

AGENDA

- Introduction
- How the Tour Program operates
- 2025 Programming
- Tour Refresher
- Final tips & takeaways



HOW THE PROGRAM OPERATES





TOUR BOOKING

- Tour Guide assignments are based on availability and fair rotation.
- For every monthly tour, 2 tour guides are booked a primary tour guide and a secondary guide.
- The secondary guide will lead the group if the size goes beyond 20 registrations. They will be notified 1 week in advance if needed.
- There are different roles and responsibilities for the primary tour guide and secondary guide.



TOUR BOOKING

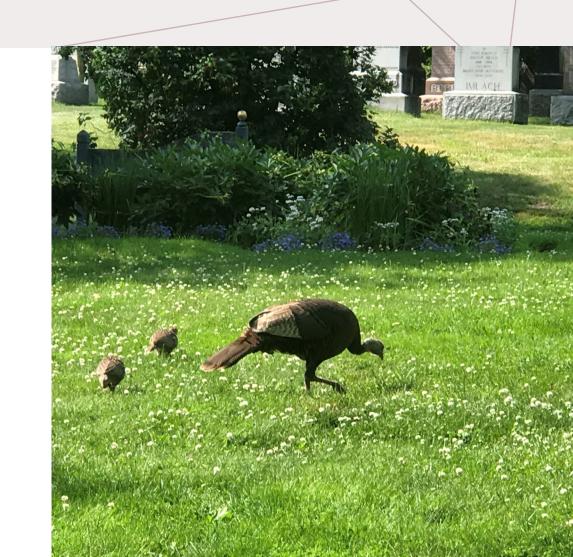
- The primary guide is required to:
 - Welcome everyone
 - Divide the group / lead the group if it is small
 - Select which way the group is going
- The secondary guide is required to:
 - Support the primary guide
 - Lead the second group if needed



IMPORTANT INFORMATION

RISKS

- Cars
- Gopher holes
- Turkeys / Wildlife
- Unpaved roads
- Bees



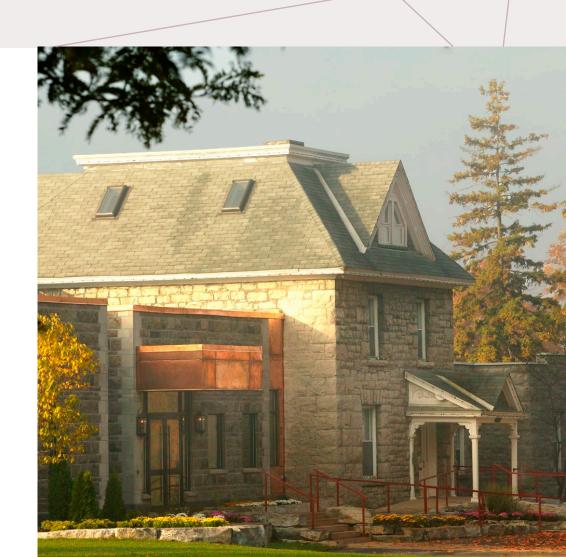


IN CASE OF EMERGENCY

- In the instance that any tour attendee is injured during the tour, it is your responsibility to evaluate the seriousness of the situation.
 - Does it require a 911 call?
 - Does a member of Beechwood (Erika) need to be contacted?
- Please air on the side of caution. Be aware of your surroundings, do
 not venture onto the grass unless absolutely necessary. If the weather
 is harsh, or the group is showing signs of exhaustion, cut the tour
 short.

BUILDING IS CLOSED ON SUNDAYS

- The Beechwood National Memorial Centre is closed on Sundays.
- There are no burials on Sundays.
- In rare cases, there may be another event or funeral occurring at the same time as a tour. There will be no front desk staff.
- If a visitor needs to use the washroom, there is a porta potty behind the main building. You can find it through the staff parking lot, by the bins, on the left. Be clear to the attendee what direction you will be going with the tour if they are cutting it close to the start time.
- If you require the speaker, please obtain it from the Beechwood office the week prior.





