

8:00 a.m. – 9:30 a.m.

COFFEE TALK

Moderator: Joe Veneto

Chesapeake G-I

Sponsored by Best Western International Inc.

What business issues are on your mind, top of mind or menacing your mind? Join your industry colleagues for an open exchange to share ideas and concerns and discuss the future of the Industry at large.

Attendees will:

- Share business challenges, success stories and upcoming trends.
- Discover pragmatic solutions for your business.
- Gain valuable insights from this high-energy dialogue.

12:00 p.m. – 1:00 p.m.

DMO Representatives Meeting

Moderator: Alf Nucifora

Chesapeake G-I

Sponsored by the American Bus Association

Join your DMO colleagues for an engaging dialogue on the state of your industry segment. Alf will help you pinpoint the most pressing issues, challenge you to be open and honest in your discussion, and collectively produce relevant strategies that you can take back to the office.

Successful Sales Skills that Create ROI

Speaker: Joe Veneto

Chesapeake 7-9

Sponsored by Alaska Travel Industry Association

Making the most of every selling opportunity to create a return on investment is the key to success at Marketplace. Whether you are a newcomer or seasoned veteran, this session is not to be missed! Attendees will:

- Discover essential skills to conduct effective sales appointments.
- Learn the art of creating questions that will uncover your buyers' motivating factors in order to position your products and services to meet their needs.
- Leverage networking opportunities to drive leads and referral business to you.

Orientation Workshop: Your Script to STARdom

Presented by Orientation Subcommittee Members

Chesapeake D-F

Sponsored by Theatre Direct International

Whether you are a first-time STAR delegate or a Marketplace veteran, this workshop will help you prepare for an exciting and valuable Marketplace week. Marketplace leaders willingly share their expertise and insights and help you discover the "ins and outs" of Marketplace. Discover the secrets to preparing yourself for the Marketplace business floor and ABA's uniquely different Marketplace. Don't miss this dynamic session!

1:15 p.m. – 2:15 p.m.

Operator Business Forum

Moderator: Charlie Zelle, Jefferson Lines

Chesapeake D-F

Sponsored by the American Bus Association

Charlie Zelle, President of Minnesota-based Jefferson Lines, Inc., and ABA Board member, moderates a lively panel discussion during which some of the country's most innovative motorcoach operators share success stories about how their business models have been adjusted and how they use marketing messages touting buses as green, safe, hassle-free, luxurious and affordable transportation to find new markets, boost ridership and bolster business. Attendees will:

- Learn how the market is changing and what you need to do to be successful in the future.
- Discover techniques that you can apply to make your company constantly excel.
- Understand how to differentiate yourself from other travel modes to solidify your existing customer base and tap into new demographic groups.

How to Survive and Thrive in 2010

Speaker: Alf Nucifora

Chesapeake 7-9

Sponsored by Turning Stone Resort & Casino

In this hard-hitting seminar, seasoned tourism marketing consultant, author and academic, Alf Nucifora picks up where he left off last year. He will interpret the economic data, project the anticipated realities of the consumer environment in 2009-2010, and present a ROI-driven remedial plan that will continue to deliver sales in spite of a lackluster market. Attendees will:

- Gain insights into the current economic malaise and public mindset that has driven consumers to place a lock on their wallets and pocketbooks.
- Be privy to economic projections and trends with respect to consumer confidence and spending, and the impact of that data on the travel industry performance in 2009-2010.
- Be provided with actionable tactics and programs that stimulate consumer demand and drive sales.

Receptive Operator Meeting

Moderator: John Kennedy

Chesapeake G-I

Sponsored by the American Bus Association

Join your Receptive Operator colleagues for an engaging dialogue on the state of your industry segment. John will help you pinpoint the most pressing issues, challenge you to be open and honest in your discussion, and collectively produce relevant strategies that you can take back to the office.

2:30 p.m. - 3:30 p.m.

Moving Group Travel Into the Fast Lane

Moderators: Jim Palmeri and Jennifer Powers, GroupConnect

Chesapeake 7-9

Sponsored by GroupConnect

Connection specialists and travel industry veterans Jim Palmeri and Jennifer Powers will show you how GroupConnect, an exclusive benefit for ABA and OMCA members, bridges buyers and suppliers, providing one source for group travel planning. From the paper trail to the computer, GroupConnect has created a tool that will replace labor intensive, time-consuming tasks with the click and hum of internet technology in as little as 7 minutes! Attendees will:

- Learn how GroupConnect will expedite lead generation.
- Consolidate staff research efforts during itinerary development.
- Increase low-cost business-to-business exposure.
- Aid in regional tourism tracking.

☞ Using The Charter Rule As A New Business Tool

Speakers: Crystal Frederick, Federal Transit Administration

Chesapeake G-I

Sponsored by Pigeon Forge Department of Tourism

The charter rule preserving fair treatment for independent bus operators is in jeopardy. Any operator interested in providing charter services on routes formerly monopolized by publicly funded transit systems needs to attend this critical session. Participants will learn what action the Federal Transit Administration is taking, how ABA is working to uphold the free-market spirit of the new rule, and what you can do to make the situation a growth opportunity for your charter service.

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3:45 p.m. – 4:45 p.m.

Deconstructing Successful Marketing Partnerships and Collaborations

Speaker: Alf Nucifora

Chesapeake G-I

Sponsored by Turning Stone Resort & Casino

The feedback has been consistent and unanimous. The #1 expressed need of marketers is for more partnerships, collaborations and peer relationships that deliver new customers and more sales. To address that need, Alf will pass on his experience, wisdom and advice on the planning, negotiation, mechanics and execution of “best practice” marketing partnerships. This is an indispensable program for those who seek exponential value from their limited marketing dollars. Attendees will:

- Learn why partnerships and collaborations are of particular importance and value in recessionary times.
- Acquire knowledge of best-practices and successful case studies in partnership marketing.
- Walk away with specific, how-to steps for identifying, designing, negotiating and executing partnerships and collaborations.

Tools for Occupant Protection Rules

Moderator: Richard P. Schweitzer, PLLC

Chesapeake D-F

Sponsored by Visit Delaware

Join industry experts as they discuss the National Highway Traffic Safety Administration’s recently released Notice of Proposed Rulemaking on occupant protection for motorcoaches. Hear leading safety engineers and scientists discuss safety belts, window egress, roof strength and fire suppression regulatory requirements continuance in the NPRM, and what it means for your business and your passengers.

Social Networking: Finding Your Place

Speaker: Jessica Levin

Chesapeake 7-9

Sponsored by Entertainment Cruises

You can’t turn on the television today or open a newspaper without hearing a reference to YouTube, Twitter, LinkedIn or Facebook. Your business associates keep sending you pesky requests to connect on LinkedIn. What do you do? If you are interested in navigating through the ever-changing world of social media, this session is for you. You might be surprised to learn that you are probably already using social networking tools and don’t even realize it. This session is designed to take the mystery out of the lingo and help you understand how social networking tools can help you both professionally and personally. Attendees will:

- Get a cheat-sheet of social media jargon.
- Receive step-by-step instructions on setting up accounts on LinkedIn, Facebook and Twitter.
- Gain an understanding of how each of the major social media sites work.