



Ruby Roy

www.rubyroy.ca

[linkedin.com/in/rubyroy/](https://www.linkedin.com/in/rubyroy/)

1992-2021 Excellence in Motion! Luxury Experiences and Corporate Travel Director

Due to covid19 pandemic, borders closed, travel not permitted, events, conferences, cruise ships cancelled, flights grounded, visitors not permitted, gatherings banned all of Ruby's diverse contracts have been affected, cancelled and will continue to be affected until they are permitted to safely reopen according Federal Public Health.

Ruby Roy is a passionate Montréaler and world traveler, who has travelled to over 150 countries. Ruby has had the privilege of living in London, Barcelona, Rome, Cairo, Kolkata, Jaipur and several other countries. A freelancer; self-employed, working by contract in specialized fields. Ruby offers services to individuals, organizations, institutions, tourism offices, government organization, protocol departments, international organization in Canada and abroad, hotels, convention centers, visitor's bureaus in Montreal, across Canada and World Wide.

Digital- On line: Ruby is in demand for training, speaking, storytelling, presentations, virtual visits, tours, podcasts, voice overs talks both live and digital training She also give her own that including public speaking on camera, video content creation, social media, story telling for sales people, travel and cross cultural awareness for which she is an expert in the field due to her travels. Her years of experiences speaking, guiding and working with film crews is the reason for her easy of both live and on line

International Event and Meeting Planner/Corporate Travel Director:

Ruby has been working in corporate business incentive travel since 1991 with companies around the world; American Express, Maritz, Venture Planning, CEO, EMECO as well as Destination Management Companies across Canada. An expert in site inspections, bidding, request for proposals, coaching and presentations. Comfortable working with a team, or on her own including managing teams with staff ranging from 2 to 200 people.

Veteran Freelance Montreal Professional Tourist Guide since 1992:

Recognized for unique tours and experiences filled with history, humour and anecdotes. Customized and adapted to guests and their special requests.
Offers private tours; private cars (exotic and luxury cars, as well as with hired drivers in sprinters, coaches, sedans, SUVs and limousines), public transportation, walking, bicycle and helicopter.
Guests include public figures, diplomats, incentive groups, convention delegates, business travelers, families, couples, and cruise ship travelers.
Has developed, designed and created several exceptional unique tours; culinary, art, fashion, neighborhoods, Leonard Cohen, Jewish, Black, Jazz, Public Art with Food being her specialty.

Travel Organizer of Specialized Trips:

Organises specialized, custom travel for small groups around the world. Cultural, culinary, art & dance and photography trips with very unique, exclusive local experiences in destinations such as India, Egypt, the Gulf, Italy, Greece, London (UK) and other destinations. Working with guide colleagues and experts in the various destinations, months are spent creating and preparing memorable authentic experiences for guests at home and abroad.

Media Relations and Film Crew:

A professional photographer with a passion for cinema, Ruby studied to better understand film shoots. Ruby's knowledge of photography and her city makes her in demand to work with film crews; the Amazing Race, BBC, Australian, European, USA & Canadian productions.
Ruby has also documented through her photography the best light at each time of the year for shooting. As a public speaker and comfortable in front of the camera, often does stand ups and voice overs for productions in several languages. Assists with scouting locations, a facilitator, managing the day. See links to features articles; TV, radio programs, travel magazines featuring Ruby; National Geographic Traveler,

Gourmet Magazine (publications in Russian, Italian, Spanish, Hindi, Arabic, German, Japanese, Dutch and Chinese publications). She also trains professional including guide how to work with media, influencers, vloggers

Public Speaker & Workshop Presenter

Informative breakfast, lunch, cocktail presentations of 15 to 30 minutes. Very popular for business travelers, accompanying persons (spousal) programs and hotels to encourage guests to discover the city and their surroundings. Gives motivational workshops around the world on Cultural Awareness, Media Relations, Career Development, Social Media and how to use a camera. A natural and trained in front of the camera she trains both live and on line professionals seeking expertise in communication on stage, on camera and at events

Background in the travel and tourism industry

Varied and well rounded:

Concierge - front desk at the Fairmont Queen Elizabeth Hotel.

Other positions include the airport, transportation companies, tour operators, destination management companies, incentive houses, convention center, media relations manager & assisting sales coordinators at Tourism Montreal, Tourism Québec, and the Canadian Tourism Commission. Various departments of the Government of Quebec and Canada. Tour manager for luxury leisure groups, Travel Director & training for CVB's around the world. Trainer, evaluator, researcher and volunteer for various organizations

Volunteer Positions:-

President Emeritus of the World Federation of Tourist Guide Association from 2003 to 2007:

Prior to being President of WFTGA, Ruby was a member of the Executive Board from 1997. To date, Ruby is the youngest board member, youngest WFTGA President, the only Canadian President, the only multilingual President.

