

Marketplace 2010 Education Seminar Speaker Request for Proposal

Organization Profile

The American Bus Association (ABA) is the trade association for the intercity bus industry representing more than 3,500 companies in North America. Members include more than 1000 motorcoach and tour operator companies, as well as 2,500 other organizations representing the travel and tourism industry, and suppliers of bus products and services.

Venue

The annual **American Bus Marketplace** is the premier, trade-only event for the group travel segment of the motorcoach industry. The nucleus of the convention is sequential business sessions where Buyers and Sellers meet in seven minute, prescheduled appointments to arrange group tours. In addition, Marketplace provides a full educational program consisting of approximately 40 one-hour seminars, requiring the services of professional speakers.

Scope of Work

Our entire Marketplace education program consists of concurrent one-hour breakout sessions, serving a total seminar attendance of more than 3000 people, with approximately 40-130 attendees per session. As a reference, a copy of our most recent Marketplace education program is attached.

- **Dates/Location:** Jan. 15-19, 2010
Washington, DC
- **Requirements:** Speaker considerations are based on the ability to provide seminar(s) from the topic headings listed in the table below. Ideally, a speaker is able to produce two to three different seminars. (For example, two “creative thinking” topics by the same speaker may be offered if the presentations were dissimilar in content.)

TOP 5 TOPICS PER EDUCATIONAL TRACK		
Professional Development	Business Management	Industry Tools
Creative Thinking	Sales/ Strategies	Tourism Trends/ Issues
Time Mgmt. / Self-Management	Marketing	Consumer Trends/ Behavior
Business Etiquette	Public Relations	Tour Packaging
Communication/ Verbal	Advertising/ Broadcast/ Print	Sales/ Skills
Problem Solving	Sales/ Management	Networking

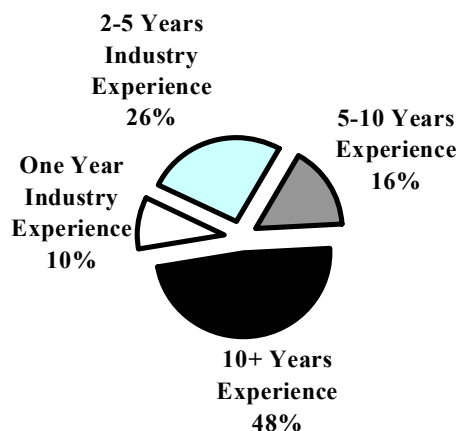
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- **Budget Criteria:** Marketplace education seminar speakers are paid \$900-\$1200 per seminar, plus speaker lodging at an American Bus Association host hotel, \$35 per day for meals and coach-class transportation expenses as applicable in accordance with the American Bus Association speaker contract. The American Bus Association will work with speakers to schedule seminars back-to-back, in a half-day format, or in one day if needed.
- **Deposit Monies:** A 50% deposit of the speaker fees will be submitted upon receipt of a fully executed signed contract. The balance of the fees will be forwarded following the presentation.
- **Speaker Promotion:** ABA uses various promotional vehicles to publicize the Marketplace educational curriculum, and exposes featured speakers to more than 3000 ABA member-companies. Promotions may include pre-convention direct mail pieces, sponsor promotion, Web site spotlight, ABA publications, the Official Marketplace Program and post-convention pieces/features.

Audience

Seminar attendees include representatives from official state or provincial tourism entities, convention and visitors' bureaus, theme parks, museums, theaters, restaurants, casinos and receptive tour services; independent or chain-affiliated lodging establishments, management companies and national hotel chains; and tour operators and motorcoach companies.

- **Mix:** Our audience is highly diversified with varied educational backgrounds, life experiences and job titles ranging from sales representative, to product development, executive-level management and owners. Most conference delegates have attended college; range in age from 26-60; work in fast-paced environments of small to medium-sized organizations; have traveled extensively; and value their time away from job, family and friends.
- **Gender:** 72% Female, 28% Male
- **Tour and Travel Industry Experience:**



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Decision-Making Process

Uniquely, ABA relies closely on the direction and recommendations made by the Marketplace Education Subcommittee in hiring speakers. This Subcommittee identifies seminar topics, reviews speakers and helps to manage this educational curriculum on a volunteer basis. Our Education Subcommittee Chairman or subcommittee members may contact you for additional speaker or topic information. However, please be aware that decisions regarding commitments, contracts and financial arrangements remain the sole discretion and responsibility of the American Bus Association.

Timeline

- **December 2008** ABA to send RFP's and solicits speaker information for initial consideration.
- **March 1, 2009** Speaker proposals and supporting materials due to ABA (including the provided proposal cover form).
- **March 11-12, 2009** The Education Subcommittee will meet to review speaker bios and videotapes for possible inclusion in the Marketplace education program. Results will be tabulated and the initial curriculum and timetable will be developed.
- **April 2009** The American Bus Association will begin contacting speakers.

Submission

Please contact us should you require additional information or further clarification. For background information about our association, visit our Web site at www.buses.org. Proposals should include speaker biographical information, seminar topics or outlines, videotapes or audio recordings and proposed fees. Please forward your proposal materials (including the provided proposal cover form) no later than March 1, 2009 to:

**American Bus Association
Vicki Osman
700 13th St NW, Suite 575
Washington, DC 20005
Phone: (800) 283-2877
E-mail: vosman@buses.org**

We appreciate your review of this proposal request and your interest in serving our valued membership.