

2018 Travel Leaders Network EDGE Workshop + Agenda – Affiliates *

Monday, Jun 11:

1:30pm – 5:00pm – Registration and Workshop Desks Open

Tuesday, June 12:

8:00am – 6:00pm – Registration and Workshop Desks Open

10:00am – 11:00am – Workshop Rotation

- Grow Your Business with Successful Consumer Events
- Social Media Quick Starter (101)
- Benefits of the New American Express Apex Program
- Marketing to Honeymoon and Destination Wedding Customers
- Entrepreneurship Excellence
- FITs – Making It to the Finish Line
- Understanding the Legal Landscape as it relates to Host Agencies & IC programs today
- Selling Active & Adventure Travel
- Introducing the New Certified Group Travel Specialist Program
- Travel Leaders Group Hotels – The perfect complement for your client's travel!
- What is AgentMate? Is it right for me?
- How to Manage and Lead Effectively in Today's Changing Market
- Orientation to Travel Leaders Network
- Get Organized: Click Save and Send!

10:00am – 11:00am – Experience Room

10:00am – 10:30am – Apex Lounge

10:30am – 11:00am – Apex Lounge

11:15am – 12:15pm – Experience Room

11:15am – 11:45am – Apex Lounge

11:45am – 12:15pm – Apex Lounge

11:15am – 12:15pm – Workshop Rotation

- Marketing Yourself Through your Agent Profile
- Creating & Sharing Content on Social Media (201)
- Growing Your Sales through Demand Generation Programs
- The Future of Romance Travel
- Tax Reform: How to Capture the Value of your Business
- Turn a Customer Complaint into an Opportunity
- IC Hosting 101: How to Start a Host Agency
- In-Country Partners – Curators of Truly Unique Experiences
- Sharpen your Marketing Strategies for your Group Travel Business (Groups 201)
- Save Time, Earn More with pinSIGHT
- AgentMate Features, Functions, and Enhancements
- Managing Employee Performance Issues
- CruisePRO News and Tips
- Turning Time Wasters into Time Savers
- Travel Leaders Associate Division

12:30pm – 2:45pm – Lunch General Session

2018 Travel Leaders Network EDGE Workshop + Agenda – Affiliates, cont'd *

Tuesday, June 12 continued:

3:00pm – 4:00pm – Workshop Rotation

- Using ClientBase for Engagement Select Marketing
- Highly Targeted Social Media Advertising (301)
- Marketing to Honeymoon and Destination Wedding Customers
- Champagne Strategies on a Beer Budget
- The Evolution of Luxury Travel: It's Personal
- Making Money Selling Air
- Become a Certified Accessible Travel Advocate
- Introducing the New Certified Group Travel Specialist Program
- Travel Leaders Group Hotels – The perfect complement for your client's travel!
- What is AgentMate? Is it right for me?
- How to Manage and Lead Effectively in Today's Changing Market
- Leaders Edge & Our Online Marketing Suite
- Get Organized: Click Save and Send!
- Travel Leaders Associate Division

3:00pm – 4:00pm – Experience Room

3:00pm – 3:30pm – Apex Lounge

3:30pm – 4:00pm – Apex Lounge

4:15pm – 4:45pm – Manulife (for Canadian Members Only)

4:15pm – 5:15pm – Workshop Rotation

- Marketing Yourself Through your Agent Profile
- Creating & Sharing Content on Social Media
- Best Practice Sales Process
- The Future of Romance Travel
- Tax Reform: How to Capture the Value of your Business
- Service Fees – From Fear to Fortune and Professional Respect
- You Got What Cybercriminals Want
- Revealing New Research: Adventure Travel and Travel Agents
- Sharpen your Marketing Strategies for your Group Travel Business
- Save Time, Earn More with pinSIGHT
- AgentMate Features, Functions, and Enhancements
- Managing Employee Performance Issues
- Agent Universe: Your Gateway to Travel Leaders Network Programs and Products
- Turning Time Wasters into Time Savers

4:15pm – 5:15pm – Experience Room

4:55pm – 4:25pm – Apex Lounge

4:45pm – 5:15pm – Apex Lounge

4:55pm – 5:25pm – WestJet Vacations (for Canadian Members Only)

