



EDUCATE DISCOVER GATHER EVOLVE

2018 INTERNATIONAL CONFERENCE • LAS VEGAS, NV

Affiliate Workshop Sessions

June 12, 2018			
10:00am - 11:00am			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Grow Your Business with Successful Consumer Events</p> <p>Presenter Names: Melissa Dobmeier & Liz Cherne, Travel Leaders Network</p> <p>Local events are a key way for you to market your business. What you do before, during and after an event or trade show can make or break the time and money you invest. This training will share ideas and best practices for holding successful consumer events!</p>	<p>Beginner, Intermediate</p>	<p>Marketing Tactics</p>	<p>ALL</p>
<p>Social Media Quick Starter</p> <p>Presenter Name: Sara Lantto, Travel Leaders Network</p> <p>In this workshop, we will provide you with an overview of the variety of Social Media channels that exist today (Facebook, Twitter, Pinterest & Instagram). We will take you on a tour through the Social Media Studio where you will be provided with a variety of resources to refer to when you are back in the office. In addition, we will share the all NEW Social Share tool that will simplify and speed up the day-to-day.</p> <p>Prerequisite: Must have access to Agent Universe for Social Media Studio. Must have Agent Profiler for Social Share.</p>	<p>Beginner</p>	<p>Social Media</p>	<p>ALL</p>
<p>Benefits of the New American Express Apex Program</p> <p>Presenter Name: Angie Licea, Travel Leaders Group</p> <p>Haven't signed up yet for Apex, our exciting new program in Partnership with American Express? Join this lively discussion about the benefits and requirements of the Apex program. During this session, you will learn about how you can redeem your clients' American Express Reward points for commissionable travel, and offer them new exclusive travel benefits/discounts and earn new incentive bonuses.</p>	<p>Beginner</p>	<p>Owning the Business</p>	<p>Owner</p>

June 12, 2018

10:00am - 11:00am continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Marketing to Honeymoon and Destination Wedding Customers</p> <p>Presenter Name: Carrie Brandt, Travel Leaders Group</p> <p>The bridal segment is a unique group of customers that we will help you explore through learning how to find brides, marketing to them and in turn, creating a customer for life. We will walk through the steps of prospecting through selling and utilize the tools we have created for you to be successful in this space.</p> <p>Specialist Credits: Provides credits for the Honeymoon & Destination Wedding Specialist program.</p>	Intermediate	The Romance Market	ALL
<p>Entrepreneurship Excellence</p> <p>Presenter Name: Stuart Cohen, President & Chief Motivation Officer, SLC ETC CORP.</p> <p>The rigors of owning a travel business are more daunting than ever. Consistently increasing performance and profits require keen stewardship. Stuart Cohen, a business coach, startup mentor and owner of multiple businesses will discuss the smarter strategies of successful ownership that will help transform a travel business from good to great. If you can think big Stuart will help you do big!</p> <ul style="list-style-type: none">• Leadership methods that inspire high performance and big results• The entrepreneur mind-set that reduces risk and raises value• Best ownership practices to keep you ahead and on top	Appropriate for all levels	Owning the Business	Owners Independent Contractors
<p>FITs – Making It to the Finish Line</p> <p>Presenter Name: Marnie Brown, Travel Leaders Group</p> <p>The bane of many travel agents' existence, FITs can be time consuming to research, confusing to piece together and sometimes all for naught.</p> <p>In this workshop, we will discuss how to select the right supplier, build itineraries using some of the latest technology tools, charge service fees and finally - know when, and when not to turn to an In-Country Partner.</p> <p>Specialist Credits: Provides credits for the Luxury Specialist program.</p>	Beginner	Let's Focus on the Customer	ALL

June 12, 2018

10:00am - 11:00am continued

Title and Description	Knowledge Level	Learning Track	Audience
<p><i>Understanding the Legal Landscape as it relates to Host Agencies & IC programs today.</i></p> <p>Presenter Name: Mark Pestronk, Travel Attorney and Travel Leaders Network Agency Owner</p> <p>Host Agency Owners/Managers need to be readily equipped and having the right legal information is business imperative. Host Agencies have understood for the past 8 years under the Obama administration what ways to protect your business as it relates to IC's. TODAY a new administration has taken office. Come learn about how to proactively manage your independent contractor programs in 2018 and beyond. (Topics to include: Fraud, Transfer of bookings, Classification and Independent Contractor Agreements) NOTE: The portion of this workshop that deals with the "reclassification problem" will not apply to Canadian agencies</p>	Appropriate for all levels	Owning the Business	Host Agency Owners
<p>Selling Active & Adventure Travel</p> <p>Presenter Name: Perry Lungmus, CTC, Travel Leaders Network & The Adventure Travel Trade Association</p> <p>The subject of Active & Adventure Travel often evokes thoughts of risky and extreme activities undertaken by a small number of super-enthusiasts. But in reality, travelers spend over \$120 billion annually on "soft adventures" such as biking, walking, wildlife safaris and expedition cruising. Join Travel Leaders Vice President Perry Lungmus and representatives from the Adventure Travel Trade Association for an introduction to Active & Adventure Travel that thoroughly explains why owners and sales agents should consider a focus on this fast-growing segment and how every agent can use existing Travel Leaders programs to become a specialist in selling the type of active travel they enjoy most.</p> <p>Specialist Credits: Provides credits for the Active & Adventure Specialist program.</p>	Beginner Intermediate	Niche Markets	ALL
<p>Introducing the NEW Certified Group Travel Specialist Program</p> <p>Presenter Name: Darlene Mongoven, CTC, Travel Leaders Network</p> <p>Are groups your niche? Would you like to specialize in Group Travel? Join us to learn about the New Certified Group Travel Specialist Program, the newest program that has been added to our specialist programs. We will walk through the program and its components so that you can get started on your Group Travel Certification.</p> <p>Specialist Credits: Provides credits for the Group Travel Specialist program.</p>	Appropriate for all levels	Group Travel	ALL

June 12, 2018

10:00am - 11:00am continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Travel Leaders Group Hotels – The Perfect Complement for your Client’s Travel!</p> <p>Presenter Name: Nancy Griffin, Travel Leaders Network</p> <p>Are you missing out? The Travel Leaders Group Hotel programs offer competitive rates and exclusive amenities for your clients at thousands of hotels worldwide. And for you they are easy to find and book and offer excellent commission. Come to this session to learn the best way for you to take advantage of this exclusive Travel Leaders program.</p> <p>Specialist Credits: Provides credits for the Leisure, Luxury, and Active & Adventure Specialist programs.</p>	Beginner	Travel Leaders Group Hotel Programs	ALL
<p>What is AgentMate? Is it right for me?</p> <p>Presenter Name: Debbie Tatum, Travel Leaders Group</p> <p>This workshop will be a high-level overview of various features and functions within the AgentMate application, including the frontline sales process as well as opportunities for back office travel accounting management. Standard processes within AgentMate for Creating and Managing travel reservations, Tracking and Closing Leads, and Maintaining Client Relationships will be covered. These processes will highlight how an agency can take advantage of integrations with TLG programs and select preferred partners. The target audience will include owner/managers interested in implementing a new CRM/back office-accounting system within their agency. Frontline Agents and Independent Contractors may attend with Owner/Manager permission.</p> <p>Prerequisite: AgentMate is a contracted program and will require an Owner/Manager to sign an agreement for use before any Frontline Agents or Independent Contractors are granted access. Some programs integrated within AgentMate may require a separate agreement or account for participation.</p>	Beginner	AgentMate	ALL
<p>How to Manage and Lead Effectively in Today’s Changing Market</p> <p>Presenter Name: Deanna Fjelsted, Travel Leaders Network</p> <p>Changes affecting organizations today are coming fast. These changes are forcing organizations to reconsider how they manage, attract, retain and engage employees. If you are looking for more effective ways to lead your team, and are ready to embrace new ideas. This is the workshop for you.</p>	Appropriate for all levels	Managing People in your Business	Owners/Managers

June 12, 2018

10:00am - 11:00am continued

Title and Description

Knowledge Level

Learning Track

Audience

Orientation to Travel Leaders Network

Presenter Name: Stella Zeheralis, Travel Leaders Network

Welcome to Travel Leaders Network! If you are new to the organization, or feel you are not taking full advantage of Travel Leaders Network, this is your opportunity to get an overview of all the tools and resources available to you such as Agent Universe, our booking tools, marketing tools and our exclusive Travel Leaders Network programs

Beginner

Travel Leaders Network Programs

Frontline Agent Independent Contractor

Get Organized: Click Save and Send!

Presenter Name: Nancee Klein, Travel Leaders Network

Back by Popular Demand!

Our expert will guide you in the implementation of Google Docs and canned email responses to save time in your office. Learn how to utilize google docs for training, frequently used documents, & reporting throughout your office as well as how to quickly communicate with clients by using canned email responses so you don't lose that important lead.

This is a repeat from the 2017 Travel Leaders Network International Conference

Beginner

It's All About YOU

ALL

June 12, 2018			
11:15am - 12:15pm			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Marketing Yourself Through your Agent Profile</p> <p>Presenter Names: Cory Voss, Travel Leaders Group & Jim Nathan, CTA, Travel Leaders Network</p> <p>Writing and publishing your Agent Profile on TravelLeaders.com is a great start to generating inquiries from interested new clients. But that's only the beginning of how to leverage this tool. In this class, you will learn about how to leverage multiple profiles, attract the attention of the search engines, cross promote on social and other review sites and use your profile to enhance your standing with your current clients.</p> <p>Prerequisite: This is for agents who have a published Agent Profiler Profile.</p> <p>Specialist Credits: Provides credits for the Leisure, Luxury, Active & Adventure, Honeymoon & Destination Wedding, and Group Travel Specialist programs.</p>	Appropriate for all levels	Marketing Tactics	Frontline Agent Independent Contractor
<p>Creating & Sharing Content on Social Media</p> <p>Presenter Name: Sara Lantto, Travel Leaders Network</p> <p>Learn how to create content with what's readily available to you on FAM Trips, client trips and your own trips. We will experiment with Facebook Live, Instagram Stories and SnapChat Stories live in class. We will share the potential Social Media can have on your business with a marketing budget that you can take back to the office as well as the NEW Social Share and how that can benefit you and your business. Be prepared to share your stories of what's working and where you are feeling challenged – this will be an engaging session!</p> <p>Prerequisite: Must have at least one Social Media account (Facebook, Twitter, Pinterest, Instagram, SnapChat or LinkedIn). Must have access to Agent Universe to access Social Media Studio, must have an Agent Profile for Social Share.</p>	Intermediate	Social Media	ALL
<p>Growing Your Sales through Demand Generation Programs</p> <p>Presenter Name: Brian Hegarty, Travel Leaders Group</p> <p>This session will cover a broad range of demand generation opportunities including Agent Profiler, Vacation, 3rd party, local marketing and more!</p>	Appropriate for all levels	Marketing Tactics	ALL

