

EXPEDITION TEAM BIOGRAPHIES

Biography Requirements:

Tagline:

- Include a short sentence (tagline) that captures your area of specialization, expertise, and/or interests to a maximum of 25 words to appear on the top of your bio on our website.
- This is a summary as if you were introducing yourself to someone whom you hope to leave a good impression with (like our guests!). This may seem very little, but an impact statement will be shown under your photo on our site.
 - e.g. Sam is an archaeologist who is passionate about culture, nature, and community. She loves to connect with people and experience new things!

Biography Text for Ship:

- Must be limited to 200 words (keep to a limit of 3 paragraphs, with approximately 60 words per paragraph for easy reading).
- Ensure that the information you provide is concise yet captivating.
- Include any relevant prefixes and the title(s) you have like Dr. (Doctor) or Prof. (Professor).

Website Biography:

- No word limit but keep paragraphs to around 75 words for readability.
- You may opt to use your ship biography for the website. Please indicate if so. If you want to add more photos, please indicate the placement of them in an email sent to team@adventurecanada.com.
- Include any relevant prefixes and the title(s) you have, like Dr. (Doctor) or Prof. (Professor).

Note:

- *If only one bio is received, it will be used as the ship and website version.*
- *Our team reserves the right to action some minor edits to better fit your bio within our template, but that will not impact the content.*
- *Bios that do not follow the above guidelines may be lightly edited for consistency to align with Adventure Canada's in-house style guide.*
- *All expedition team members must submit at least one ship bio. If you don't want to have your bio on our website, please inform us via email.*

Headshot Requirements:

To maintain a consistent look with our biographies, we ask that you follow the guidelines below when submitting your headshot:

- Submit a recent photo that clearly shows your face. Your face should be centred in the frame.
- Sunglasses are not permitted. Your eyes must be fully visible.
- Photos with hats are acceptable when taken outdoors in the field (i.e. driving a zodiac). Adventure Canada or Pang hats are preferred.
- Avoid photos with shadows across your face.
- The image must be scalable for online use and printing (ideally 1mb or 1000px minimum).

If you are unsure about your photo, please reach out before submitting.

Tips for Writing an Adventure Canada Bio

How Your Bio Should Be Written: Writing Style & Tone Guidelines

To ensure consistency across all expedition team bios, please follow these guidelines when writing your biography:

- Write in the third person (e.g. “Alex is a marine biologist...”, not “I am a marine biologist”).
- Keep your bio evergreen. Avoid time-specific language such as:
 - “This is my third expedition with Adventure Canada”
 - “This season”
 - “This year”

Instead, use phrasing that will remain accurate over time (e.g. “*Alex has travelled with Adventure Canada since 2024*”).

- Write in a professional yet warm tone that reflects how you would be introduced to guests on board.
- Avoid overly casual language, jargon, or internal references that may not be clear to guests.
- Focus on experience and perspective, not just your résumé

Questions to answer when writing your biography:

- Where do you live? Where are you from?
- What do you do?
 - e.g. *Biology Professor at Acadia University.*

- How does your background/education/job/expertise relate to your role on board?
- History/connection to Adventure Canada or expedition travel (if applicable)
 - e.g. *Joey has travelled with Adventure Canada since 2006 or Rachel has participated in expeditions to the Canadian Arctic, Greenland, and Iceland.*
- What are some of your interests? Passions?
- What do you like to do in your spare time? What do you do on a typical weekend?

What to do next and how to send your Bio:

Returning Expedition Team Members:

1. Please **find and review** your website bio on the Adventure Canada people page: <https://www.adventurecanada.com/people>.
2. Review the ship bio that was sent by email from our Expedition Team Coordinator.
3. If changes are applicable, send your updated bio to team@adventurecanada.com in a word document.

New Expedition Team Members:

1. Use the tips listed above to help you write your bio in a word document.
2. Select your headshot.
3. Attach the word document and your photo to an email and send it to team@adventurecanada.com.

The bios are essential to our preparations, as they provide important information about each team member. They will be shared with the guests, and other relevant parties to ensure a smooth and successful expedition. Additionally, these bios will help us in creating promotional materials and raise awareness about our team and the incredible journey we are about to embark upon.

*Please **note**: updates to bios will NOT be made on board the ship.
You are responsible for submitting any required updates in advance of your trip.*