

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

1:00 p.m. – 3:00 p.m.

♥ Super Session: Tour Trends for Group Travel

Speaker: Joe Veneto

Chesapeake 7-9

Sponsored by Alaska Travel Industry Association

Get a jump on the competition by attending this special session where Joe Veneto gives you the tools you need to stay ahead. The demographics and psychographics of the group travel market continue to shift in dramatic ways. Today's travelers are healthier, better educated and more sophisticated than those of previous generations. Attendees will:

- Uncover the major trends and marketplace changes affecting group travel and the impact on DMO's, Suppliers and Operator product decisions.
- Explore niche market segments and affinity groups that may be new and emerging markets for customers.
- Discover the strategic implications for the future of group travel and your business.

2:30 p.m. – 3:30 p.m.

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!

3:00 p.m. – 5:00 p.m.

♥ Super Session: Product Development Runway

Speaker: Joe Veneto

Chesapeake 7-9

Sponsored by Alaska Travel Industry Association

Hitting the Runway to Reinvention is essential for destinations, travel suppliers and operators who want to meet the ever-changing tastes and demands of today's travelers. A series of session exercises will uncover your destination drivers and the key elements that will allow you to prototype, test and roll out new packages to the market. Attendees will:

- Discover the essential elements for developing and building compelling products, packages and itineraries.
- Learn how to build themed products that create emotional connections to travelers' interests.

4:00 p.m. – 5:00 p.m.

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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.

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Chesapeake D-F

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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.

Orientation Workshop: Your Script to STARdom

Presented by Orientation Subcommittee Members

Chesapeake D-F

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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.

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

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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

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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:

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2:30 p.m. – 3:30 p.m. (continued)

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Sponsored by Turning Stone Resort & Casino

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- 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.

9:30 a.m. – 10:30 a.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.

Orientation Workshop: Your Script to STARdom

Presented by Orientation Subcommittee Members

Chesapeake D-F

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11:00 a.m. – 12:00 p.m.

How to Get More Business in Today's Economy Without Increasing Your Marketing Budget

Chesapeake 7-9

Speaker: Joyce Weiss

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

This workshop will teach you techniques to expand your network client base and positively affect your bottom line. Joyce has researched businesses that constantly change in order to keep ahead of their competition and to fit the needs of their customers, and she will share these best practices with you. Come prepared to learn, laugh, and recharge! Attendees will:

- Discover how to differentiate themselves from the competition.
- Reinforce the importance of creating networking partnerships both face to face and on-line.
- Remove barriers when selling to others.

11:00 a.m. – 12:00 p.m. (continued)

Leading From the Rough

Speaker: John Kennedy

Chesapeake D-F

Sponsored by Red Roof Inns

In these ever-changing times, now more than ever there is a need for effective and successful leadership. From motivation without the money to respect-level leadership, John is not afraid to attack this issue head-on. It is time to step up or step off and John's dynamic style will lead the way. Attendees will:

- Discover the Canolli Factor of Motivation and Retention.
- Realize how to zero in on the producers as well as the problem child.
- Appreciate why mediocrity is not welcome in your house...now or ever again!

2:30 p.m. – 3:30 p.m.

Facilitation Skills for Leaders: How to Build Trust

Chesapeake D-F

Speaker: Joyce Weiss

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

Creating an environment of trust is a challenge for many leaders. What can a leader do when no one disagrees because of fear of conflict? Passivity and sarcasm usually result when employees fear retribution for telling the truth. This program will give you tips on how to use facilitation skills in order to achieve your desired results. Participants will be better prepared to encourage employees to speak honestly and not filter brutal facts. Attendees will:

- Recognize the danger when egos become more important than results.
- Learn practice exercises to build communication bridges.
- Design a code of honor to govern the internal behavior of the team.

Taming the E-mail Beast

Speaker: Randall Dean

Chesapeake 7-9

Sponsored by American Mountain Theater Inc.

Is your email in box out of control? Most people see email as a constant interrupter that keeps them from focusing on important tasks. Your personal habits might make e-mail/information overload even worse. This seminar will show you a proven e-mail organization system to help you create an appropriate place for all of your archival e-mails. You will build a new routine to be in control of your e-mail account and learn how to get your inbox clean without missing important "to do's". Attendees will:

- Take your email account from "messy and disorganized" to "clean and controlled".
- Identify when e-mail is not the best or most efficient mode of communication, and learn when to stop unproductive and annoying "e-mail loops".
- Learn how to convert e-mails into tasks, calendar events, and new contacts, allowing those messages to be moved or deleted from your inbox.

4:00 p.m. – 5:00 p.m.

Today's Trends are Tomorrow's Dollars

Speaker: Bill Geist

Chesapeake D-F

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.

Permission to Speed: A Road Trip to Success

Speaker: Rich DiGirolamo

Chesapeake 7-9

Sponsored by HMSHost

What can five strangers teach you about business success? Pack your bags, secure your seatbelt and come take a forty-mile journey that might change what you think about your organization, the people you work with or perhaps even the people you hang out with. Learn how to redirect your organizations thinking, spark a change in attitudes, and drive your team to greater success. Oh, and you might also learn a useful thing or two about yourself; which is really why you're attending this session in the first place...right?

Attendees will:

- Incorporate effective communication strategies for building relationships.
- Learn how to use IGNORE-ance to conquer limiting belief systems.
- Find your teammates hidden qualities and drive the BUSIness forward.

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:

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- 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

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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.