June 12, 2018

11:15am - 12:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>The Future of Romance Travel</p> <p>Presenter Name: Carrie Brandt, Travel Leaders Group</p> <p>Introducing generation Z! Let's take a look at the travel habits of a new generation and how it will change what we know about romance travel.</p> <p>Specialist Credits: Provides credits for the Honeymoon & Destination Wedding Specialist program.</p>	Intermediate	The Romance Market	ALL
<p>Tax Reform: How to Capture the Value of your Business</p> <p>Presenter Names: Andy Capistrant, Tax Partner & Brianna Matzek, CPA, Tax Manager, RSM US LLP</p> <p>The United States has enacted the first major overhaul of its federal income tax system in more than 30 years. Now that tax reform is here, we will discuss some of the key tax law changes applicable to your business to help you minimize your income tax liability from current operations. We will discuss tax structuring and strategies for a future liquidity event.</p> <p>This workshop will focus on the U.S. retail travel agency. If you are an independent contractor, please attend the workshop at 4:45 p.m.</p>	Appropriate for all levels	Owning the Business	Owner/ Manager
<p>Turn a Customer Complaint into an Opportunity</p> <p>Presenter Name: Deanna Fjelsted, Travel Leaders Network</p> <p>100% Customer Satisfaction is a great goal, but what happens when you fall short? A customer complaint can actually be an opportunity in disguise. Whether it is a negative online review, or a customer that walks in your door, this workshop will give you the tools and steps you can take to turn the negative into a positive.</p>	Appropriate for all levels	Let's Focus on the Customer	ALL
<p>IC Hosting 101: How to Start a Host Agency</p> <p>Presenter Name: Lea Diele, CTIE, Travel Leaders Network</p> <p>You've read the news: nearly half of all selling travel agents are now Independent Contractors (ICs) and many observers believe becoming a Host agency is the future of the industry. But exactly what do owners new to hosting need to consider in order to get started, operate profitably and mitigate issues? Join Travel Leaders' host agency specialist, Lea Diele, for an introduction to IC hosting with practical steps, along with tips and resources, to position your company for hosting success.</p>	Beginner	Owning the Business	Owner

June 12, 2018

11:15am - 12:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>In-Country Partners – Curators of Truly Unique Experiences</p> <p>Presenter Name: Marnie Brown, Travel Leaders Group</p> <p>“Experiential” travel is so popular today that almost every operator offers activities to satisfy the ever-increasing demand. So, when your client says they want something “unique” – what can you offer? When your clients say they want to “get away from the crowds” (but not venture too far from their comfort zone) – where can they go?</p> <p>In this workshop, we will take a close look at some of the most amazing experiences created by our In-Country Partners. Experiences that have been carefully structured and designed to get your clients off the proverbial beaten path and connect with a destination on a deeper more emotional level. We will discuss ways to present these to your clients, and set the stage for an incredible upsell.</p> <p>Specialist Credits: Provides credits for the Luxury Specialist program.</p>	Intermediate	Niche Markets	Frontline Agent Independent Contractor
<p>Sharpen your Marketing Strategies for your Group Travel Business</p> <p>Presenter Name: Darlene Mongoven, CTC, Travel Leaders Network</p> <p>Marketing is key to successful group travel sales. Join us to explore techniques that will sharpen your group travel marketing skills.</p> <p>We will explore different marketing avenues including social media and holding group events. Come to this workshop prepared to share your ideas and strategies as this is an interactive workshop.</p> <p>Specialist Credits: Provides credits for the Group Travel Specialist program.</p>	Intermediate	Group Travel	ALL
<p>\$ave Time, Earn More with pinSIGHT</p> <p>Presenter Name: Nancee Klein, Travel Leaders Network</p> <p>Learn more about pinSIGHT. Travel Leaders Group online hotel booking tool that combines wholesale, OTA and GDS rates into a single booking platform for easy, flexible hotel bookings. pinSIGHT earns you more while saving your time.</p> <p>Specialist Credits: Provides credits for the Leisure Specialist program.</p>	Beginner	Travel Leaders Group Hotel Programs	ALL

June 12, 2018			
11:15am - 12:15pm continued			
Title and Description	Knowledge Level	Learning Track	Audience
<p>AgentMate Features, Functions, and Enhancements</p> <p>Presenter Name: Kevin Kimes, Travel Leaders Group</p> <p>We will discuss under-utilized features and functions within the application and how they could be rolled out to the advantage of agencies; some of these will be features created during the 2017 calendar year. We will also discuss some of the key objectives that are and will continue to drive development in the 2018-2019 year.</p> <p>Prerequisite: Users must be the Owner/Manager of the agency or approved as a representative by the Owner/Manager of the agency.</p>	Intermediate Advanced	AgentMate	Owner/ Manager
<p>Managing Employee Performance Issues</p> <p>Presenter Name: Gloria Stock Mickelson, CTIE, ACC, Travel Leaders Network</p> <p>What is the most important thing for a manager to do when faced with an employee performance issue? The answer is “manage the issue”. This workshop will focus on strategies for determining the nature of the employee issue and then facilitating the discussion with the employee. Learn how the two of you can have a productive discussion and improve the employee behavior.</p> <p>Prerequisite: This workshop is designed for anyone who has direct reports whether new or experienced in management.</p>	Intermediate	Managing People in your Business	Owner/ Manager
<p>CruisePRO News and Tips</p> <p>Presenter Name: Nancy Griffin, Travel Leaders Network</p> <p>Are you using CruisePRO to its highest potential? Get the latest news and tips on CruisePRO, your exclusive cruise booking tool. Learn about adding multiple past passenger numbers, where to request a special diet, the benefits of using Fast Sell and how easy it is to get information on Cruise Space sailings and promotions. CruisePRO saves you time and helps you find the right cruise for your clients.</p> <p>Specialist Credits: Provides credits for the Leisure Specialist program.</p>	Intermediate	Travel Leaders Network Programs	Frontline Agent Independent Contractor

June 12, 2018

11:15am - 12:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Turning Time Wasters into Time Savers</p> <p>Presenter Name: Lisa Owers, CTA, The Travel Institute</p> <p>You start the day with good intentions and an orderly schedule, then spend the day putting out fires. Does this sound like you? Join Lisa Owers, CTA, Content Development Manager of The Travel Institute for this engaging session where you will learn how to optimize your day by:</p> <ul style="list-style-type: none">• Identifying your time Robbers• Developing Time Management strategies that fit your needs• Taking advantage of practical tips that will help you become more productive	Beginner Intermediate	It's All About YOU	ALL
<p>Travel Leaders Associate Division</p> <p>Presenter Name: Ron Cerko, Travel Leaders Network</p> <p>Have you heard the terms Associate and Affiliate members? Do you ever wonder what the benefits of being Travel Leaders Associate? Are you looking for ways to accelerate your growth in the leisure segment, business travel, or as a Host agency? This is the workshop for you to learn what being an Associate might mean to your overall business strategy.</p> <p>Agency Requirements: Store front or Retail location, at least \$3M in revenue, ARC Appointed.</p>	Intermediate Advanced	Owning the Business	Owner/ Manager

June 12, 2018			
3:00pm - 4:00pm			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Using ClientBase for Engagement Select Marketing</p> <p>Presenter Name: Karen Steuerwald, Travel Leaders Network</p> <p>This workshop will focus on ClientBase Windows version. We will discuss what ClientBase data is needed for the Engagement Select Marketing Program. We will also cover the importance of marketing codes and Res Card Data. It doesn't stop there. We'll review over how Agent Profiler and the Online Leads drop into ClientBase. You won't want to miss this workshop.</p> <p>Prerequisite: For new and experienced ClientBase Windows or Online (CRM) User.</p>	Beginner	Marketing Tactics	Owner/ Manager
<p>Highly Targeted Social Media Advertising</p> <p>Presenter Name: Sara Lantto, Travel Leaders Network</p> <p>You will be sure to find the right opportunity for your business as we review a variety of Advertising opportunities across Social Media channels. Learn to create highly targeted campaigns at an advanced level to ensure your content is seen by the right audience. Be prepared to share your wins as well as openly discussing challenges and help provide solutions to others – This will be a highly engaging session! Also, learn about the NEW Social Share and how that can benefit you and your business as well as readily available tools on Agent Universe.</p> <p>Prerequisite: Must have a Facebook or LinkedIn Business Page. Must have access to Agent Universe to access Social Media Studio, must have an Agent Profile for Social Share.</p>	Advanced	Social Media	ALL

June 12, 2018

3:00pm - 4:00pm continued

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<p>Marketing to Honeymoon and Destination Wedding Customers</p> <p>Presenter Name: Carrie Brandt, Travel Leaders Group</p> <p>The bridal segment is a unique group of customers that we will help you explore through learning how to find brides, marketing to them and in turn, creating a customer for life. We will walk through the steps of prospecting through selling and utilize the tools we have created for you to be successful in this space.</p> <p>Specialist Credits: Provides credits for the Honeymoon & Destination Wedding Specialist program.</p>	Intermediate	The Romance Market	ALL
<p>Champagne Strategies on a Beer Budget</p> <p>Presenter Name: Rich Kizer & Georganne Bender, Kizer & Bender Speaking</p> <p>Have you longed to host traffic-building events and promotions that draw customers to your travel agency? Would you like to have at least one no-cost, low-cost event penciled in for each month on your promotional planning calendar? This is the sales-building seminar you've been waiting for!</p> <p>Whether you run a brick and mortar travel agency or are an independent contractor with a home office, you'll learn the secrets to running a successful promotional event, plus all the pre and post planning essentials you'll need to go along with it.</p> <p>Get ready for some crowd control as Rich Kizer and Georganne Bender share holiday, seasonal and year-round events and promotions; how to run contests; how to create cross-promotions; how to engage and connect with customers to build repeat business; and more, plus all the pre and post planning essentials you'll need to go along with them.</p> <p>Champagne Strategies on a Beer Budget is loaded with non-stop traffic-building, profit-producing, attention-grabbing, sales-generating, competition-miffing, customer-winning retail promotions you just can't afford to miss!</p>	Appropriate for all levels	Owning the Business	ALL
<p>The Evolution of Luxury Travel: It's Personal</p> <p>Presenter Name: Perry Lungmus, CTC, Travel Leaders Network</p> <p>The evolving perception of "luxury" to affluent travelers means a significant change how the travel industry successfully delivers a satisfying experience. While service and quality still rate, the travel themes of simplicity and meaningfulness now rule. So what does this mean for agents hoping to stake their claim in an increasingly complex luxury marketplace? Join Travel Leaders Vice President, Perry Lungmus, for insight into trending traveler attitudes, shifting supplier strategies and the Travel Leaders tools that agents can use to attract and keep high value customers.</p> <p>Specialist Credits: Provides credits for the Luxury Specialist program.</p>	Intermediate Advanced	Niche Markets	ALL