TOUR GUIDE UNIFORMS

- Beechwood golf shirts Mandatory
- Beechwood jacket
- Beechwood hat
- Name badge and lanyard
- Appropriate footwear
- Shorts or pants of a semi-professional nature (an example would be dockers or khakis)
- Jeans are now permitted

2025 PROGRAMMING



TYPES OF TOURS OFFERED

Tour Done by Volunteers

- 1. Monthly Stroll West Half
- 2. Monthly Stroll East Half
- 3. School Tours East and West half
- 4. Bus Tours Full Loop of Grounds
- 5. Military Tours (Sections 103 & 27)

Tours done by Beechwood Employees Only

- 1. Beechwood Bites
- 2. Reconciling History
- 3. Special request tours

STARTING YOUR TOUR





STARTING YOUR TOUR

- *on Weekdays only* Check with the front desk about where ongoing burials will be and when.
- Greet all visitors "Welcome to Beechwood Cemetery, the tour will begin shortly."
- Help everyone gather in one spot.
- Introduce yourself name, experience, many even a fun fact about you.
- Ask the group, "how many of you have been here before?"



STARTING YOUR TOUR

- Remind tour attendees about proper cemetery etiquette: If the tour encounters
 a service or people attempting to have quiet time with their loved ones, tourgoers must remain quiet and respectful.
- Remind tour goers that if they feel it is too long, they are welcome to leave at any point, just come and let you know so they can be directed back to the main building.
- It is up to you whether to permit video recording or photos of you speaking. Please communicate with the group about your preferences.
 - No photos can be taken of visiting families.



ENGAGING THE AUDIENCE

- Make eye contact with your audience to create a sense of intimacy and involvement
- Weave relatable stories into your presentation using narratives that make your message memorable and impactful
- Encourage questions and provide thoughtful responses to enhance audience participation
- Use live polls or surveys to gather audience opinions, promoting engagement and making sure the audience feel involved

EFFECTIVE DELIVERY TECHNIQUES

Effective body language enhances your message, making it more impactful and memorable.

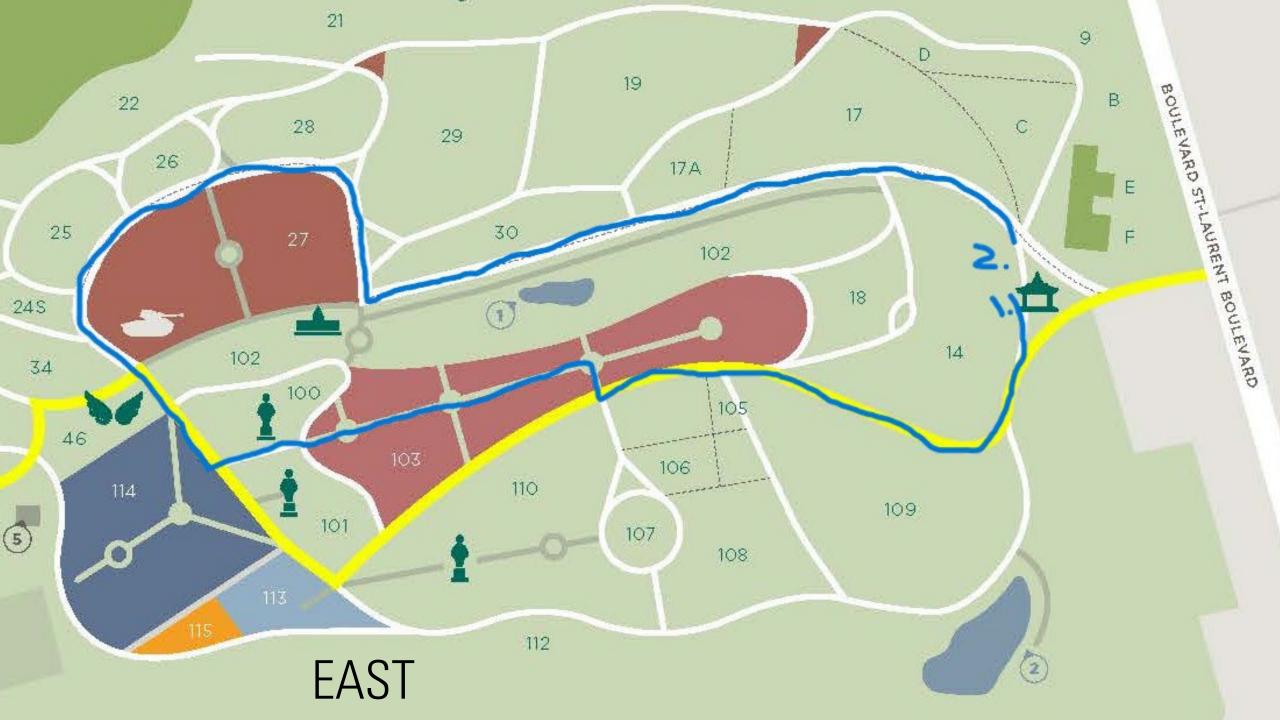
- Meaningful eye contact
- Purposeful gestures
- Maintain good posture
- Control your expressions

This is a powerful tool in public speaking. It involves varying pitch, tone, and volume to convey emotion, emphasize points, and maintain interest.

