

9:30 a.m. – 10:30 a.m.

Contracting And Business Opportunities With Transportation Planning

Speaker: Hal Morgan and Dan Dalton, TLPA in Partnership with FTA

Chesapeake 7-9

Sponsored by Visit Delaware

Contracting specialist Hal Morgan will teach participants how being part of local transportation planning groups (MPO's) can change any Metropolitan Planning Organization meeting into a Motorcoach Promoting Opportunity. Morgan's own story is a model example, showing the value of getting involved early in the transportation planning process, maximizing buses as effective ways to connect travel modes, and proving that doing the right thing for your business can be a result of doing right for the community. Tips and tools on how to effectively present buses as solutions to any planning challenge start with educating others that buses can go anywhere that's paved – and subsidies saved lead to getting your bus services craved. This seminar is critical to any operator looking to build bus business.

Lodging Representatives Meeting

Moderator: John Kennedy

Chesapeake G-I

Sponsored by the American Bus Association

Join your Lodging 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.

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!

11:00 a.m. – 12:00 p.m.

☞ Ensuring Your Success Includes Properly Insuring Your Business

Panel

Chesapeake D-F

Sponsored by Pigeon Forge Department of Tourism

11:00 a.m. – 12:00 p.m. (continued)

Strategic Social Media

Speaker: Jessica Levin

Chesapeake 7-9

Sponsored by Entertainment Cruises

For any business to successfully embrace social networking, it is critical that it has a well planned strategy that fits into the goals and objectives of the organization as well as integration into the overall marketing plan. This session will discuss how to approach social networking from a marketing perspective and how you can effectively use it in your business growth strategy. Attendees will:

- Learn how to create metrics and measure success using social networking.
- Discover tools for monitoring your online brand.
- Understand key points to consider when forming a social media strategy.

Attraction Representatives Meeting

Moderator: Alf Nucifora

Chesapeake G-I

Sponsored by the American Bus Association

Join your Attraction 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.

2:30 p.m. – 3:30 p.m.

Navigating Salesmanship...Part One

Speaker: John Kennedy

Chesapeake G-I

Sponsored by Red Roof Inns

John brings our industry up to speed on the three must-take steps to keeping your sales on the front burner: erosion control, drill deeper and market expansion. John covers all three of these cogent topics in his new two-part series. Part one aligns a total team effort needed to keep the clients you have.

Attendees will:

- Learn how to create a culture of sales and service.
- Implement systems to perpetuate your core values.
- Understand the key reasons why clients leave you.

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.

2:30 p.m. – 3:30 p.m. (continued)

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!

4:00 p.m. – 5:00 p.m.

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.

Navigating Salesmanship...Part Two

Speaker: John Kennedy

Chesapeake G-I

Sponsored by Red Roof Inns

Based on the previous session, John helps you create a complete marketing strategy to squeeze more juice from the orange as well as plant new orange trees. From value-positioning to key separators to marketing and prospecting perfection, John will introduce you to the system that has made his clients millions. Attendees will:

- Produce a complete marketing strategy for immediate prospecting.
- Recognize three key questions you should ask about your company (and the competition).
- Discover the ultimate value of every hour of your day.

Synergize Your Team

Speaker: Joyce Weiss

Chesapeake D-F

Sponsored by Hyatt Hotels & Resorts, Hyatt Place and Hyatt Summerfield Suites

One of the biggest challenges facing managers today is how to keep your star employees from leaving. In this ever-changing workplace, team work is more than a nicety; it’s a necessity. By its very nature, team work creates synergy. There’s just one hitch - it won’t happen all by itself. Examine what an effective team looks like and remove your team’s roadblocks so they can access their creative power. Attendees will:

- Discover how the team can look for opportunity even during challenging times.
- Find easy ways to add more fun at work and lighten up team meetings.
- Use constructive feedback with negative or unproductive team members.