June 12, 2018

3:00pm - 4:00pm continued

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<p>Making Money Selling Air</p> <p>Presenter Name: Airline Relations Team, Travel Leaders Group</p> <p>This workshop will provide you with some options on selling air to fully service your clients! The best part is that you will be driving revenue to your bottom line. We will discuss utilizing Air Consolidators to maximize your revenue as well as looks for other air opportunities available to you!</p> <p>Specialist Credits: Provides credits for the Leisure and Luxury Specialist programs.</p>	Beginner	Owning the Business	ALL
<p>Become a Certified Accessible Travel Advocate</p> <p>Presenter Name: Jim Smith, CTIE, President, Jimsmithctie, Inc.</p> <p>The Special Needs Group Certified Accessible Travel Advocate Program™ will provide Travel Professionals with more knowledge and information on the Special Needs/Accessible Travel market which is the fastest growing segment in the Travel Industry.</p> <p>This exciting workshop will focus on the size and scope of the Special Needs market, the nature and ramifications of the Americans with Disabilities Act plus how to match the customer needs with the right equipment and how to market yourself effectively in this market.</p> <p>This workshop includes the certification test so you will walk away as a Certified Accessible Travel Advocate.</p>	Any Level	Niche Markets	ALL
<p>Introducing the New Certified Group Travel Specialist Program</p> <p>Presenter Name: Darlene Mongoven, CTC, Travel Leaders Network</p> <p>Are groups your niche? Would you like to specialize in Group Travel? Join us to learn about the New Certified Group Travel Specialist Program, the newest program that has been added to our specialist programs. We will walk through the program and its components so that you can get started on your Group Travel Certification.</p> <p>Specialist Credits: Provides credits for the Group Travel Specialist program.</p>	Any Level	Group Travel	ALL
<p>Travel Leaders Group Hotels – The perfect complement for your client’s travel!</p> <p>Presenter Name: Nancy Griffin, Travel Leaders Network</p> <p>Are you missing out? The TLG Hotel programs offer competitive rates and exclusive amenities for your clients at thousands of hotels worldwide. And for you they are easy to find and book and offer excellent commission. Come to this session to learn the best way for you to take advantage of this exclusive Travel Leaders program.</p> <p>Specialist Credits: Provides credits for the Leisure, Luxury, and Active & Adventure Specialist programs.</p>	Beginner	Travel Leaders Group Hotel Programs	Frontline Agent Independent Contractor

June 12, 2018

3:00pm - 4:00pm continued

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<p>What is AgentMate? Is it right for me?</p> <p>Presenter Name: Debbie Tatum, Travel Leaders Group</p> <p>This workshop will be a high-level overview of various features and functions within the AgentMate application, including the frontline sales process as well as opportunities for back office travel accounting management. Standard processes within AgentMate for Creating and Managing travel reservations, Tracking and Closing Leads, and Maintaining Client Relationships will be covered. These processes will highlight how an agency can take advantage of integrations with TLG programs and select preferred partners. The target audience will include owner/managers interested in implementing a new CRM/back office-accounting system within their agency. Frontline Agents and Independent Contractors may attend with Owner/Manager permission.</p> <p>Prerequisite: AgentMate is a contracted program and will require an Owner/Manager to sign an agreement for use before any Frontline Agents or Independent Contractors are granted access. Some programs integrated within AgentMate may require a separate agreement or account for participation.</p>	Beginner	AgentMate	ALL
<p>How to Manage and Lead Effectively in Today's Changing Market</p> <p>Presenter Name: Deanna Fjelsted, Travel Leaders Network</p> <p>Changes affecting organizations today are coming fast. These changes are forcing organizations to reconsider how they manage, attract, retain and engage employees. If you are looking for more effective ways to lead your team, and are ready to embrace new ideas. This is the workshop for you.</p>	Appropriate for all levels	Managing People in your Business	Owners and Managers
<p>Leaders Edge & Our Online Marketing Suite</p> <p>Presenter Name: Clint Clark, Travel Leaders Group</p> <p>Learn all about our suite of online marketing tools and how they work together seamlessly to (1) generate leads, (2) grow your email list and (3) grow traffic to your Leaders Edge program website. This Workshop focuses specifically on our website program and how it integrates with Agent Profiler and Engagement (Email On Your Behalf).</p>	Appropriate for all levels	Travel Leaders Network Programs	Owner/ Manager Independent Contractor

June 12, 2018			
3:00pm - 4:00pm continued			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Get Organized: Click Save and Send!</p> <p>Presenter Name: Nancee Klein, Travel Leaders Network</p> <p>Back by Popular Demand! Our expert will guide you in the implementation of Google Docs and canned email responses to save time in your office. Learn how to utilize google docs for training, frequently used documents, & reporting throughout your office as well as how to quickly communicate with clients by using canned email responses so you don't lose that important lead.</p> <p><i>This is a repeat from the 2017 International Conference</i></p>	Beginner	It's All About YOU	ALL
<p>Travel Leaders Associate Division</p> <p>Presenter Name: Ron Cerko, Travel Leaders Network</p> <p>Have you heard the terms Associate and Affiliate members? Do you ever wonder what the benefits of being Travel Leaders Associate? Are you looking for ways to accelerate your growth in the leisure segment, business travel, or as a Host agency? This is the workshop for you to learn what being an Associate might mean to your overall business strategy.</p> <p>Agency Requirements: Store front or Retail location, at least \$3M in revenue, ARC Appointed.</p>	Intermediate Advanced	Owning the Business	Owner/ Manager

June 12, 2018			
4:15pm – 5:15pm			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Marketing Yourself Through your Agent Profile</p> <p>Presenter Names: Cory Voss, Travel Leaders Group & Jim Nathan, CTA, Travel Leaders Network</p> <p>Writing and publishing your Agent Profile on TravelLeaders.com is a great start to generating inquiries from interested new clients. But that's only the beginning of how to leverage this tool. In this class, you will learn about how to leverage multiple profiles, attract the attention of the search engines, cross promote on social and other review sites and use your profile to enhance your standing with your current clients.</p> <p>Prerequisite: This is for agents who have a published Agent Profiler Profile</p> <p>Specialist Credits: Provides credits for the Leisure, Luxury, Active & Adventure, Honeymoon & Destination Wedding, and Group Travel Specialists programs.</p>	Appropriate for all levels	Marketing Tactics	Frontline Agent Independent Contractor
<p>Creating & Sharing Content on Social Media</p> <p>Presenter Name: Sara Lantto, Travel Leaders Network</p> <p>Learn how to create content with what's readily available to you on FAM Trips, client trips and your own trips. We will experiment with Facebook Live, Instagram Stories and SnapChat Stories live in class. We will share the potential Social Media can have on your business with a marketing budget that you can take back to the office as well as the NEW Social Share and how that can benefit you and your business. Be prepared to share your stories of what's working and where you are feeling challenged – this will be an engaging session!</p> <p>Prerequisite: Must have at least one Social Media account (Facebook, Twitter, Pinterest, Instagram, SnapChat or LinkedIn). Must have access to Agent Universe to access Social Media Studio, must have an Agent Profile for Social Share.</p>	Intermediate	Social Media	ALL
<p>Best Practice Sales Process</p> <p>Presenter Name: Brian Hegarty, Travel Leaders Group</p> <p>Join us to learn about the end to end sales process. This course covers sales from beginning to end including working leads, qualifying prospects, understanding needs, presenting itineraries and quotes and more.</p>	Appropriate for all levels	Let's Focus on the Customer	ALL
<p>The Future of Romance Travel</p> <p>Presenter Name: Carrie Brandt, Travel Leaders Group</p> <p>Introducing generation Z! Let's take a look at the travel habits of a new generation and how it will change what we know about romance travel.</p> <p>Specialist Credits: Provides credits for the Honeymoon & Destination Wedding Specialist program.</p>	Intermediate	The Romance Market	ALL

June 12, 2018

4:15pm – 5:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Tax Reform: How to Capture the Value of your Business</p> <p>Presenter Names: Andy Capistrant, Tax Partner & Brianna Matzek, CPA, Tax Manager, RSM US LLP</p> <p>The United States has enacted the first major overhaul of its federal income tax system in more than 30 years. Now that tax reform is here, we will discuss some of the key tax law changes applicable to your business to help you minimize your income tax liability from current operations. We will discuss tax structuring and strategies for a future liquidity event.</p> <p>This workshop will focus on the independent contractor business model.</p>	Appropriate for all levels	Owning the Business	Owner/ Manager
<p>Service Fees – From Fear to Fortune and Professional Respect</p> <p>Presenter Name: Dr. Robert Joselyn, President & CEO, The Joselyn Consulting Group</p> <p>Despite the fact that service fees have been a travel industry staple for more than two decades, they still represent a substantial underutilized source of revenue for the travel agency community as a whole. This session led by the industry “father of service fees” will center, not only around the ongoing fears and misconceptions about the role fees can and must play in this evolving industry, but the best practice policies and methods being employed to maximize the services on which fees can be collected as well as the amount of fees that can charged.</p>	Appropriate for all levels	Owning the Business	ALL
<p>You Got What Cybercriminals Want</p> <p>Presenter Name: Rich Licato, Chief Information Security Officer, ARC</p> <p>Cybercriminals are hunting for valuable information and the travel industry has just what they want; passports, credit cards, travel dates, reservation/ticketing access. New scams and compromises are occurring daily. How can you operate safely as these threats continue to increase? Come find out how to get smarter about cybersecurity, how to protect customer data and how to protect yourself.</p>	Appropriate for all levels	Owning the Business	ALL
<p>Revealing New Research: Adventure Travel and Travel Agents</p> <p>Presenter Name: Perry Lungmus, CTC, Travel Leaders Network & The Adventure Travel Trade Association</p> <p>If you currently sell Active & Adventure Travel, or hope to grow this segment of your business, you’ll want to hear the results of an exclusive new research project jointly conducted by Travel Leaders and the Adventure Travel Trade Association. This session will reveal how travel agents can best position themselves in the marketplace to take advantage of emerging trends in activities, destinations, operators and accommodations.</p> <p>Specialist Credits: Provides credits for the Active & Adventure Specialist program.</p>	Intermediate Advanced	Niche Markets	ALL

