your qualification and to receive a photocard and annual registration card entitling you to free entry to many visitor attractions.
- To vote for an Associate to represent your interests on the Institute’s Board of trustees.
- To stay informed of developments, techniques and trends in tourist guiding.
- To receive a free copy of the Institute’s Directory of Members and Associates, a substantial reduction on the retail price of Institute publications and discounts from time to time on travel/heritage books published in the UK.
- To further your career by attending keynote lectures organised by the Institute.

As a recognised professional guide you help protect your future by being an Associate of the Institute. You can also help market yourself, promote your services, further your career and stay up to date in a changing profession.

**To Renew:** Follow the instructions sheet and return the appropriate documents to the office.

- Annual Associateship is offered at £72, discounted to £47 for those who wish to receive their mailings by email. Responsibility rests with the Associate for ensuring that his/her email address on the Institute’s online database is correct and functioning.
- Alternatively, the cost is £33 for those who wish simply to keep up their annual registration, to receive a photocard and annual registration card.

**Note: Registration does not carry entitlement to the other benefits listed above.**