

2018 Travel Leaders Network EDGE Workshop + Agenda – Associates *

Wednesday, June 13:

The Power Speaker Sessions, the Experience Room and the Apex Lounge are all optional for anyone arriving earlier in the day on June 13. The General Session begins at 4:00pm.

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

12:30pm – 1:30pm – Experience Room

12:30pm – 1:00pm – Apex Lounge

1:30pm – 1:30pm – Apex Lounge

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

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

6:30pm – 8:00pm – Associate Opening Reception

2018 Travel Leaders Network EDGE Workshop + Agenda – Associates, 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 – Associates, 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 – Associates, 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 – Associates, 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

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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)

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

Saturday, June 16:

7:00am – 7:45am – Sunrise Workshops

How to Build a "System" for Generating More Profitable Leads

Delta Air Lines

United Airlines

Selling has changed! Do you need to?

7:30am – 5:15pm – Registration and Workshop Desks Open

8:00am – 9:45am – Breakfast General Session

10:00am – 11:00am – Workshop Rotation

The \$2 Million Sales Process Uncovered

Creating & Sharing Content on Social Media (201)

Marketing to Honeymoon and Destination Wedding Customers

The Evolution of Luxury Travel: It's Personal

Win More, Stress Less - An RFP Success Guide

Perpetual Demand Generation Update

Making Your Numbers Sing and Dance

Understanding the Legal Landscape as it relates to Host Agencies & IC programs today

Emirates (note class ends at 10:30am)

10:00am – 12:15pm – Experience Room

10:00am – 10:30am – Apex Lounge

10:30am – 11:00am – Apex Lounge

11:00am – 11:30am – Apex Lounge

11:30am – 12:00pm – Apex Lounge

11:15am – 12:15pm – Workshop Rotation

Using ClientBase for Engagement Select Marketing

Highly Targeted Social Media Advertising (301)

The Future of Romance Travel

In-Country Partners – Curators of Truly Unique Experiences

Sales Lead Acceleration

Tools to Manage Your Overrides

Do You Have an Exit Strategy for your Business?

IC Hosting 101: How to Start a Host Agency

12:30pm – 2:15pm – Lunch General Session (

2:30pm – 3:30pm – Workshop Rotation

Turn a Customer Complaint into an Opportunity

Introducing the New Certified Group Travel Specialist Program

Revealing New Research: Adventure Travel and Travel Agents

The Bleisure Context

New Corporate Products

Tax Reform: How to Capture the Value of your Business

IC Talent Acquisition: IC Hosting 201

Eva Air (note class ends at 3:00pm)

2:30pm – 5:00pm – Experience Room

2:30pm – 3:30pm – Apex Lounge

3:30pm – 4:00pm – Apex Lounge

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

Saturday, June 16 continued:

3:45pm – 5:15pm –

Glocalizing Your Capabilities

4:00pm – 4:30pm – Apex Lounge

4:30pm – 5:00pm – Apex Lounge

4:00pm – 5:00pm – Workshop Rotation

Maximizing Your Air Revenue with International Commissions and Faring

Family Travel

Agent Profiler for Niche Markets

You Got What Cybercriminals Want

Growing Your Sales through Demand Generation Programs

5:15pm – 6:15pm – Final General Session

6:45pm – 8:45pm – Farewell Party