June 12, 2018			
4:15pm – 5:15pm continued			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Sharpen your Marketing Strategies for your Group Travel Business</p> <p>Presenter Name: Darlene Mongoven, CTC, Travel Leaders Network</p> <p>Marketing is key to successful group travel sales. Join us to explore techniques that will sharpen your group travel marketing skills.</p> <p>We will explore different marketing avenues including social media and holding group events. Come to this workshop prepared to share your ideas and strategies as this is an interactive workshop.</p> <p>Specialist Credits: Provides credits for the Group Travel Specialist program.</p>	Intermediate	Group Travel	ALL
<p>Save Time, Earn More with pinSIGHT</p> <p>Presenter Name: Nancee Klein, Travel Leaders Network</p> <p>Learn more about pinSIGHT. Travel Leaders Group online hotel booking tool that combines wholesale, OTA and GDS rates into a single booking platform for easy, flexible hotel bookings. pinSIGHT earns you more while saving your time.</p> <p>Prerequisite: Current & new users.</p> <p>Specialist Credits: Provides credits for the Leisure Specialist program.</p>	Beginner	Travel Leaders Group Hotel Programs	ALL
<p>AgentMate Features, Functions, and Enhancements</p> <p>Presenter Name: Kevin Kimes, Travel Leaders Group</p> <p>We will discuss under-utilized features and functions within the application and how they could be rolled out to the advantage of agencies; some of these will be features created during the 2017 calendar year. We will also discuss some of the key objectives that are and will continue to drive development in the 2018-2019 year.</p> <p>Prerequisite: Users must be the Owner/Manager of the agency or approved as a representative by the Owner/Manager of the agency.</p>	Intermediate Advanced	AgentMate	Owner/ Manager
<p>Managing Employee Performance Issues</p> <p>Presenter Name: Gloria Stock Mickelson, CTIE, ACC, Travel Leaders Network</p> <p>What is the most important thing for a manager to do when faced with an employee performance issue? The answer is “manage the issue”. This workshop will focus on strategies for determining the nature of the employee issue and then facilitating the discussion with the employee. Learn how the two of you can have a productive discussion and improve the employee behavior.</p> <p>Prerequisite: This workshop is designed for anyone who has direct reports whether new or experienced in management.</p>	Intermediate	Managing People in your Business	Owner/ Manager

June 12, 2018

4:15pm – 5:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Agent Universe: Your Gateway to Travel Leaders Network Programs and Products</p> <p>Presenter Name: Stella Zeheralis, Travel Leaders Network</p> <p>Learn all about Agent Universe, the Travel Leaders Network site that allows you to access all of our programs, products and services. Our expert will demonstrate the information you have available to you at your fingertips and show you how you can quickly and easily access it.</p> <p>Specialist Credits: Provides credits for the Leisure Specialist program.</p>	Beginner	Travel Leaders Network Programs	ALL
<p>Turning Time Wasters into Time Savers</p> <p>Presenter Name: Lisa Owers, CTA, The Travel Institute</p> <p>You start the day with good intentions and an orderly schedule, then spend the day putting out fires. Does this sound like you? Join Lisa Owers, CTA, Content Development Manager of The Travel Institute for this engaging session where you will learn how to optimize your day by:</p> <ul style="list-style-type: none"> • Identifying your time Robbers • Developing Time Management strategies that fit your needs • Taking advantage of practical tips that will help you become more productive 	Beginner Intermediate	It's All About YOU	ALL
<p>Manulife - Don't Worry About a Thing</p> <p>In a world where anything can happen we've got your back. When you make sure your clients are properly protected, you and you're your clients won't have to "worry about a thing". With Manulife Travel insurance, "every little thing's gonna be all right"!</p>	Appropriate for all levels	Canadian Members Only (Please note: This is a 30-minute workshop- 4:15pm – 4:45pm)	Canada
<p>WestJet Vacations – Come see what is new at WestJet Vacations!</p>	Appropriate for all levels	Canadian Members Only (Please note: This is a 30-minute workshop- 4:55pm – 5:25pm)	Canada (Please note: This is a 30-minute workshop- 4:55pm – 5:25pm)

June 13, 2018
Sunrise Workshops
7:00am – 7:45am

Title and Description	Knowledge Level	Learning Track	Audience
<p>Increasing Profitability in Your Travel Business</p> <p>Presenter Name: Mike Marchev, CTC, President, HeadFirstSales</p> <p>Barely making enough money to pay your monthly bills while living to “fight” another day is not a healthy business strategy. That is not why you decided to start your business. There has got to be a better way. And there is.</p> <p>At the conclusion of this fast-paced sunrise session you will have a step-by-step action plan to guide your enterprise back to profitability ... <i>and then some.</i></p> <ul style="list-style-type: none"> • Four Ways To Make Money In The Travel Business • How To Identify Your Ideal Customer • When, Why & How To Raise Your Fees • When, Why and How To Fire a Customer • How To Leverage Your Current Client Base Profitably 	Appropriate for all levels	Owning the Business	ALL
<p>Funjet Vacations - Beyond the fun and sun: Uncover new earning potential with Funjet Vacations</p> <p>With Funjet Vacations, travel is always more than a ticket to a destination. With all our tips and tricks you will learn how to unleash your potential and keep your clients coming back for more. See how Funjet Charter is a win-win for both you and your clients, how we make it easy to grow your group business with our two group booking options, and last but not least how you can tap into our new Ultimate Agent Rewards program.</p>	Appropriate for all levels		ALL
<p>Viking Cruises - Best ideas for growing your business and earning more commission with Viking!</p> <p>This session is only for those who wish to succeed in growing their business! Ana Parodi, Director, National Accounts, Viking Cruises, as she takes you through a program on how to grow your database. Ana gives a best practices discussion on how to double your Viking sales while using all of the tools they offer to support the travel agent community. From Cruise night success to developing a database, you will walk away with many ideas and great insight to successful marketing.</p>	Appropriate for all levels		ALL

June 13, 2018
Sunrise Workshops
7:00am – 7:45am continued

Title and Description	Knowledge Level	Learning Track	Audience
Royal Caribbean International – Come see what’s new at Royal Caribbean!	Appropriate for all levels		ALL
Globus family of brands – 5 Topics Trending with the Globus family of brands Right Now EDGE is all about building your business and finding ways to do more with your preferred partners. Come learn about 5 opportunities you might not be taking full advantage of from the Globus family of brands, including: <ul style="list-style-type: none"> • 2019 Early Tour Sales • A new retention program that will help you close sales sooner • Active Discovery Cruises & Avalon Choice from Avalon Waterways • Monograms YOUR WAY packages • GFOB vacation combos – easy to book. Double your commission! Plus, two lucky agents will walk away with a \$100 gift card. It does pay to do business with the Globus family of brands.	Appropriate for all levels		ALL
Tourism New Zealand – Come see what’s new in New Zealand!	Appropriate for all levels		ALL

June 13, 2018

10:30am - 11:30am

Title and Description

Knowledge Level

Learning Track

Audience

Creating Your Agency's Marketing Plan

Presenter Name: Jim Nathan, CTA, Travel Leaders Network

Would you ever send a client on a complex trip without an itinerary? Of course not. So why are you marketing your agency without a well-designed marketing plan? In this class, you will learn about the key components of a marketing plan, how to target your market, employ the right media, distinguish yourself from your competition and key tactics to driving new business in the door.

**Beginner
Intermediate**

**Marketing
Tactics**

**Owners/
Managers
Independent
Contractors**

Social Media Quick Starter

Presenter Name: Sara Lantto, Travel Leaders Network

In this course, we will provide you with an overview of the variety of Social Media channels that exist today (Facebook, Twitter, Pinterest & Instagram). We will take you on a tour through the **Social Media Studio** where you will be provided with a variety of resources to refer to when you are back in the office. In addition, we will share the all **NEW Social Share** tool that will simplify and speed up the day-to-day.

Prerequisite: Must have access to Agent Universe for Social Media Studio. Must have Agent Profiler for Social Share.

Beginner

Social Media

ALL

Family Travel

Presenter Name: Carrie Brandt, Travel Leaders Group

Keeping your Bridal clients for a lifetime- Understanding Family and multigenerational travel. Learn about the lifetime value of your bridal customers, and the latest trends in family and multi-generational travel. We'll provide you insights and tips on understanding and selling the right destinations and experiences that are perfect for this segment.

Specialist Credits: Provides credits for the Honeymoon & Destination Wedding Specialist program.

Beginner

**The
Romance
Market**

ALL

June 13, 2018

10:30am - 11:30am continued

Title and Description

Knowledge Level

Learning Track

Audience

Do You Have an Exit Strategy for your Business?

Presenter Name: Mark Pestronk, Travel Attorney and Travel Leaders Network Agency Owner

Entrepreneurs live for the struggle of launching their businesses. But one thing they often forget is you have to make sure you have an exit strategy when you are ready to leave the business.

Mark Pestronk, well-known travel industry attorney, will share how to find your agency's value and prepare for a sale of the business plus typical deals today. He will also discuss how to give or sell the business to family or employees.

This workshop will also feature a Travel Leaders Network owner who has been actively purchasing agencies in recent years. Learn why buyers buy and what they are looking for in a travel agency business.

NOTE: The portion of this workshop dealing with tax issues in succession planning ("How to give or sell to your children". and "How to give or sell to your employees") will not apply to Canadian agencies.

Appropriate for all levels

Owning the Business

Owners

Turn a Customer Complaint into an Opportunity

Presenter Name: Deanna Fjelsted, Travel Leaders Network

100% Customer Satisfaction is a great goal, but what happens when you fall short? A customer complaint can actually be an opportunity in disguise. Whether it is a negative online review, or a customer that walks in your door, this workshop will give you the tools and steps you can take to turn the negative into a positive.

Appropriate for all levels

Let's Focus on the Customer

ALL

VAX – Redesigned with You in Mind

Presenter Name: Beth Kitzman, Trisept Solutions

From our booking engine to our content, VAX has been redesigned with you in mind, based on feedback directly from you. See how this feedback has guided our updates and how these changes can ultimately keep you informed and save you time in your booking process!

In this training, learn how the redesigned VAX will help you:

- Earn by selling a variety of vacation components, including air, hotel, cruise and guided tours, to create the perfect vacation package with our award-winning and newly updated booking engine
- Learn from a variety of resources and educational tools designed to promote travel agent growth
- Grow your business with the latest travel industry insights and information provided by The Compass, VAX's new dedicated resource serving as the leisure travel agent's home base, giving you the direction needed to be ready for the issues of today and the innovation of tomorrow

Appropriate for all levels

Let's Focus on the Customer

ALL

June 13, 2018

10:30am - 11:30am continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Become a Certified Accessible Travel Advocate</p> <p>Presenter Name: Jim Smith, CTIE, President, Jimsmithctie, Inc</p> <p>The Special Needs Group Certified Accessible Travel Advocate Program™ will provide Travel Professionals with more knowledge and information on the Special Needs/Accessible Travel market which is the fastest growing segment in the Travel Industry.</p> <p>This exciting workshop will focus on the size and scope of the Special Needs market, the nature and ramifications of the Americans with Disabilities Act plus how to match the customer needs with the right equipment and how to market yourself effectively in this market.</p> <p>This workshop includes the certification test so you will walk away as a Certified Accessible Travel Advocate.</p>	Appropriate for all levels	Niche Markets	ALL
<p>Finding your Niche</p> <p>Presenter Name: Darlene Mongoven, CTC, Travel Leaders Network</p> <p>Are you finding it difficult to narrow down your specialties and find your niche? Join us as we journey together to focus in on our passions and strengths to find that perfect niche.</p>	Beginner	Group Travel	Frontline Agent Independent Contractor
<p>Introduction to the Select Hotel & Resorts Program</p> <p>Presenter Name: Stella Zeheralis, Travel Leaders Network</p> <p>Do you have clients that are seeking luxury, ultra-luxury or unique accommodations and experiences? Learn about Travel Leaders Select Hotels Program, a collection of some of the world's most desirable 4 and 5-star properties which is now offering Select Wellness, a collection of luxury spa, health and wellness lifestyle properties.</p> <p>Specialist Credits: Provides credits for the Luxury Specialist program.</p>	Beginner Intermediate	Travel Leaders Group Hotel Programs	Frontline Agent Independent Contractor

