

# CAN

Camping Advisory Network



## Onboarding Information

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# INTRODUCTION

Welcome to the Camping Advisory Network, where you can be a part of the only group of industry advisors made entirely of those who are direct participants in the outdoors.

Our community is comprised of campers from all over the U.S. and Canada – each of whom has a different story to tell based on their experiences. And we want to continue to build our community with campers, regardless of how they camp and who they camp with.

Let's get started.



# How does this work?

One of the great things about CAN is that you have the opportunity to connect with others and engage with a community of other campers in a multitude of ways, allowing you to choose how much you would like to interact and offer – though we do ask that you participate in a minimum number of interactions.

We don't believe in one-sided conversations, and a key part of what we do is to devote equal opportunity for our community to ask their own questions – to utilize our network of industry experts and participants to inform you as well.

Our discussions and interactions will be wide ranging, but with a focus on what types of experiences you have while camping (including finding places to camp), and discuss what is going well, what isn't going well, and take some time to consider solutions.

One of the critical components of what we do is to ask our community to be a part of an online video discussion 3 or 4 times a year, lasting about one hour. Within that hour, we would ask you to simply participate in a discussion about camping and outdoor hospitality with some other campers.

While we don't expect you to make large commitments to time and participation, we do ask that you engage with the community at least once per calendar quarter.



# How will the online discussions work?

The discussions will be scheduled well in advance of the actual day and time, starting about 4 weeks in advance, with periodic reminders as the date approaches. This approach allows you time to plan, or for us to have the time to find someone else to fill-in should you be unable to participate.

In most cases, the group will be lead by the participants, with someone taking the lead to keep the discussion going and on track. In other instances, we may have an industry expert be a part of the group in order to allow you to ask questions of them, as well as offer them the chance to ask questions of you and the other participants.

Our goal is to make these discussions highly interactive and engaging.

We will use an online group meeting platform, Zoom, which is a user-friendly platform, allowing you to participate as you choose, as well as control your own interactions.



# What other ways will we ask you to participate?

Occasionally, we would like to be able to reach out and get input and discussion on some specific topics, or response to events, trends, or destinations. In these instances, we would like to reach out to you using some other platforms that are less formalized, yet highly responsive.

In particular, we will include:

- Text messaging (used sparingly, as we know this can get annoying)
- Social media interactions/questions/videos
- Boards to allow you and others to post questions (this will also be offered on social media)
- Video content (videos of camping, prepping for trips, locations, other campers, etc.)
- In-person (again, used sparingly, if at all, but something we want to consider)

We also offer you the opportunity to generate your own content, your own interactions, and your own Q & A with our panel of camping enthusiasts, or even industry leaders and experts.



# What is my incentive to participate?

One of the questions we are asked is whether you get paid to participate, and at this time we are not planning to directly pay people for participation.

Our goal is to gather a set of participants who are motivated by being a part of the discussion about where outdoor hospitality is currently and where it's heading.

Our experiences have been that paid participants can be more motivated by the payment rather than the content, or feel an obligation to those who are involved. And while we understand if someone doesn't want to participate if they're not being compensated, that's not our approach.

What we do offer is that for those who participate, we can assure that they will be a part of an important and engaging community – that your voice will be amplified throughout the sector. That said, we are not above some self-promotion, and will send you a CAN cap or t-shirt, as well as other products offered by our partners.



# What are the rules?

We don't want this to be onerous, annoying, or cumbersome. Yet we still feel the need to make sure everyone who participates adheres to some basic tenets of our community. The rules are simple, but important:

1. Always be courteous and respectful of others, which is the most important tenet. Those who are not will be asked to leave, it's that simple.
2. Participate at least once each quarter, including 2 video meetings per year.
3. Be open and honest about your experiences.
4. Let's stay out of politics.
5. Be curious and inquisitive, that's how we get better.
6. Ask for help.
7. Tell others, we love having more people involved, and welcome them aboard.
8. Make it fun. This is supposed to be fun and engaging, so let's keep it that way, though at times we may tackle some heavy issues.

That's it, we want to make this a productive and welcoming experience for everyone.



## Still interested?

After all of that, if you're still interested, we welcome you aboard and can't wait to start talking with you about camping. It's our passion, and we have been working in outdoor hospitality for 22 years. Our work is used by those at the highest levels in outdoor hospitality, and we are one of the most respected organizations in the industry.

The insights we offer are used to offer better services and amenities to all guests, and we feel that it is important. That's why we want you to be a part of it – we want to continue to offer the best solutions and information from those who are directly interacting with the outdoors.

If you're still interested, welcome, and let's get started. If you feel like it's not for you, thank you for taking the time to read through everything, and at least considering CAN.

As always, please feel free to contact us at any time, we love talking to campers.

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Contact Us: [www.campingadvisorynetwork.com/contact](http://www.campingadvisorynetwork.com/contact)