



Associate Workshop Sessions

Note: **The Power Speaker Sessions are optional for anyone arriving earlier in the day on June 13. The General Session 6/13 begins at 4:00pm.**

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>	Appropriate for all levels		
<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 	Appropriate for all levels		

June 13, 2018
Power Speakers
12:15pm – 1:45pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Consumer Tribes: How Zoomers, Millennials and Generation Z Buy and How They are Challenging Your Sacred Cows 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>		
<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>		

June 13, 2018
Power Speakers
12:15pm – 1:45pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<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			
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>		

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<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. NOTE: This class is for advanced users of ClientBase only.</p> <p>This workshop will address the needs of the Travel Leaders Associates.</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			
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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

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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

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11:30am – 12:00pm continued

Title and Description	Knowledge Level	Learning Track	Audience
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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

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GOGO Vacations – Come see what’s new at GOGO Vacations!	Appropriate for all levels		ALL
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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

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June 14, 2018			
3:45pm – 4:15pm			
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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

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3:45pm – 4:15pm continued

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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

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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
Supplier Forums			
4:30pm – 6:00pm			
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

Abercrombie & Kent – Seven Continents, Unlimited Choices for your Luxury Client

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.

- 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

Allianz Global Assistance – Come see what's new at Allianz Global Assistance!

Appropriate for all levels

ALL

AMResorts – AMResorts, Raising all-inclusive to a New Level of Luxury

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.

Appropriate for all levels

ALL

Avanti Destinations - Enhanced Vacation Experiences with Avanti Destinations

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.

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
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<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

10:45am – 11:15am continued

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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

June 15, 2018

10:45am – 11:15am continued

Title and Description

Knowledge Level

Learning Track

Audience

Windstar Cruises - "Windstar is Taking Travelers in a Different Direction"

Appropriate for all levels

ALL

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.

June 16, 2018
Sunrise Workshops
7:00am – 7:45am

Title and Description	Knowledge Level	Learning Track	Audience
<p>How To Build a “System” for generating more profitable leads</p> <p>Presenter Name: Mike Marchev, CTC, President, HeadFirstSales</p> <p>It is clear that in addition to maintaining visibility within your marketplace your next major shortcoming involves hit-or-miss sales and marketing tactics.</p> <p>Mike Marchev can’t do much to shorten or curtail your list of priorities, but he can introduce you to a systematic approach for developing more profitable leads with less stress. In this sunrise session Mike will address the following points of interest:</p> <p>You will learn:</p> <ul style="list-style-type: none"> • Three Myths Keeping You From Consistent Growth • Four Fundamentals Required To Build a Profitable Business • Four Questions Requiring Answers Before Turning a Profit • How To Prioritize Your “To-Do List” • A Seven-Step Lead Generation Process 	<p>Appropriate for all levels</p>	<p>Let’s Focus on the Customer</p>	<p>ALL</p>
<p>Delta Air Lines –</p> <p>Win fabulous prizes with your knowledge of Delta and Delta vacations.</p>	<p>Appropriate for all levels</p>		<p>All</p>
<p>United Airlines - United Jeopardy</p> <p>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!</p>	<p>Appropriate for all levels</p>		<p>ALL</p>
<p>Selling has changed! Do you need to?</p> <p>Presenter Name: Owen Van Syckle, Founder & President, The Van Syckle Group</p> <p>Today’s multi-sourced, oft impersonal sales environment demands that we have the most effective selling & retention strategy & skills in play. Being best or biggest or just knowing someone are no longer enough! Join renowned Sales expert Owen Van Syckle as he awakens your self-awareness and encourages you to embrace a new approach and style that will assure increased success.</p>	<p>Appropriate for all levels</p>	<p>Let’s Focus on the Customer</p>	<p>ALL</p>

June 16, 2018			
10:00am - 11:00am			
Title and Description	Knowledge Level	Learning Track	Audience
<p>The \$2 Million Sales Process Uncovered</p> <p>Presenter Name: Panel Discussion with Nancy Griffin, Travel Leaders Network, as Moderator</p> <p>Join this panel conversation of \$2 million plus sellers of travel to discover their sales methods for success. Learn about their conversations with clients and what questions they ask. They will offer tips and ideas on building trust, selling add-ons, following up and more. If you want to grow your business in the coming year, join us for this chockful hour of successful selling techniques.</p> <p>Specialist Credits: Provides credits for the Leisure Specialist program.</p>	Appropriate for all levels	Let's Focus on the Customer	ALL
<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>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	Niche Markets	ALL

June 16, 2018

10:00am - 11:00am continued

Title and Description

Knowledge Level

Learning Track

Audience

The Evolution of Luxury Travel: It's Personal

Presenter Name: Perry Lungmus, CTC, Travel Leaders Network

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.

Specialist Credits: Provides credits for the Luxury Specialist program.