June 13, 2018

10:30am - 11:30am continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Unlocking the Power of ProSuite for AgentMate</p> <p>Presenter Name: Joshua Swantz & Lynda Fish, Travel Leaders Group & Ginger Russell, Travel Leaders Network</p> <p>This workshop will focus on the ProSUITE integrations within AgentMate and how to leverage them to streamline Owner & Frontline Agent workflow. Components discussed will include AirPRO for AgentMate (including Context Search), pinSIGHT, and the insurance integrations for Travel Guard, Travel Insured, Allianz, CHUBB and Manulife, all of which are available within AgentMate.</p> <p>Prerequisite: Attendees must have access to AgentMate and owner/manager granted Agency-level permissions to access the ProSUITE integrations. Insurance Integrations will also require accounts set-up with the respective vendors discussed. Owners/Managers as well as Frontline Agents, and any Independent Contractors with this access will all benefit from this workshop.</p>	Beginner Intermediate	AgentMate	ALL
<p>Endless Ideas for Employee Recognition</p> <p>Presenter Name: Nancy Griffin, Travel Leaders Network</p> <p>Employees are motivated by recognition. Join this interactive workshop to learn endless ways of recognizing and rewarding your employees. We will look at informal and formal rewards, and low or no cost ideas you can implement right away.</p>	Appropriate for all levels	Managing People in your Business	Owner/Manager
<p>Travel Leaders Network Exclusive Cruise Programs – Your Competitive Edge</p> <p>Presenter Name: Pam Jarvis, MCC, Travel Leaders Group</p> <p>Looking for a way to increase your cruise sales and offer your clients something extra? Or, are you interested in becoming a Distinctive Voyages Host? If so, then you will want to join us as we share with you an overview of our cruise programs and services that are exclusive to Travel Leaders Network. You will also have the opportunity to hear first-hand from some of our Distinctive Voyages Hosts about their experiences and why they enjoy hosting these special sailings. At the conclusion of this workshop you will leave armed with the knowledge on how to increase your cruise sales, how to apply to become a Distinctive Voyages Host and also separate yourself from your competitors.</p> <p>Specialist Credits: Provides credits for the Leisure and Luxury Specialist programs.</p>	Appropriate for all levels	Travel Leaders Network Programs	ALL

June 13, 2018			
10:30am - 11:30am continued			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Excel at Excel: Learning the Basics</p> <p>Presenter Name: Nancee Klein, Travel Leaders Network</p> <p>Learn the basics of Microsoft Excel such as creating spreadsheets, working with cells and formulas and creating charts.</p> <p>Prerequisite: New users to Microsoft Excel.</p>	Beginner	It's All About YOU	ALL
<p>Canadian Focus</p> <p>Presenter Name: Christine James, Travel Leaders Network Canada</p> <p>You're invited to join your Travel Leaders Network Canadian Team to hear all about the latest news and updates on our programmes and tools that help make you more profitable. It's also the perfect opportunity to meet and network with our Canadian Supplier Partners as well as your fellow Canadian members!</p> <p>Note: This session is for our Canadian members and suppliers.</p>	Appropriate for all levels	Canada (Please note: This is a 90-minute workshop- 10:30am – 12:00pm)	Canadian Members only

June 13, 2018 Power Speakers 12:15pm – 1:45pm			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Stand out . . . Or Step Aside</p> <p>Presenter Name: Larry Mersereau, CTC, President, PromoPower, LLC</p> <p>Are the most successful agents always the best-educated and most ‘qualified’...or are they just in the right place at the right time...like, all the time? This session is about methodically building and promoting a personal brand that people will be drawn to and identify with. You’ll examine what you should say and how you should present yourself online, on social media and face-to-face so the right people and prospects notice you and want more from you. You’ll get noticed, get more clicks, more calls... more bookings when you <i>stand out!</i></p>	<p>Appropriate for all levels</p>		
<p>Consumer Tribes: How Zoomers, Millennials and Generation Z Buy and How They are Challenging Your Sacred Cows</p> <p>Presenter Names: Rich Kizer & Georganne Bender, Kizer & Bender Speaking</p> <p>The times they are a-changin’! And so are your customers. Each day you work with three very different tribes of consumers; each one with a very different approach to building relationships, trust and confidence.</p> <p>During this workshop you’ll meet:</p> <ul style="list-style-type: none"> • Generation Z, the first fully digital generation of hyper connected multi-taskers who speak “slanguage” and don’t understand the concept of unplugging. By 2020 Zeds will be 40 percent of all consumers, with \$44 billion in annual spending; The Millennials, who will come into their own by 2020 when their projected spending grows to \$1.4 trillion annually, representing 30 percent of total retail sales; and the 50+ ZOOMERS, a combination of the Baby Boomers and the Greatest Generation, who have morphed into one huge group of consumers with deep pockets and special needs they won’t admit, but you need to know. • Consumer anthropologists Rich Kizer and Georganne Bender have done the research. Through consumer focus groups and one-on-one interviews with customers just like yours, they’ll share what it takes to serve your unique clientele. You’ll learn what each generation expects from a visit to your travel agency, and what they say drives them to your closest competitor. <p>Seriously, who are these people and what do they <i>REALLY</i> want? This isn’t your typical “meet the generations” program. You’ll learn what the age-gap means to your travel agency plus, how each generation is killing off industry sacred cows. You’ll leave armed with the know-how to give each generation what they want, when they want it, the way that they want it!</p>	<p>Appropriate for all levels</p>		

June 13, 2018 Power Speakers 12:15pm – 1:45pm continued			
Title and Description	Knowledge Level	Learning Track	Audience
<p>SELLING SHOULD BE (<i>and can be</i>) FUN</p> <p>Presenter Name: Mike Marchev, CTC, President, HeadFirstSales</p> <p>Stop banging your head against the wall. Sales specialist Mike Marchev will introduce a series of steps required to put the fun back into the selling process. A number of proven strategies will be carefully explained. A detailed “Action Plan” will complement the Power Session.</p> <p>At the conclusion of this session, agents will have the information, motivation and tools necessary to enjoy the challenges of building a profitable travel business.</p> <ul style="list-style-type: none"> • How to identify <i>profitable</i> business opportunities • How to increase your visibility by becoming a niche authority • How to begin enjoying the selling process more by altering your approach • How and when to say “no” to profit-draining business deals 	<p>Appropriate for all levels</p>		
<p>Putting Loyalty Back in the Business</p> <p>Presenter Name: Stuart Cohen, President & Chief Motivation Officer, SLC ETC CORP.</p> <p>Want more loyalty? So do consumers! Don't believe for a second that loyalty is an unachievable thing of the past. However, merely giving good customer service is old fashioned and ineffective. Chief Motivation Officer Stuart Cohen delivers the success secrets and new practices to help you bring loyalty back – in abundance.</p> <ul style="list-style-type: none"> • The surprising truths about customer loyalty in today's marketplace • The Do's and Don'ts that will make or break relationships • Loyalty rituals to put into everyday practice 	<p>Appropriate for all levels</p>		
<p>TURNING CUSTOMERS INTO CLIENTS: The Power of Relationship Travel Selling</p> <p>Presenter Names: Charlie Funk, Chief Executive Officer & Co-Owner & Sherrie Funk, President & Co-Owner, Just Cruisin' Plus and Member Cruise Lines International Association's Hall of Fame</p> <p>Do you have customers or clients? Have you ever had hot prospects who suddenly stopped returning your calls? Then you know how disconcerting it can be, especially when they have expressed so much interest in working with you. You could have sworn they were interested, but their current behavior indicates otherwise. It's time to turn your customers or prospects in clients! Smart travel agents recognize that long-term success depends on repeat business. In this seminar, you will learn how to build a stable client base of buyers who will come back again and again, adding value to your business with each new sale.</p>	<p>Appropriate for all levels</p>		

June 13, 2018 Power Speakers 12:15pm – 1:45pm continued			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Deeper Dive into Engagement Select Marketing using ClientBase</p> <p>Presenter Names: Karen Steuerwald & Katarzyna Turska, Travel Leaders Network</p> <p>This special, intensive 90-minute workshop will focus on what ClientBase (for Windows) data is needed for the Engagement Select consumer direct mail and email marketing program. We'll offer ideas/recommendations on how to maintain your database most effectively for marketing and detail how headquarters/suppliers select specific customers for the various Engagement promotions and publications.</p> <p>NOTE: This class is for advanced users of ClientBase only. This workshop will address the needs of the former Vacation.com agencies.</p>	Advanced		Owner/ Manager

June 13, 2018 Power Speakers 2:00pm – 3:30pm			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Stand out . . . Or Step Aside</p> <p>Presenter Name: Larry Mersereau, CTC, President, PromoPower, LLC</p> <p>Are the most successful agents always the best-educated and most ‘qualified’...or are they just in the right place at the right time...like, all the time? This session is about methodically building and promoting a personal brand that people will be drawn to and identify with. You’ll examine what you should say and how you should present yourself online, on social media and face-to-face so the right people and prospects notice you and want more from you. You’ll get noticed, get more clicks, more calls... more bookings when you <i>stand out!</i></p>	<p>Appropriate for all levels</p>		
<p>Consumer Tribes: How Zoomers, Millennials and Generation Z Buy and How They are Challenging Your Sacred Cows</p> <p>Presenter Names: Rich Kizer & Georganne Bender, Kizer & Bender Speaking</p> <p>The times they are a-changin’! And so are your customers. Each day you work with three very different tribes of consumers; each one with a very different approach to building relationships, trust and confidence.</p> <p>During this presentation you’ll meet:</p> <ul style="list-style-type: none"> • Generation Z, the first fully digital generation of hyper connected multi-taskers who speak “slanguage” and don’t understand the concept of unplugging. By 2020 Zeds will be 40 percent of all consumers, with \$44 billion in annual spending; The Millennials, who will come into their own by 2020 when their projected spending grows to \$1.4 trillion annually, representing 30 percent of total retail sales; and the 50+ ZOOMERS, a combination of the Baby Boomers and the Greatest Generation, who have morphed into one huge group of consumers with deep pockets and special needs they won’t admit, but you need to know. • Consumer anthropologists Rich Kizer and Georganne Bender have done the research. Through consumer focus groups and one-on-one interviews with customers just like yours, they’ll share what it takes to serve your unique clientele. You’ll learn what each generation expects from a visit to your travel agency, and what they say drives them to your closest competitor. <p>Seriously, who are these people and what do they <i>REALLY</i> want? This isn’t your typical “meet the generations” program. You’ll learn what the age-gap means to your travel agency plus, how each generation is killing off industry sacred cows. You’ll leave armed with the know-how to give each generation what they want, when they want it, the way that they want it!</p>	<p>Appropriate for all levels</p>		