5:30pm – 7:15pm – General Session, Agent Awards & Reception

2018 Travel Leaders Network EDGE Workshop + Agenda – Affiliates, cont'd *

Wednesday, June 13:

7:00am – 7:45am – Sunrise Workshops

- Increasing Profitability in Your Travel Business
- Funjet Vacations
- Viking Cruises
- Royal Caribbean International
- Globus family of Brands
- Tourism New Zealand

7:30am – 6:00pm – Registration and Workshop Desks Open

8:00am – 10:15am – Breakfast General Session

10:30am – 11:30am – Workshop Rotation

- Creating Your Agency's Marketing Plan
- Social Media Quick Starter
- Family Travel
- Do You Have an Exit Strategy for your Business?
- Turn a Customer Complaint into an Opportunity
- VAX – Redesigned with You in Mind
- Become a Certified Accessible Travel Advocate
- Finding your Niche
- Introduction to the Select Hotel & Resorts Program
- Unlocking the Power of ProSuite for AgentMate
- Endless Ideas for Employee Recognition
- Travel Leaders Network Exclusive Cruise Programs – Your Competitive Edge
- Excel at Excel: Learning the Basics

10:30am – 11:30am – Experience Room

10:30am – 11:00am – Apex Lounge

11:00am – 11:30am – Apex Lounge

10:30am – 12:00pm – Canadian Focus (for Canadian Members & Suppliers Only)

11:30am – 12:05pm – Grab & Go Lunch

12:15pm – 1:45pm – Power Speakers Rotation 1

- Stand out . . . Or Step Aside – Larry Mersereau
- Consumer Tribes – Kizer & Bender
- Selling Should Be (and can be) Fun – Mike Marchev
- Putting Loyalty Back in the Business – Stuart Cohen
- Turning Customers into Clients: The Power of Relationship Travel Selling – Sherrie & Charlie Funk
- Deeper Dive into Engagement Select Marketing using ClientBase – **For Former Vacation.com Agents**

1:30pm – Experience Room

12:30pm – 1:00pm – Apex Lounge

1:30pm – 1:30pm – Apex Lounge

2018 Travel Leaders Network EDGE Workshop + Agenda – Affiliates, cont'd *

Wednesday, June 13, continued:

2:00pm – 3:30pm – Power Speakers Rotation 2

- Stand out . . . Or Step Aside – Larry Mersereau
- Consumer Tribes – Kizer & Bender
- Selling Should Be (and can be) Fun – Mike Marchev
- Putting Loyalty Back in the Business – Stuart Cohen
- Turning Customers into Clients: The Power of Relationship Travel Selling – Sherrie & Charlie Funk
- Deeper Dive into Engagement Select Marketing using ClientBase – **For Former Results! Travel Agents**

2:30pm – 3:30pm – Experience Room

2:30pm – 3:00pm – Apex Lounge

3:00pm – 3:30pm – Apex Lounge

4:00pm – 6:00pm – Afternoon General Session

2018 Travel Leaders Network EDGE Workshop + Agenda – Affiliates, cont'd *

Thursday, June 14:

7:30am – 6:00pm – Registration and Workshop Desks Open

7:45am – 9:30am – Breakfast General Session

9:45am – 11:45am – Hotel Marketplace

9:45am – 10:15am – Sponsor Rotation

- AIG Travel Guard
- Delta Air Lines
- Enterprise Holdings
- Funjet Vacations
- Globus family of brands
- GOGO Vacations
- Royal Caribbean International
- Travelport
- United Airlines
- Viking Cruises

9:45am – 10:15am – Apex Lounge

10:15am – 10:45am – Apex Lounge

10:30am – 11:00am – Sponsor Rotation

- AIG Travel Guard
- Delta Air Lines
- Enterprise Holdings
- Funjet Vacations
- Globus family of brands
- GOGO Vacations
- Royal Caribbean International
- Travelport
- United Airlines
- Viking Cruises