Contributions to the WFTGA include:

-introduction of modern communication technology; WFTGA social media, media relations and international relations.

-created the first WFTGA website, contents are still being used today.

-created the first RFP/Bidding Document to ensure it was fair and professional. -created a marketing and promotional strategy, media strategy, restructured and modernized the training division.

-worked with board members, assisted with portfolios that included: memberships, supporting area representatives, new members, developed fundraising strategies, five year budget plans, membership benefits and more.

-a key member involved in the Policy and Procedures Manual & Constitutional revisions.

-ensured all volunteers were recognized and acknowledged for their efforts with rewards, incentives. Made certain past presidents were properly recognized for their contributions to the WFTGA.

-responsible for recruiting members from Arabic speaking, Spanish speaking countries, including Southeast Asia and India.

-organized WFTGA conventions from 1997 to 2009, and 2017. Assisted with 2019 bids. Conferences held in Montreal, Hong Kong, Cyprus, Scotland, Melbourne, Egypt, Bali and Iran.

In preparation for the 2007 Cairo WFTGA convention, Ruby lived in Cairo for 6 months in 2005 and 2006

-the only board member to have a background in event and meeting planning contributing to a professional international standard for bidding and hosting of these conferences.

-wrote, detailed and updated procedures involved in the planning for the 2017 Convention in Iran. Assisted in the training of the host committee.

-assisted with the bidding countries since 1997.

After 10 years on the board, archived, documented WFTGA's history and photographs for the Association in preparation for the 30th anniversary in 2015.

2015-2019, re-elected to the WFTGA Executive Board to assist with continuity and experience lacking, continued with International Relations, building social media, in-house convention planner and coordinator, as well as to prepare and scrutinize RFPs for future conventions.

Emeritus President of the Montreal Professional Tourist Guide association:

-involved with her team running the organisation, marketing promotion, and media relations.

-updating procedures, marketing strategies, websites and official documents. -coordinated, and was chair of the very successful 1997 WFTGA Convention in Montreal. Ruby was also the Canadian Delegate to the international organization for over 10 years (see above).

Other volunteer positions include:

Volunteers with various international organizations and educational foundations; teaching, preservation, training, giving workshops in her fields of expertise in certain regions of India, the Egyptian Sinai and other locations around the world. She is in demand due to her communication skills

Volunteering for members of Parliament in Montreal, during conventions, federal elections and community events.

During personal travels wherever she lives for extended periods of time, Ruby studies language, photographs, dance, culinary arts, art, music, and researches the cultural traditions, body language. Collects old tribal jewelry. Ruby also teaches performs dance, sings, loves fencing, and swimming

Note: testimonials, media articles, radio, television programs and references are available upon request, or visit www.rubyroy.ca

Media stories Ruby Roy is featured in since 1992:

Radio Programme in the United Kingdom about Montreal featuring Ruby Roy

Radio interviews with Ruby Roy guiding in Montreal:

<http://www.youtube.com/watch?v=NeG61FLOLU8>

<http://www.youtube.com/watch?v=XIsx4CVCD04>

<http://www.youtube.com/watch?v=xm6Cdig7Emk>

Ruby Roy featured in Travel Articles:

<https://www.bostonglobe.com/lifestyle/travel/...tours...private-guides/.../story.html>

<http://www.examiner.com/article/from-montreal-to-new-york-city-via-blount-small-ship-adventure-cruise-part-one>

<http://www.smh.com.au/articles/2004/08/13/1092340443902.html>

http://www.convene-digital.org/convene/july_2014?pg=36#pg36

<http://thetravelbugtv.com/destinations/canada-the-travel-bug-blog-4/>

<http://www.thesun.co.uk/sol/homepage/travel/4887075/Montreal-has-it-all-Fall-in-love-with-the-kissing-capital.html>

<http://metro.co.uk/2011/10/13/montreal-touches-all-parts-of-the-globe-with-its-culturally-rich-cuisine-3426274/>

<http://www.tntmagazine.com/travel/big-trip/montreals-winter-wonderland-fun-things-to-see-and-do-when-its--25c/page/2>

<http://mediacentre.canada.travel/content/ctcblog/10-things-you-need-know-about-montreal>

<http://blogs.gonomad.com/readuponit/2011/06/a-little-bit-about-montreal-from-an-unabashed-local.html>

<http://indiatoday.intoday.in/story/going-gourmet-in-montreal/1/154908.html>

http://www.ny1.com/content/ny1_living/travel/163477/bicycle-sharing-program-proves-popular-in-montreal

<http://www.examiner.com/article/exploring-montreal>

<http://jessmcavoy.com/blog/the-press-trip-to-montreal-bam/>

http://www.curvemag-digital.com/curvemagazine/june_2013?pg=76#pg76

<http://hackingtravel.tumblr.com/post/17929651270/top-100-travel-bloggers-companies-hotels-and-airlines>

[Written by Lesley McGillivray](#)