June 13, 2018
Power Speakers
2:00pm – 3:30pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>SELLING SHOULD BE (<i>and can be</i>) FUN</p> <p>Presenter Name: Mike Marchev, CTC, President, HeadFirstSales</p> <p>Stop banging your head against the wall. Sales specialist Mike Marchev will introduce a series of steps required to put the fun back into the selling process. A number of proven strategies will be carefully explained. A detailed “Action Plan” will compliment the Power Session.</p> <p>At the conclusion of this session, agents will have the information, motivation and tools necessary to enjoy the challenges of building a profitable travel business.</p> <ul style="list-style-type: none"> • How to identify <i>profitable</i> business opportunities • How to increase your visibility by becoming a niche authority • How to begin enjoying the selling process more by altering your approach • How and when to say “no” to profit-draining business deals 	Appropriate for all levels		
<p>Putting Loyalty Back in the Business</p> <p>Presenter Name: Stuart Cohen, President & Chief Motivation Officer, SLC ETC CORP.</p> <p>Want more loyalty? So do consumers! Don’t believe for a second that loyalty is an unachievable thing of the past. However, merely giving good customer service is old fashioned and ineffective. Chief Motivation Officer Stuart Cohen delivers the success secrets and new practices to help you bring loyalty back – in abundance.</p> <ul style="list-style-type: none"> • The surprising truths about customer loyalty in today’s marketplace • The Do’s and Don’ts that will make or break relationships • Loyalty rituals to put into everyday practice 	Appropriate for all levels		
<p>TURNING CUSTOMERS INTO CLIENTS: The Power of Relationship Travel Selling</p> <p>Presenter Names: Charlie Funk, Chief Executive Officer & Co-Owner & Sherrie Funk, President & Co-Owner, Just Cruisin’ Plus and Member Cruise Lines International Association’s Hall of Fame</p> <p>Do you have customers or clients? Have you ever had hot prospects who suddenly stopped returning your calls? Then you know how disconcerting it can be, especially when they have expressed so much interest in working with you. You could have sworn they were interested, but their current behavior indicates otherwise. It’s time to turn your customers or prospects in clients! Smart travel agents recognize that long-term success depends on repeat business. In this seminar, you will learn how to build a stable client base of buyers who will come back again and again, adding value to your business with each new sale.</p>	Appropriate for all levels		

June 13, 2018
Power Speakers
2:00pm – 3:30pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Deeper Dive into Engagement Select Marketing using ClientBase</p> <p>Presenter Names: Karen Steuerwald & Katarzyna Turska, Travel Leaders Network</p> <p>This special, intensive 90-minute workshop will focus on what ClientBase (for Windows) data is needed for the Engagement Select consumer direct mail and email marketing program. We'll offer ideas/recommendations on how to maintain your database most effectively for marketing and detail how headquarters/suppliers select specific customers for the various Engagement promotions and publications.</p> <p>NOTE: This class is for advanced users of ClientBase only. This workshop will address the needs of the former Results! Travel agencies.</p>	Advanced		Owner/ Manager

June 14, 2018			
9:45am – 10:15am			
Title and Description	Knowledge Level	Learning Track	Audience
AIG Travel Guard – Come see what is new at AIG Travel Guard!	Appropriate for all levels		All
Delta Air Lines – Win fabulous prizes with your knowledge of Delta and Delta vacations.	Appropriate for all levels		All
Enterprise Holdings - Enterprise Olympics Learn and Win! What's more fun than attending the Olympics? How about actually being a participant! In this workshop, you will join a team and compete in the first ever Enterprise Olympics. You will learn key selling points about Alamo, Enterprise and National and then share your knowledge with your team to win valuable prizes. Each participant will be given a \$25 Enterprise Gift Certificate just for attending. You will learn how to earn more while offering your clients our preferred rates and the best service in the industry.	Appropriate for all levels		All
Funjet Vacations - Beyond the fun and sun: Uncover new earning potential with Funjet Vacations With Funjet Vacations, travel is always more than a ticket to a destination. With all our tips and tricks you will learn how to unleash your potential and keep your clients coming back for more. See how Funjet Charter is a win-win for both you and your clients, how we make it easy to grow your group business with our two group booking options, and last but not least how you can tap into our new Ultimate Agent Rewards program.	Appropriate for all levels		ALL
Globus family of brands – Monograms Makes Family & Multigenerational Travel Easy From a fast & hassle free booking process, to ease of personalizing on trip sightseeing & activities to the peace of mind of the Local Host – Monograms is the perfect choice for family travel. Hear how one fabulous Travel Leaders agent had an amazing trip to Italy with her family of four. Plus, maybe be one of 4 lucky agents to win a \$50 gift card just for showing up (and taking good notes of course).	Appropriate for all levels		ALL

June 14, 2018			
9:45am – 10:15am continued			
Title and Description	Knowledge Level	Learning Track	Audience
GOGO Vacations – Come see what’s new at GOGO Vacations!	Appropriate for all levels		ALL
Royal Caribbean International – Come see what’s new at Royal Caribbean International!	Appropriate for all levels		ALL
Travelport – Come see what’s new at Travelport!	Appropriate for all levels		ALL
United Airlines - United Jeopardy The description of our workshop is as follows: United Jeopardy is an interactive game played between four teams. We will ask United focused questions and the first team to answer will receive a set amount of points. At the end of the game, whoever has the most points – wins!	Appropriate for all levels		ALL
Viking Cruises - Best ideas for growing your business and earning more commission with Viking! This session is only for those who wish to succeed in growing their business! Ana Parodi, Director, National Accounts, Viking Cruises, as she takes you through a program on how to grow your database. Ana gives a best practices discussion on how to double your Viking sales while using all of the tools they offer to support the travel agent community. From Cruise night success to developing a database, you will walk away with many ideas and great insight to successful marketing.	Appropriate for all levels		ALL

June 14, 2018			
10:30am – 11:00am			
Title and Description	Knowledge Level	Learning Track	Audience
AIG Travel Guard – Come see what is new at AIG Travel Guard!	Appropriate for all levels		All
Delta Air Lines – Win fabulous prizes with your knowledge of Delta and Delta vacations.	Appropriate for all levels		All
Enterprise Holdings - Enterprise Olympics Learn and Win! What's more fun than attending the Olympics? How about actually being a participant! In this workshop, you will join a team and compete in the first ever Enterprise Olympics. You will learn key selling points about Alamo, Enterprise and National and then share your knowledge with your team to win valuable prizes. Each participant will be given a \$25 Enterprise Gift Certificate just for attending. You will learn how to earn more while offering your clients our preferred rates and the best service in the industry.	Appropriate for all levels		All
Funjet Vacations - Beyond the fun and sun: Uncover new earning potential with Funjet Vacations With Funjet Vacations, travel is always more than a ticket to a destination. With all our tips and tricks you will learn how to unleash your potential and keep your clients coming back for more. See how Funjet Charter is a win-win for both you and your clients, how we make it easy to grow your group business with our two group booking options, and last but not least how you can tap into our new Ultimate Agent Rewards program.	Appropriate for all levels		ALL
Globus family of brands – Active Discovery – only from Avalon Waterways Your clients are asking to SEE and DO more when they river cruise. Introducing Active Discovery cruises, only from Avalon Waterways. Now your clients can paint, paddle, hike, cook, dance & jog their way through Europe. Come learn what makes these cruises so unique! Plus, 4 lucky agents will walk away with a \$50 gift card, to help them discover a little shopping in Vegas.	Appropriate for all levels		ALL

June 14, 2018			
10:30am – 11:00am continued			
Title and Description	Knowledge Level	Learning Track	Audience
GOGO Vacations – Come see what’s new at GOGO Vacations!	Appropriate for all levels		ALL
Royal Caribbean International – Come see what’s new at Royal Caribbean International!	Appropriate for all levels		ALL
Travelport – Come see what’s new at Travelport!	Appropriate for all levels		ALL
United Airlines - United Jeopardy The description of our workshop is as follows: United Jeopardy is an interactive game played between four teams. We will ask United focused questions and the first team to answer will receive a set amount of points. At the end of the game, whoever has the most points – wins!	Appropriate for all levels		ALL
Viking Cruises - Best ideas for growing your business and earning more commission with Viking! This session is only for those who wish to succeed in growing their business! Ana Parodi, Director, National Accounts, Viking Cruises, as she takes you through a program on how to grow your database. Ana gives a best practices discussion on how to double your Viking sales while using all of the tools they offer to support the travel agent community. From Cruise night success to developing a database, you will walk away with many ideas and great insight to successful marketing.	Appropriate for all levels		ALL

June 14, 2018			
11:30am – 12:00pm			
Title and Description	Knowledge Level	Learning Track	Audience
Amadeus – Come see what’s new at Amadeus!	Appropriate for all levels		ALL
AmaWaterways – Come see what’s new at AmaWaterways!	Appropriate for all levels		ALL
Celebrity Cruises – The Celebrity Revolution Come hear an overview of Celebrity's \$400 Million Fleet Modernization. It started with the reveal of Celebrity's Edge, and it continues across all ships, with even more to come!	Appropriate for all levels		ALL
Crystal Cruises – Come see what’s new at Crystal Cruises!	Appropriate for all levels		ALL
Disney Destinations – Come see what’s new at Disney Destinations!	Appropriate for all levels		ALL
Hertz - The Ultimate Car Rental Class Hertz, Dollar <ul style="list-style-type: none"> • How to Wow Your Clients with Car Rental Services • What’s In Your Travel Leader’s Car Rental Toolbox • What Are Your Travel Agent Discounts & Loyalty Programs? • Do You Know Your Booking Codes? • You Might Win On The Spot Prizes?" 	Appropriate for all levels		ALL

June 14, 2018

11:30am – 12:00pm continued

Title and Description	Knowledge Level	Learning Track	Audience
Holland America Line - Committed to Your Success Holland America Line promises to be your reliable, responsible, easy-to-work-with partner. Join us to learn how we create mutual customers for life when your customers experience our classic style and enriching journeys.	Appropriate for all levels		ALL
MSC Cruises - Discover the cutting Edge of MSC Cruises! Come learn MSC Cruises: <ul style="list-style-type: none">• Unprecedented Growth Plan• As a Global Player• Is Bringing Guest Experience to the Next Level	Appropriate for all levels		ALL
Norwegian Cruise Line – Come see what’s new at Norwegian Cruise Line!	Appropriate for all levels		ALL
Princess Cruises – Come see what’s new at Princess Cruises!	Appropriate for all levels		ALL
Silversea – Come see what’s new at Silversea!	Appropriate for all levels		ALL

June 14, 2018

11:30am – 12:00pm continued

Title and Description	Knowledge Level	Learning Track	Audience
Travel Insured International– Come see what’s new at Travel Insured International!	Appropriate for all levels		ALL
Universal Orlando Resort – Come see what’s new at Universal Orlando Resort!	Appropriate for all levels		ALL