11:00am – 11:30am – Apex Lounge

11:30am – 12:00pm – Apex Lounge

11:30am – 12:00pm – Sponsor Rotation

- Amadeus
- AmaWaterways
- Celebrity Cruises
- Crystal Cruises
- Disney Destinations
- Hertz
- Holland America Line
- MSC Cruises
- Norwegian Cruise Line
- Princess Cruises
- Silversea
- Travel Insured International
- Universal Orlando Resort

12:15pm – 1:45pm – Lunch General Session

2018 Travel Leaders Network EDGE Workshop + Agenda – Affiliates, cont'd *

Thursday, June 14 continued:

2:00pm – 4:00pm – Hotel Marketplace

2:00pm – 2:30pm – Apex Lounge

2:30pm – 3:00pm – Apex Lounge

2:00pm – 2:30pm – Sponsor Rotation

- AIG Travel Guard
- Delta Air Lines
- Enterprise Holdings
- Funjet Vacations
- Globus family of brands
- GOGO Vacations
- Royal Caribbean International
- Travelport
- United Airlines
- Viking Cruises

2:45pm – 3:15pm – Sponsor Rotation

- AIG Travel Guard
- Delta Air Lines
- Enterprise Holdings
- Funjet Vacations
- Globus family of brands
- GOGO Vacations
- Royal Caribbean International
- Travelport
- United Airlines
- Viking Cruises

3:15pm – 4:15pm – Apex Lounge

3:15pm – 4:15pm – Apex Lounge

3:45pm – 4:15pm – Sponsor Rotation

- Amadeus
- AmaWaterways
- Celebrity Cruises
- Crystal Cruises
- Disney Destinations
- Hertz
- Holland America Line
- MSC Cruises
- Norwegian Cruise Line
- Princess Cruises
- Silversea
- Travel Insured International
- Universal Orlando Resort

2018 Travel Leaders Network EDGE Workshop + Agenda – Affiliates, cont'd *

Thursday, June 14 continued:

4:30pm – 6:00pm – Preferred Partner Forums

- Making the leap from FIT to Group Sales with Family/ Multi-Gen Consumers (101)
- Getting Creative in Your Local Market
- Experiential Luxury Travel Tips
- Selling Romance Markets
- Advanced Group Sales (201)
- Identifying and Connecting with Active & Adventure Travelers
- Tools for Business & Corporate Travel Sales

4:30pm – 6:30pm – TLN Young Professionals

5:00pm – 6:00pm – Experience Room

6:00pm – 7:00pm – Experience Room

Evening – Offsite Event

2018 Travel Leaders Network EDGE Workshop + Agenda – Affiliates, cont'd *

Friday, June 15:

- 7:00am – 7:45am – Sunrise Workshops
Tourism Australia
Hawaii CVB & Pleasant Holidays
Singapore Tourism Board
- 7:30am – 5:30pm – Registration and Workshop Desks Open
- 8:00am – 9:45am – Breakfast General Session
- 10:00am – 10:30am – Sponsor Rotation
Abercrombie & Kent
Allianz Global Assistance
AMResorts
Avanti Destinations
Azamara Club Cruises
CHUBB Travel Protection
CIE Tours International
Classic Vacations
Hawaii CVB
Insight Vacations
Oceania Cruises
Rocky Mountaineer
Travel Bound
Turkish Airlines
Windstar Cruises
- 10:00am – 11:00am – Experience Room
- 10:00am – 10:30am – Apex Lounge
- 10:30am – 11:00am – Apex Lounge
- 10:45am – 11:15am – Sponsor Rotation
Abercrombie & Kent
Allianz Global Assistance
AMResorts
Avanti Destinations
Azamara Club Cruises
CHUBB Travel Protection
CIE Tours International
Classic Vacations
Hawaii CVB
Insight Vacations
Oceania Cruises
Rocky Mountaineer
Travel Bound
Turkish Airlines
Windstar Cruises
- 11:30pm – 1:30pm – Lunch General Session
- 1:45pm – 5:15pm – Trade Show
- 5:30pm – 6:30pm – Final Combined Celebration (Prize Drawings, Reveal, Graduation, Entertainment)