

9:30 a.m. – 10:30 a.m.

Managing and Leading Great Staff and Team Meetings

Speaker: Randall Dean

Chesapeake D-F

Sponsored by American Mountain Theater Inc.

Whether you run staff and team meetings or just attend them, this seminar will help you learn from your meeting experiences and improve your performance. Understanding the causes of most poor, low-value meetings and identifying best practices for making meetings run better will help you run a successful meeting, create value for your attendees and have people come prepared to participate. Attendees will:

- Learn the importance of planning and preparing for meeting success, both for meeting leaders and for participants.
- Anticipate conflict/contentious materials in advance and take early efforts to mitigate.
- Confirm that meetings are consistently creating value for all participants and the organization as a whole.

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.

11:00 a.m. – 12:00 p.m.

Best Practices in Internet Marketing

Speaker: Bill Geist

Chesapeake 7-9

Sponsored by Crescent Hotels & Resorts

For almost all of us, internet envy is a constant struggle. We all know people who traverse the web, read ecommuniques and blogs, listen to podcasts, watch video podcasts and wonder what's next? Sound familiar? Hey, it's not easy keeping up with the twists and turns of Web 2.0. This presentation from Internet marketing expert Bill Geist will get you up-to-date on the latest strategies in connecting with your customers online. Attendees will:

- Recognize how to include blogs, Social Media, video and user generated content in your marketing strategy.
- Realize the importance of imagery and navigation to the buying process.
- Understand why e-mail is still king...and how to make yours sing.
- Come away with ideas that won't cost an arm and a leg and that you can implement within weeks of returning from ABA.

11:00 a.m. – 12:00 p.m. (continued)

Follow the Leader Was So Elementary School. Or Was It?

Speaker: Rich DiGirolamo

Chesapeake D-F

Sponsored by HMSHost

It was a simple game we played in Elementary School. One person was chosen the leader. All the other children lined up behind that leader; he or she moved around and you followed and mimicked whatever the leader did. If you failed to follow the leader's actions, you were out of the game. The last one remaining was the new leader. Let's explore what this game taught us and how we can have fun and be even more effective in our leadership role – both within our organization and our community. Attendees will:

- Make the job of leader easier, more attractive to others, and more fun for everyone.
- Learn that you can be a great leader even when your followers don't follow.
- Identify who the REAL leaders are within your organization.

2:30 p.m. – 3:30 p.m.

Optimizing Your Outlook

Speaker: Randall Dean

Chesapeake D-F

Sponsored by American Mountain Theater Inc.

Learn strategies for better managing your projects and tasks, dealing with those dastardly interruptions and leverage the "Five Key Functions" of MS Outlook for greater productivity. Understanding key strategies for mitigating calendar overload and over-scheduling are key to greater productivity. You can convert e-mails into tasks, calendar items, contacts, and notes with one very simple, quick technique. This seminar will help you get "all of those lists" out of your head and better manage your day. Attendees will:

- Learn a process for limiting the disruptive nature of interruptions while simultaneously managing your forward tasks, projects, and deliverables for greater prioritization.
- Get your calendar to be a more comprehensive tool for effective work and life planning/achievement.
- Use your contact functions to not only track basic contact information, but also build better relationships and save time.

Today's Trends are Tomorrow's Dollars

Speaker: Bill Geist

Chesapeake 7-9

Sponsored by Crescent Hotels & Resorts

Changes in the way consumers choose the travel products they crave, how experience is becoming a hotter commodity than possessions, the time poverty that drives us all...and more. In "Today's Trends," Bill suggests ways to capitalize on these and other changes in lifestyle to increase sales, appreciation, buzz and brand awareness. From traditional media to internet, from designing new experiences to creating messages that resonate, audiences will come away with ideas that they can begin to implement within the week.

Attendees will:

- Capitalize on the majority of consumers that are cutting back on travel because of the economy.
- Develop experiences, products and marketing messages that are relevant.\
- Integrate new communication strategies into your marketing mix.