

EDUCATION SEMINAR SCHEDULE

Friday, Jan. 15

1:00 p.m. – 3:00 p.m.

-  Super Session: Tour Trends for Group Travel

2:30 p.m. – 3:30 p.m.

- Orientation Workshop

3:00 p.m. – 5:00 p.m.

-  Super Session: Product Development Runway

4:00 p.m. – 5:00 p.m.

- Orientation Workshop

Saturday, Jan. 16

8:00 a.m. – 9:30 a.m.

- COFFEE TALK

12:00 p.m. – 1:00 p.m.

- DMO Representatives Meeting
- Successful Sales Skills that Create ROI
- Orientation Workshop

1:15 p.m. – 2:15 p.m.

-  Operator Business Forum
- How to Survive and Thrive in 2010
- Receptive Operator Meeting

2:30 p.m. – 3:30 p.m.

- Moving Group Travel Into the Fast Lane
-  Using the Charter Rules as a New Business Tool
- Orientation Workshop

3:45 p.m. – 4:45 p.m.

- Deconstructing Successful Marketing Partnerships & Collaborations
-  Tools for Occupant Protection Rules
- Social Networking: Finding Your Place

Sunday, Jan. 17

9:30 a.m. – 10:30 a.m.

-  Contracting & Business Opportunities with Transportation Planning
- Lodging Representatives Meeting
- Orientation Workshop

Sunday, Jan. 17 (continued)

11:00 a.m. – 12:00 p.m.

-  Ensuring Your Success Includes Properly Insuring Your Business
- Strategic Social Media
- Attractions Representatives Meeting

2:30 p.m. – 3:30 p.m.

- Navigating Salesmanship...Part One
- Social Networking: Finding Your Place
- Orientation Workshop

4:00 p.m. – 5:00 p.m.

- How to Survive and Thrive in 2010
- Navigating Salesmanship...Part Two
- Synergize Your Team

Monday, Jan. 18

9:30 a.m. – 10:30 a.m.

- Best Practices in Internet Marketing
- Orientation Workshop

11:00 a.m. – 12:00 p.m.

- How to Get More Business in Today's Economy Without Increasing Your Marketing Budget
- Leading From the Rough

2:30 p.m. – 3:30 p.m.

- Facilitation Skills for Leaders: How to Build Trust
- Taming the E-mail Beast

4:00 p.m. – 5:00 p.m.

- Today's Trends are Tomorrow's Dollars
- Permission to Speed: A Road Trip to Success

Tuesday, Jan. 19

9:30 a.m. – 10:30 a.m.

- Managing and Leading Great Staff and Team Meetings
- Moving Group Travel Into the Fast Lane

11:00 a.m. – 12:00 p.m.

- Best Practices in Internet Marketing
- Follow the Leader Was So Elementary School. Or Was It?

2:30 p.m. – 3:30 p.m.

- Optimizing Your Outlook
- Today's Trends are Tomorrow's Dollars



These special sessions are included in your Marketplace registration.



Operator Focused Seminar

MARKETPLACE 2010

JANUARY 15-19, 2010

NATIONAL HARBOR, MD