June 14, 2018			
2:00pm – 2:30pm			
Title and Description	Knowledge Level	Learning Track	Audience
AIG Travel Guard – Come see what is new at AIG Travel Guard!	Appropriate for all levels		All
Delta Air Lines – Win fabulous prizes with your knowledge of Delta and Delta vacations.	Appropriate for all levels		All
Enterprise Holdings - Enterprise Olympics Learn and Win! What's more fun than attending the Olympics? How about actually being a participant! In this workshop, you will join a team and compete in the first ever Enterprise Olympics. You will learn key selling points about Alamo, Enterprise and National and then share your knowledge with your team to win valuable prizes. Each participant will be given a \$25 Enterprise Gift Certificate just for attending. You will learn how to earn more while offering your clients our preferred rates and the best service in the industry.	Appropriate for all levels		All
Funjet Vacations - Beyond the fun and sun: Uncover new earning potential with Funjet Vacations With Funjet Vacations, travel is always more than a ticket to a destination. With all our tips and tricks you will learn how to unleash your potential and keep your clients coming back for more. See how Funjet Charter is a win-win for both you and your clients, how we make it easy to grow your group business with our two group booking options, and last but not least how you can tap into our new Ultimate Agent Rewards program.	Appropriate for all levels		ALL
Globus family of brands – Monograms Makes Family & Multigenerational Travel Easy From a fast & hassle free booking process, to ease of personalizing on trip sightseeing & activities to the peace of mind of the Local Host – Monograms is the perfect choice for family travel. Hear how one fabulous Travel Leaders agent had an amazing trip to Italy with her family of four. Plus, maybe be one of 4 lucky agents to win a \$50 gift card just for showing up (and taking good notes of course).	Appropriate for all levels		ALL

June 14, 2018			
2:00pm – 2:30pm continued			
Title and Description	Knowledge Level	Learning Track	Audience
GOGO Vacations – Come see what’s new at GOGO Vacations!	Appropriate for all levels		ALL
Royal Caribbean International – Come see what’s new at Royal Caribbean International!	Appropriate for all levels		ALL
Travelport – Come see what’s new at Travelport!	Appropriate for all levels		ALL
United Airlines - United Jeopardy The description of our workshop is as follows: United Jeopardy is an interactive game played between four teams. We will ask United focused questions and the first team to answer will receive a set amount of points. At the end of the game, whoever has the most points – wins!	Appropriate for all levels		ALL
Viking Cruises - Best ideas for growing your business and earning more commission with Viking! This session is only for those who wish to succeed in growing their business! Ana Parodi, Director, National Accounts, Viking Cruises, as she takes you through a program on how to grow your database. Ana gives a best practices discussion on how to double your Viking sales while using all of the tools they offer to support the travel agent community. From Cruise night success to developing a database, you will walk away with many ideas and great insight to successful marketing.	Appropriate for all levels		ALL

June 14, 2018			
2:45pm – 3:15pm			
Title and Description	Knowledge Level	Learning Track	Audience
AIG Travel Guard – Come see what is new at AIG Travel Guard!	Appropriate for all levels		All
Delta Air Lines – Win fabulous prizes with your knowledge of Delta and Delta vacations.	Appropriate for all levels		All
Enterprise Holdings - Enterprise Olympics Learn and Win! What's more fun than attending the Olympics? How about actually being a participant! In this workshop, you will join a team and compete in the first ever Enterprise Olympics. You will learn key selling points about Alamo, Enterprise and National and then share your knowledge with your team to win valuable prizes. Each participant will be given a \$25 Enterprise Gift Certificate just for attending. You will learn how to earn more while offering your clients our preferred rates and the best service in the industry.	Appropriate for all levels		All
Funjet Vacations - Beyond the fun and sun: Uncover new earning potential with Funjet Vacations With Funjet Vacations, travel is always more than a ticket to a destination. With all our tips and tricks you will learn how to unleash your potential and keep your clients coming back for more. See how Funjet Charter is a win-win for both you and your clients, how we make it easy to grow your group business with our two group booking options, and last but not least how you can tap into our new Ultimate Agent Rewards program.	Appropriate for all levels		ALL
Globus family of brands – Active Discovery – only from Avalon Waterways Your clients are asking to SEE and DO more when they river cruise. Introducing Active Discovery cruises, only from Avalon Waterways. Now your clients can paint, paddle, hike, cook, dance & jog their way through Europe. Come learn what makes these cruises so unique! Plus, 4 lucky agents will walk away with a \$50 gift card, to help them discover a little shopping in Vegas.	Appropriate for all levels		ALL

June 14, 2018			
2:45pm – 3:15pm continued			
Title and Description	Knowledge Level	Learning Track	Audience
GOGO Vacations – Come see what’s new at GOGO Vacations!	Appropriate for all levels		ALL
Royal Caribbean International – Come see what’s new at Royal Caribbean International!	Appropriate for all levels		ALL
Travelport – Come see what’s new at Travelport!	Appropriate for all levels		ALL
United Airlines - United Jeopardy The description of our workshop is as follows: United Jeopardy is an interactive game played between four teams. We will ask United focused questions and the first team to answer will receive a set amount of points. At the end of the game, whoever has the most points – wins!	Appropriate for all levels		ALL
Viking Cruises - Best ideas for growing your business and earning more commission with Viking! This session is only for those who wish to succeed in growing their business! Ana Parodi, Director, National Accounts, Viking Cruises, as she takes you through a program on how to grow your database. Ana gives a best practices discussion on how to double your Viking sales while using all of the tools they offer to support the travel agent community. From Cruise night success to developing a database, you will walk away with many ideas and great insight to successful marketing.	Appropriate for all levels		ALL

June 14, 2018			
3:45pm – 4:15pm			
Title and Description	Knowledge Level	Learning Track	Audience
Amadeus – Come see what’s new at Amadeus!	Appropriate for all levels		ALL
AmaWaterways – Come see what’s new at AmaWaterways!	Appropriate for all levels		ALL
Celebrity Cruises – The Celebrity Revolution Come hear an overview of Celebrity's \$400 Million Fleet Modernization. It started with the reveal of Celebrity's Edge, and it continues across all ships, with even more to come!	Appropriate for all levels		ALL
Crystal Cruises – Come see what’s new at Crystal Cruises!	Appropriate for all levels		ALL
Disney Destinations – Come see what’s new at Disney Destinations!	Appropriate for all levels		ALL
Hertz - The Ultimate Car Rental Class Hertz, Dollar <ul style="list-style-type: none"> • How to Wow Your Clients with Car Rental Services • What's In Your Travel Leader's Car Rental Toolbox • What Are Your Travel Agent Discounts & Loyalty Programs? • Do You Know Your Booking Codes? • You Might Win On The Spot Prizes?" 	Appropriate for all levels		ALL

June 14, 2018

3:45pm – 4:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
Holland America Line - Committed to Your Success Holland America Line promises to be your reliable, responsible, easy-to-work-with partner. Join us to learn how we create mutual customers for life when your customers experience our classic style and enriching journeys.	Appropriate for all levels		ALL
MSC Cruises - Discover the cutting Edge of MSC Cruises! Come learn MSC Cruises: <ul style="list-style-type: none">• Unprecedented Growth Plan• As a Global Player• Is Bringing Guest Experience to the Next Level	Appropriate for all levels		ALL
Norwegian Cruise Line – Come see what’s new at Norwegian Cruise Line!	Appropriate for all levels		ALL
Princess Cruises – Come see what’s new at Princess Cruises!	Appropriate for all levels		ALL
Silversea – Come see what’s new at Silversea!	Appropriate for all levels		ALL

June 14, 2018

3:45pm – 4:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
Travel Insured International– Come see what’s new at Travel Insured International!	Appropriate for all levels		ALL
Universal Orlando Resort – Come see what’s new at Universal Orlando Resort!	Appropriate for all levels		ALL

June 14, 2018

3:45pm – 4:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>The Supplier Forums are supplier panels focused on a specific topic. The topics and participating suppliers for each are:</p> <p>Getting Creative in Your Local Market - Allianz Global Assistance, Azamara Club Cruises, CIE Tours, Crystal Cruises, Oceania Cruises, Viking Cruises</p> <p>Making the leap - FIT to Group Sales with Family/ Multi-Gen Consumers (101) - Carey International, GOGO Vacations, MSC Cruises, Royal Caribbean International, TravelBound, Universal Orlando Resort</p> <p>Tools for Business & Corporate Travel Sales - CHUBB Travel Protection, Delta Air Lines, Enterprise Holdings, Radisson Hotel Group and Travelport</p> <p>Experiential Luxury Travel Tips - Abercrombie & Kent, Hertz, Insight Vacations, PONANT, Regent Seven Seas Cruises, Rocky Mountaineer and Silversea,</p> <p>Selling Romance Markets - AIG Travel Guard, AmaWaterways, AMResorts, Classic Vacations, Hawaii CVB, Princess Cruises and Windstar Cruises</p> <p>Identifying and Connecting with Active & Adventure Travelers - Avanti Destinations, Celebrity Cruises, G Adventures, Globus family of brands, Seabourn and Turkish Airlines</p> <p>Advanced Group Sales - Amadeus, Funjet Vacations, Holland America Line, Norwegian Cruise Line, Travel Insured International and United Airlines</p>	Appropriate for all levels		ALL

June 15, 2018

7:00am – 7:45am Sunrise Workshops

Title and Description

Knowledge Level

Learning Track

Audience

Tourism Australia – Come see what’s new at Tourism Australia!

Appropriate for all levels

ALL

Hawaii CVB & Pleasant Holidays – Come see what’s new in Hawaii and with Pleasant Holidays!

Appropriate for all levels

ALL

Singapore Tourism Board

Singapore, the gateway to Southeast Asia, is a country created by deeply passionate people following their dreams. Today, it’s a place that inspires people to imagine and do the impossible - whether it be in cuisine, architecture, design, adventure, nature and so much more. Singapore warmly invites you to this workshop to learn more about the country and to discover why it’s the ideal destination for you and your clients to visit and explore your passions. Go beyond visiting typical tourism sites, to discovering your true self through learning about the stories of our city and our people. In this workshop, we’ll take you on a visual, story-telling journey through Singapore that will inspire and intrigue you. Afterwards, we’ll have some fun with an interactive quiz game with prizes. We look forward to seeing you soon!