**Intermediate
Advanced**

Niche Markets

ALL

Win More, Stress Less - An RFP Success Guide

Presenter Name: Melissa Pantano Gaus, Marketing Manager for Omni Hotels & Resorts, Houston area

Learn how to navigate your RFP response from the time it lands on your desk, until it's out the door. Explore the tools Travel Leaders uses to determine whether an RFP is viable, and how these tools can save you time. Review simple writing tips and practical checks that will make your writing more professional. We will also take a deep dive into the most commonly asked RFP questions and interpret what they're really asking. A must for every proposal professional.

**Appropriate
for all levels**

Business Travel

**Business
Travel Sales-
focused
Attendees**

Perpetual Demand Generation Update

Presenter Names: Michael Boulton, Travel Leaders Group & Brian Hegarty, Travel Leaders Group

We're investing in lead generation like no one else is. Join Mike & Brian as they review in detail of our accomplishments and deeper market penetration since deploying our PDG. They'll explain what we're doing and how we're doing in both the Leisure and Corporate spaces, as they invite you to participate in THE lead program of our industry.

**Appropriate
for all levels**

Business Travel

**Business
Travel
focused
agencies**

June 16, 2018

10:00am - 11:00am continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Making Your Numbers Sing and Dance</p> <p>Presenter Name: Dr. Robert Joselyn, President & CEO, The Joselyn Consulting Group</p> <p>Too many businesses, including travel agencies, create and utilize financial statements/reports primarily for income tax or banking requirements. In fact, your financial and operating data can and should be much more than this...the life pulse of your business health. This 1 hour interactive workshop will:</p> <ul style="list-style-type: none">• Examine how to identify and utilize traditional financial key operating data performance indicators to maximize your bottom line performance.• Explore alternatives for revising traditional financial and operating data collection to better understand your business and meet the management needs for the evolving travel agency business environment. <p>This will be a hands-on workshop, led by Dr. Joselyn, President of The Joselyn Consulting Group and the creator and co-facilitator nine travel agency financial benchmarking groups with over 180 member agencies in the U.S., Canada, Mexico and the Dominican Republic.</p>	Intermediate Advanced	Owning the Business	Owner/ Manager
<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.</p> <p>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)</p>	Intermediate Advanced	Host Agency "Camp"	Host Agency Owners/ Managers
<p>Emirates – The Emirates Experience</p> <p>Whether it's booking a private chauffeur drive in Greece or knowing where the best gelato is in Italy, the savvy travel agent knows how to access all the latest information from around the globe. Agents will join Emirates on a virtual journey to Dubai and beyond. Join us during this session to learn more about what's new with Emirates, an award winning airline and have the chance to win travel related prizes.</p>	Appropriate for all levels	(Please note: This is a 30-minute workshop- 10:30am – 11:00am)	ALL

June 16, 2018

11:15am – 12:15pm

Title and Description

Knowledge Level

Learning Track

Audience

Using ClientBase for Engagement Select Marketing

Presenter Name: Karen Steuerwald, Travel Leaders Network

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.

Prerequisite: For new and experienced ClientBase Windows or Online (CRM) User.

Beginner

Let's Focus on the Customer

Owner/ Manager

Highly Targeted Social Media Advertising

Presenter Name: Sara Lantto, Travel Leaders Network

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.

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.

Advanced

Social Media

ALL

The Future of Romance Travel

Presenter Name: Carrie Brandt, Travel Leaders Group

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.

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

Intermediate

Niche Markets

ALL

June 16, 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>Sales Lead Acceleration</p> <p>Presenter Name: Owen Van Syckle, Founder & President, The Van Syckle Group</p> <p><i>Flood your business with leads!</i> Lead generation is crucial to any successful business unfortunately it can also be one of the most difficult tasks. After all, not just any leads will do ... to maximize your success you need to generate qualified, targeted leads, which is exactly what this workshop will show you how to do. You'll learn not only how to get your very best prospects to raise their hand and identify themselves but also how to separate yourself from the competition and grab prospects' attention</p>	Appropriate for all levels	Business Travel	Business Travel focused agencies
<p>Tools to Manage Your Overrides</p> <p>Presenter Name: Airline Relations Department, Travel Leaders Group</p> <p>This workshop will provide you an overview on a variety of tools available in the market place that can assist you in maximizing your agency's commissions/overrides. We will review ARC's BI Tool, Delta's On Demand and Travelport's Insights.</p>	Advanced	Business Travel	Owner/ Manager

June 16, 2018

11:15am – 12:15pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Do You Have an Exit Strategy for your Business?</p> <p>Presenter Name: Mark Pestronk, Travel Attorney and Travel Leaders Network Agency Owner</p> <p>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.</p> <p>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.</p>	Advanced Intermediate	Owning the Business	Owners Only
<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	Host Agency "Camp"	Owners/Managers