- Pitch variation
- Tone inflection
- Volume control







STARTING WITH IMPACT

- Beechwood Cemetery was established in 1873 on 160 acres of land. It is a multi-faith and multi-cultural cemetery and was recognized as a National historic Site in 2002.
- In 2009, Beechwood was designated the National Cemetery of Canada by an Act of Parliament, Bill C-17, which received all-party support in the House of Commons.
- Beechwood is recognized as one of the most beautiful and historic cemeteries in Canada and is the final resting place for over 85,000 Canadians from all walks of life.
- The Beechwood Cemetery Foundation, established in 2000, is a registered Canadian charity. The Foundation develops, organizes and supports educational activities beneficial to the local community, encompassing historical, conservation and preservation activities relating to historic Beechwood Cemetery. It annually hosts over 150 events and tours.

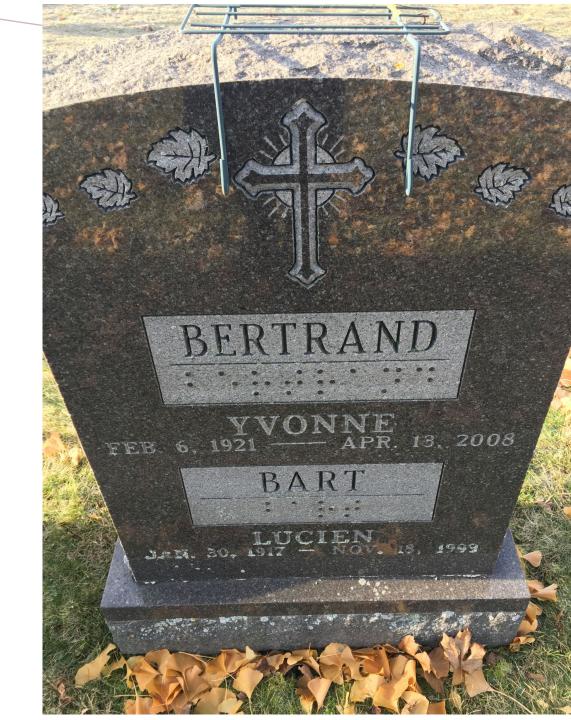


THE BEGINNING

- The Purchase of the Beechwood Grounds McPhail Farm
- Sandy Hill Cemetery
- Chinese Cemetery of Ottawa
- Macoun Marsh
- Barracks Hill
- Governor General Ramon Hnatyshyn monument
- National Military Cemetery of the Canadian Forces (Central Feature and Tri-Service Monument)
- Military Symbols