Appropriate for all levels

ALL

June 15, 2018			
10:00am – 10:30am			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Abercrombie & Kent – Seven Continents, Unlimited Choices for your Luxury Client</p> <p>Join the world’s premier luxury travel company to discover a portfolio of curated journeys across all seven continents – from perennial guest favorites to exotic new destinations, plus tips for matching your clients with just the right travel experience.</p> <ul style="list-style-type: none"> • Explore Luxury Expedition Cruises for those clients who may not consider themselves cruisers, but want an in-depth exploration of places like Japan, Greece, Italy or Antarctica. • When time is their greatest luxury, recommend Wings Over the World regional journeys featuring chartered flights between destinations, or Tailor Made Journeys, customized around your clients style and personal interests. • Discover how A&K’s 55+ offices around the world can provide your clients “invitation-only” access to the people and places that make every destination unique. 	Appropriate for all levels		ALL
<p>Allianz Global Assistance – Come see what’s new at Allianz Global Assistance!</p>	Appropriate for all levels		ALL
<p>AMResorts – AMResorts, Raising all-inclusive to a New Level of Luxury</p> <p>AMResorts is a collection of luxury resort destinations, each with its own unique personality. Every one of our resorts features sun-soaked beaches, elegant accommodations, a world class spa, gourmet dining, unlimited premium drinks, and so many other pampering amenities. Including boutique beachfront havens representing the highest level of luxury. With our 6 Brands, we attract different types of travelers seeking different luxury hotel segments under the all-inclusive concept.</p>	Appropriate for all levels		ALL
<p>Avanti Destinations - Enhanced Vacation Experiences with Avanti Destinations</p> <p>Join Perry Bender as he reviews where and how Avanti Destinations helps you with customized independent vacations focusing on the opportunity to include a variety of sightseeing experiences providing your client with an enhanced vacation experience and offering you the opportunity of increased sales and commission.</p>	Appropriate for all levels		ALL

June 15, 2018

10:00am – 10:30am continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Azamara Club Cruises - Destination ImmersionSM</p> <p>If you are serious about growing your business with affluent travelers you will not want to miss this training. Azamara Club Cruises® sails to fascinating destinations in Asia, Alaska, Australia, the West Indies, Japan, and Northern and Western Europe, including ports throughout the Mediterranean. Every Azamara voyage combines warmth and sophistication with authentic experiences of local life onshore. We call it Destination ImmersionSM, a richer-way to explore the cultural wonders of the world. With half of all port visits including a late or overnight stay, Azamara guests enjoy the advantages of night touring, including live music, theater, restaurants and clubs that light up after dark. In this training you will learn;</p> <ol style="list-style-type: none">1. What is your Azamara Club Cruises core selling message?2. How can you sell what counts not discounts? – Destination Storytelling3. What are 5 Best practices you can use when looking to source High Value Guests?4. The Azamara Challenge?"	Appropriate for all levels		ALL
<p>Chubb Travel Protection - Travel Tips, Travel Safety & Travel Insurance</p> <p>This workshop will focus on Travel Tips, Travel Safety & Travel Insurance. Learn how aluminum foil and rubber bands can be part of your Travel Safety kit. We will also review what items customers should include have with them while they are traveling from the best travel apps to making sure you have the key essentials you need.</p> <p>Chubb is committed to supporting YOU and YOUR travelers each and every day. And of course, we look forward to discussing how we have placed "simple, easy, flexible and insurance" all together. AND we will be giving away 2 Echo Dots at the end of the session!</p>	Appropriate for all levels		ALL
<p>CIE Tours International – Come see what’s new at CIE Tours International!</p>	Appropriate for all levels		ALL
<p>Classic Vacations – Luxury FIT and Group Success Starts with Classic Vacations’ New Online Tools</p> <p>If you are looking to expand your travel business to more luxury FIT itineraries or Destination Weddings & Groups, Classic Vacations’ agent website has brand new features to help you be efficient and successful. Learn about our Custom Proposals with beautiful photos and personalized agent comments as well as the Enhanced Group Tools with detailed reports and new options. Join our session to find the best and most effective ways to communicate with your clients, while continuing to build your business</p>	Appropriate for all levels		ALL

June 15, 2018			
10:00am – 10:30am continued			
Title and Description	Knowledge Level	Learning Track	Audience
Hawaii CVB– Come see what’s new in Hawaii!	Appropriate for all levels		ALL
Insight Vacations Insight Vacations presents Tips To Sell More Premium and Luxury Guided Vacations.. Learn which clients to market to, types of marketing that work well, upselling, overcoming misconceptions and objections about guided vacations.	Appropriate for all levels		ALL
Oceania Cruises – Moments that Matter "We do not remember days, we remember Moments" - Cesare Paveset	Appropriate for all levels		ALL
Rocky Mountaineer - All Aboard Amazing The world-renowned, Rocky Mountaineer train travels by daylight through the wild beauty of Canada's West and is the best way to experience the majestic Canadian Rockies. The workshop will show you why Rocky Mountaineer is the seven-time winner of World’s Leading Travel Experience by Train, how to identify the Rocky Mountaineer target audience, what's new for 2019 and best-selling techniques to grow your business.	Appropriate for all levels		ALL
Travel Bound - What’s Next for FIT Travel with TravelBound Whether you are a long-time partner or have not used us in a while or are unaware of what we offer, this session has been designed for you to learn the tools, products and everything new at TravelBound. What is going on at TravelBound under Hotelbeds Group? We will answer this question and many more. Join us to become better acquainted with all the benefits TravelBound offers to assist you to increase SALES and deliver the travel experiences your clients will ENJOY!	Appropriate for all levels		ALL
Turkish Airlines - Turkish Airlines: Flying more countries than any other airline. Turkish Airlines General Info and Updates <ul style="list-style-type: none"> • Information about Turkish Airlines product and services • Information about Istanbul New Airport (opening October 29, 2018) • Information about Turkish Airlines Corporate Program • Raffle for 1 Economy Class Ticket among the participants 	Appropriate for all levels		ALL
Windstar Cruises - “Windstar is Taking Travelers in a Different Direction” We’ve recently introduced some exciting changes to our company and branding and I would like to invite you to join me for an event that is 180 degrees from ordinary.	Appropriate for all levels		ALL

June 15, 2018			
10:45am – 11:15am			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Abercrombie & Kent – Seven Continents, Unlimited Choices for your Luxury Client</p> <p>Join the world’s premier luxury travel company to discover a portfolio of curated journeys across all seven continents – from perennial guest favorites to exotic new destinations, plus tips for matching your clients with just the right travel experience.</p> <ul style="list-style-type: none"> • Explore Luxury Expedition Cruises for those clients who may not consider themselves cruisers, but want an in-depth exploration of places like Japan, Greece, Italy or Antarctica. • When time is their greatest luxury, recommend Wings Over the World regional journeys featuring chartered flights between destinations, or Tailor Made Journeys, customized around your clients style and personal interests. • Discover how A&K’s 55+ offices around the world can provide your clients “invitation-only” access to the people and places that make every destination unique. 	Appropriate for all levels		ALL
<p>Allianz Global Assistance – Come see what’s new at Allianz Global Assistance!</p>	Appropriate for all levels		ALL
<p>AMResorts – AMResorts, Raising all-inclusive to a New Level of Luxury</p> <p>AMResorts is a collection of luxury resort destinations, each with its own unique personality. Every one of our resorts features sun-soaked beaches, elegant accommodations, a world class spa, gourmet dining, unlimited premium drinks, and so many other pampering amenities. Including boutique beachfront havens representing the highest level of luxury. With our 6 Brands, we attract different types of travelers seeking different luxury hotel segments under the all-inclusive concept.</p>	Appropriate for all levels		ALL
<p>Avanti Destinations - Enhanced Vacation Experiences with Avanti Destinations</p> <p>Join Perry Bender as he reviews where and how Avanti Destinations helps you with customized independent vacations focusing on the opportunity to include a variety of sightseeing experiences providing your client with an enhanced vacation experience and offering you the opportunity of increased sales and commission.</p>	Appropriate for all levels		ALL

June 15, 2018

10:45am – 11:15am continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Azamara Club Cruises - Destination ImmersionSM</p> <p>If you are serious about growing your business with affluent travelers you will not want to miss this training. Azamara Club Cruises® sails to fascinating destinations in Asia, Alaska, Australia, the West Indies, Japan, and Northern and Western Europe, including ports throughout the Mediterranean. Every Azamara voyage combines warmth and sophistication with authentic experiences of local life onshore. We call it Destination ImmersionSM, a richer-way to explore the cultural wonders of the world. With half of all port visits including a late or overnight stay, Azamara guests enjoy the advantages of night touring, including live music, theater, restaurants and clubs that light up after dark. In this training you will learn;</p> <ol style="list-style-type: none">1. What is your Azamara Club Cruises core selling message?2. How can you sell what counts not discounts? – Destination Storytelling3. What are 5 Best practices you can use when looking to source High Value Guests?4. The Azamara Challenge?"	Appropriate for all levels		ALL
<p>Chubb Travel Protection - Travel Tips, Travel Safety & Travel Insurance</p> <p>This workshop will focus on Travel Tips, Travel Safety & Travel Insurance. Learn how aluminum foil and rubber bands can be part of your Travel Safety kit. We will also review what items customers should include have with them while they are traveling from the best travel apps to making sure you have the key essentials you need.</p> <p>Chubb is committed to supporting YOU and YOUR travelers each and every day. And of course, we look forward to discussing how we have placed “simple, easy, flexible and insurance” all together. AND we will be giving away 2 Echo Dots at the end of the session!</p>	Appropriate for all levels		ALL
<p>CIE Tours International – Come see what’s new at CIE Tours International!</p>	Appropriate for all levels		ALL
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June 15, 2018			
10:45am – 11:15am continued			
Title and Description	Knowledge Level	Learning Track	Audience
Hawaii CVB – Come see what’s new in Hawaii!	Appropriate for all levels		ALL
Insight Vacations Insight Vacations presents Tips To Sell More Premium and Luxury Guided Vacations.. Learn which clients to market to, types of marketing that work well, upselling, overcoming misconceptions and objections about guided vacations.	Appropriate for all levels		ALL
Oceania Cruises – Moments that Matter "We do not remember days, we remember Moments" - Cesare Paveset	Appropriate for all levels		ALL
Rocky Mountaineer - All Aboard Amazing The world-renowned, Rocky Mountaineer train travels by daylight through the wild beauty of Canada's West and is the best way to experience the majestic Canadian Rockies. The workshop will show you why Rocky Mountaineer is the seven-time winner of World’s Leading Travel Experience by Train, how to identify the Rocky Mountaineer target audience, what's new for 2019 and best-selling techniques to grow your business.	Appropriate for all levels		ALL
Travel Bound - What’s Next for FIT Travel with TravelBound Whether you are a long-time partner or have not used us in a while or are unaware of what we offer, this session has been designed for you to learn the tools, products and everything new at TravelBound. What is going on at TravelBound under Hotelbeds Group? We will answer this question and many more. Join us to become better acquainted with all the benefits TravelBound offers to assist you to increase SALES and deliver the travel experiences your clients will ENJOY!	Appropriate for all levels		ALL
Turkish Airlines - Turkish Airlines: Flying more countries than any other airline. Turkish Airlines General Info and Updates <ul style="list-style-type: none"> • Information about Turkish Airlines product and services • Information about Istanbul New Airport (opening October 29, 2018) • Information about Turkish Airlines Corporate Program • Raffle for 1 Economy Class Ticket among the participants 	Appropriate for all levels		ALL
Windstar Cruises - “Windstar is Taking Travelers in a Different Direction” We’ve recently introduced some exciting changes to our company and branding and I would like to invite you to join me for an event that is 180 degrees from ordinary.	Appropriate for all levels		ALL