



China Ready Essentials Workshop

Wednesday, April 6, 2016

10:00 am - 12:00 noon

Pasadena Museum of History

470 West Walnut Street, Pasadena, CA 91103

The Pasadena Convention & Visitors Bureau and China Luxury Advisors is pleased to present this workshop to assist your business in becoming China Ready.

The theme of the workshop is China-Ready Essentials. It will specifically focus on the Pasadena China-Ready Program, China-Ready Essentials and how to accept Union Pay cards. This training is perfect for attractions, hotels, restaurants, retailers, and anyone in the tourism industry who is interested in understanding and marketing to the Chinese visitor.

Topics will include:

- Best practices to engage Chinese visitors
- Case Studies
- 5 things you can do right now
- Benefits of UnionPay and how to accept it

We look forward to your participation. This is a free event, however attendance is limited. Please RSVP directly to Christine Susa at csusa@visitpasadena.com.



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