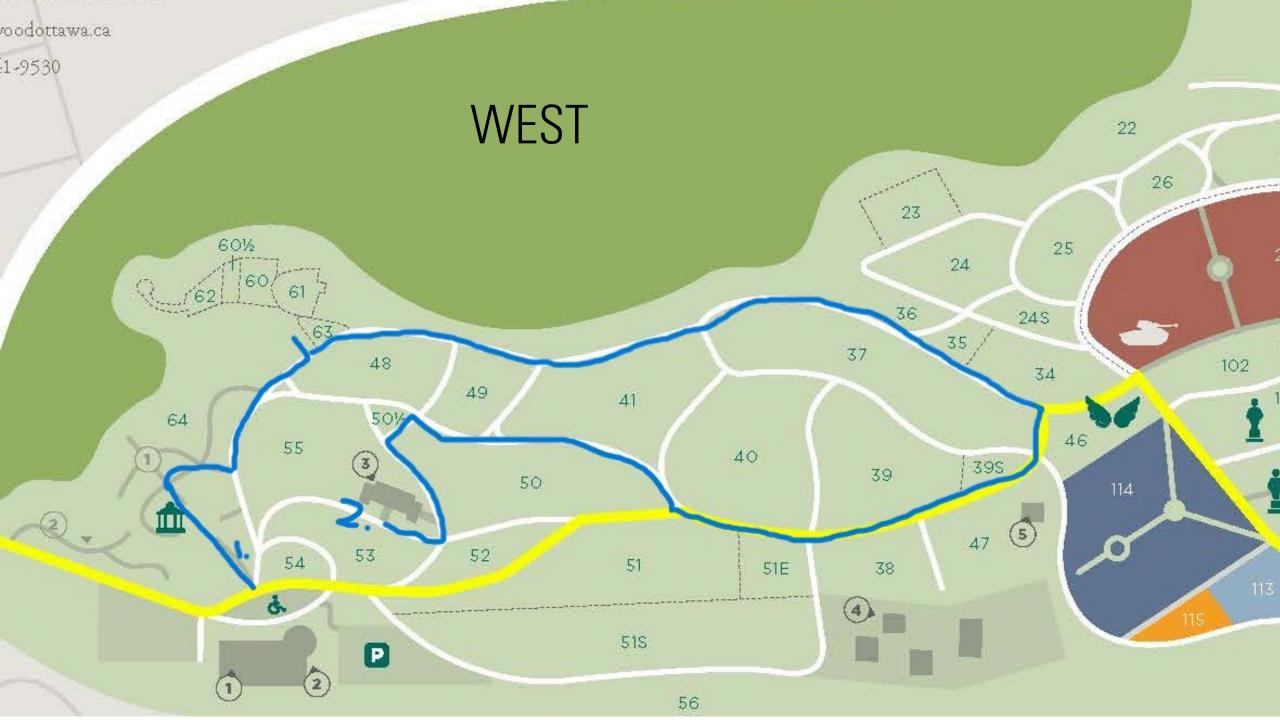
- Braille Monument
- St. Charbel monument (Lebanese Christian section)
- Our Lady of Fatima monument (Portuguese section)
- Ottawa Police Service Memorial Cemetery very light
- CSIS National Memorial Cemetery very light
- RCMP National Memorial Cemetery very light
- Monument to the Canadian Victims of 9/11
- The Veterans Section of the National Military Cemetery
- Tree Carving Program





- Captain James Forsyth
- · What is Beechwood's oldest burial?
- AMICITIA France Canada
- Hosta Garden, Rockeries and the Quarry
- Wilson monument (Section 30)
- Creighton Monument
- The Ring monument
- Protestant Orphans' Home, the Protestant Home for the Aged and the Home for Friendless Women monuments





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THE BEGINNING

- Botanical Cremation Gardens
- Bertha Wilson
- Barrack Hill
- Sandy Hill Cemetery
- Tommy Douglas
- Sir Robert Borden's gravesite
- Slater family lot



- Children's Sacred Forest
- Reconciling History Program
- Peter Henderson Bryce
- Original Road
- Ruddy Bench
- Fleming family Lot
- Bronson family Lot
- Jim Thompson
- Brown Mausoleum
- Freemasons Monument / Masonic Burial Lot
- Maria Hill
- Communist Party of Canada (Marxist-Leninist) monument



- Bison Heads
- Pre-need monument
- Jean Morrison Pigott
- Marguerite 'Grete' (Morrison) Hale
- Nicholas Flood Davin monument
- Booth Family obelisk
- Ella Hobday Webster Bronson
- Beechwood Mausoleum



OFF TOPIC QUESTIONS

- Prices
 - Please pass these requests off to Beechwood staff
- Types of products for sale
- Availability
- Political opinions
- Religion
- Insider knowledge



NAVIGATING Q&A SESSIONS

- 1. Know your material in advance
- 2. Anticipate common questions
- 3. Rehearse your responses

Maintaining composure during the Q&A session is essential for projecting confidence and authority. Consider the following tips for staying composed:

- Stay calm
- Actively listen
- Pause and reflect
- Maintain eye contact

FINAL TIPS & TAKEAWAYS

Consistent rehearsal

Strengthen your familiarity

Refine delivery style

• Pacing, tone, and emphasis

Timing and transitions

Aim for seamless, professional delivery

Practice audience

Enlist colleagues to listen & provide feedback

Seek feedback

Reflect on performance

Explore new techniques

Set personal goals

Iterate and adapt