June 16, 2018			
2:30pm – 3:30pm			
Title and Description	Knowledge Level	Learning Track	Audience
<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>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 specialist 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	Niche Markets	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
<p>The Bleisure Context</p> <p>Presenter Name: Mike Boulton, Travel Leaders Group</p> <p>When traveling for work, do you actually get to experience the city you are visiting? Why not work and play together? Mike Boulton, SVP Sales Travel Leaders Group, will take us through the exploding trend of traveling for work and extending your trip for play. To put this into Context, Mike as your private guide along with a small group of new friends, will take you on a curious Intellectual journey of Bleisure prosperity.</p>	Appropriate for all levels	Business Travel	Business Travel focused agencies

June 16, 2018

2:30pm – 3:30pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>New Corporate Products</p> <p>Presenter Names: Jessica Thorud, Travel Leaders Group</p> <p>New technologies are continuing to enable more seamless and personalized travel experiences. In this workshop, you'll hear about several new corporate products integrating new technologies to bring benefits to you and your customers including:</p> <ul style="list-style-type: none">• Travel Leaders Connect – automated flight notifications and chat capabilities• Virtual Payments - alternative payment method to credit cards to improve efficiency and compliance, and mitigate fraud risks• Duty of Care –pre-trip advice, location alerts and dashboards to manage traveler communication and intelligence on potential harms or disruptions• Corporate Portal – agency corporate portal to provide a one stop shop landing page for corporate travelers and travel arrangers <p>The workshop will also cover the technical integration and implementation requirements for the products.</p>	Beginner	Business Travel	Owner/ Manager Independent Contractor
<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>	Appropriate for all levels	Owning the Business	Owner/ Manager
<p>IC Talent Acquisition: IC Hosting 201</p> <p>Presenter Name: Lea Diele, CTIE, Travel Leaders Network</p> <p>It's no secret to host agency owners that not all Independent Contractors (ICs) are created equal. But finding Ics that are ultimately the right "fit" for your host agency business model can be frustrating, time consuming and often expensive. Join Travel Leaders' host agency specialist, Lea Diele, for an informative, practical workshop detailing the creative techniques, recruitment resources and proven best practices for successful IC talent acquisition.</p>	Advanced	Host Agency "Camp"	Owners/ Managers

June 16, 2018

2:30pm – 3:30pm continued

Title and Description

Knowledge Level

Learning Track

Audience

Eva Air – Come see what is new with Eva Air!

Appropriate for all levels

(Please note: This is a 30-minute workshop- 2:30pm – 3:00pm)

All

What you will learn from the EVA Air workshop:

- Hello Kitty Jet services and route
- EVA Global network and the newest destination- Chiang Mai
- Cabin services (Business class, Premium Economy class, Economy class)

* To win an international air ticket plus a surprise gift, please join EVA Airways workshop.

June 16, 2018			
4:00pm – 5:00pm			
Title and Description	Knowledge Level	Learning Track	Audience
<p>Maximizing Your Air Revenue with International Commissions and Faring</p> <p>Presenter Name: Gail Matini, Travel Leaders Group</p> <p>Learn how to earn money on international air by utilizing our preferred airline point of sale commissions and our preferred air consolidators. We will review international faring concepts, creative pricing methods and interpreting international airline commission agreements.</p>	Intermediate Advanced	Let's Focus on the Customer	ALL
<p>Family Travel</p> <p>Presenter Name: Carrie Brandt, Travel Leaders Group</p> <p>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.</p> <p>Specialist Credits: Provides credits for the Honeymoon & Destination Wedding Specialist program.</p>	Beginner	Niche Markets	ALL
<p>Agent Profiler for Niche Markets</p> <p>Presenter Name: Cory Voss, Travel Leaders Group</p> <p>In this class, you will learn how to use Agent Profiler to highlight your niche expertise and optimize your presence online. Come prepared with a niche specialty in-mind. We'll go through, in detail, how to best use Agent Profiler to attract leads for your desired niche.</p> <p>Prerequisite: This is for agents who currently have a published 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	Niche Markets	ALL

June 16, 2018

4:00pm – 5:00pm continued

Title and Description	Knowledge Level	Learning Track	Audience
<p>Glocalizing Your Capabilities</p> <p>Presenter Names: Eric Henderson, CTC, Travel Leaders Network & Kai-Gordon Weiland, Lufthansa City Center (LCC)</p> <p>As Travel Leaders Group expands and develops our global partnership with LCC, you'll have the opportunity to meet and hear from LCC's senior leadership team along with the opportunity to meet select LCC partners specializing in the offshore, multinational Corporate space. Kai-Gordon and Eric will provide you with an updated overview of LCC's local market presence and latest global market alignment, along with supplemental specialty network opportunities such better servicing multinational MICE and Energy clients, as we seek to expand our global footprint together under respective Global Networking branded offerings. Eric will also discuss wholly-owned & Associate partner offshore fulfillment options.</p>	Appropriate for all levels	Business Travel (Please note the time: This is a 90-minute workshop- 3:45pm-5:15pm)	Business Travel focused agencies
<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>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	Let's Focus on the Customer	ALL