

MARKETPLACE

A NEW WAVE OF BUSINESS

ABA Marketplace 2008
February 2 - February 7
Virginia Beach, VA



PROFESSIONAL EDUCATION

MARKETPLACE ACTION ITEMS

PRE-MARKETPLACE

- ❑ Print out your **appointment schedule** for your business sessions.
- ❑ Bring a minimum supply of **300 business cards**.
- ❑ Update your concise **profile sheet** (approximately 200 sheets), highlighting your services and key tour contacts. Include your toll-free, direct and fax numbers, and e-mail and web address. Samples of profile sheets are available online.
- ❑ Review the **Checklists** on our website.
- ❑ Complimentary **Airport Shuttle** will be provided between Norfolk International Airport and Marketplace host hotels on arrival and departure days. Visit the ABA website for the schedule.
- ❑ If you are not traveling when complimentary airport transportation is being offered, please visit our website for **transportation discounts**.
- ❑ Remember the Marketplace **Dress Code**. Business attire is required for all Marketplace business functions. Jeans are not permitted in the exhibit hall. Suggested attire for the evening events is casual.
- ❑ Confirm your **Housing Reservations** and verify your arrival and departure dates. Complimentary shuttle service will be provided between Marketplace host hotels and all Marketplace events.
- ❑ Review the **Marketplace Delegate Packet** on our website under Marketplace Resources.
- ❑ Send ABA any **name changes** or any special needs before leaving for Marketplace.

DURING MARKETPLACE

- ❑ **Registration** is open anytime the Marketplace Networking Floor is open.
- ❑ Don't miss **The MARKET** – ABA's newest business opportunity. **The MARKET** will be open all day Saturday, Feb. 2, so make plans to arrive early.
- ❑ Give Back to the Virginia Beach community by participating in the **Polar Plunge!**
- ❑ Attend the **Sixteen All-Delegate** meal and social functions.
- ❑ Manually schedule additional appointments at the **Message and E-Mail Center**.
- ❑ Make time for **Educational Seminars**.
- ❑ Differentiate yourself with enrollment in the **Certified Travel Industry Specialist (CTIS) program**.
- ❑ Make reservations for the **Dine Around** on Sunday and Tuesday Nights.
- ❑ Support the **ABA Foundation** events and silent and live auctions.
- ❑ Take advantage of the Marketplace on-site **Service Centers**. The service centers include: Resource Central, Orientation Center, and the Message and E-mail Center.
- ❑ Visit the **Virginia Beach Hospitality Booth** for specifics on the Evening Events, Dine Around, Sightseeing Tours, Airport Transportation and general Virginia Beach and Virginia information.
- ❑ Build your business leads by attending your **State/Provincial Caucus**.
- ❑ **Volunteer** your free time.

AFTER MARKETPLACE

- ❑ Focus right now on those **leads and contacts** that are the highest priority and the most time sensitive.
- ❑ Don't swamp this hot lead with reams of brochures or pictures. Sometimes you can close the deal with a **simple phone call**.
- ❑ You will find that follow-up is most productive if you use a **targeted approach**. A mass market spamming approach is expensive and guaranteed to irritate even the most tolerant buyers.
- ❑ Put together a **focused follow-up message** for each of your contacts with the exact product or service that you discussed at Marketplace.
- ❑ Use the correct salutation and **personally sign** each letter you send.
- ❑ Identity yourself as an **ABA member**. Many members need to justify their Marketplace registration and membership in ABA. They can use another member's ABA affiliation to prove the value of membership in growing their business.
- ❑ **Get involved** with ABA by nominating yourself for one of the many leadership committees.
- ❑ Mark your calendar for **Marketplace 2009**, Jan. 7 - 12, in Charlotte, NC.

www.buses.org/marketplace

CERTIFIED TRAVEL INDUSTRY SPECIALIST

More and more successful motorcoach and group travel professionals are making ABA's Certified Travel Industry Specialist program a part of their marketing success.

Providing a solid foundation to build the relationships that grow your business, ABA's CTIS program allows you to differentiate yourself. CTIS has become a desired designation in our industry because it represents a commitment to the industry and gives you up-to-date knowledge of trends and tools you can use to further your business.

Marketplace offers you a unique opportunity to receive a discounted enrollment fee as well as more than 40 opportunities to complete the requirements for graduation.

In 2008, I challenge you to a friendly competition, the RACE TO BEAT PETE. As a new enrollee in the CTIS program, I encourage you to enroll and race me to the finish line - graduation! I will keep you updated on my progress and we will race for bragging rights as well as the desired designation. I see the value of this program that 450 of our industry colleagues have completed and I look forward to continuing my industry education through the CTIS program.

On Your Mark, Get Set, Enroll!

Pete Pantuso
President & CEO
American Bus Association

Certified Travel Industry Specialist program enrollment includes:

- University administered courses – the first in the industry
- Up-to-date knowledge of trends and tools of group travel
- Flexible scheduling – can be completed at home, in the office or on the road
- ABA Member Discounts – the most cost-effective program in the industry
- Mentoring Program
- Record Keeping – we will track your progress for you so you don't have to maintain your own records
- Your enrollment does not expire until you graduate – our commitment to you

ONE TIME ABA ENROLLMENT FEE:

\$125 ABA Member (\$75 if enrolled by Feb. 29, 2008)

\$175 Non-ABA Member

Certification requires successful completion of two components:

- Five Indiana University Purdue University Indianapolis (IUPUI) Correspondence Courses
- Eight Marketplace Education Seminars

REQUIRED IUPUI COURSES

Customer Service:

July 1 – Aug. 31, 2008

Promoting Your Business:

May 1 – June 30, 2008

Business Grammar and Writing:

Sept. 1 – Oct. 30, 2008

ELECTIVE IUPUI COURSES

Personal Organization and Effectiveness:

Nov. 1 – Dec. 15, 2008

Sales: Motivation and Skills:

March 15 – April 30, 2008

Effective Advertising:

March 15 – April 30, 2008

Using Business Information for Decision Making:

Nov. 1 – Dec. 15, 2008

STAR PROGRAM

ORIENTATION WORKSHOP Your Script to STARdom

Room: Suite 4ABC

Whether you are a first-time STAR delegate or a Marketplace veteran, this workshop will help you prepare for an exciting and valuable Marketplace week. Marketplace leaders willingly share their expertise and insights, helping you discover the "ins and outs" of Marketplace. Discover the secrets to preparing yourself for the Marketplace business floor and ABA's uniquely different Marketplace. Don't miss this dynamic session!

SUNDAY, FEB. 3

12:00 pm – 1:00 pm

1:30 pm – 2:30 pm

MONDAY, FEB. 4

11:00 am – 12:00 pm

3:00 pm – 4:00 pm

TUESDAY, FEB. 5

11:00 am – 12:00 pm

3:00 pm – 4:00 pm

Sponsored by Theatre Direct/Showtix

SUNDAY, FEB. 3

8:00 am – 9:30 am

COFFEE TALK

MODERATOR: Alf Nucifora

Room: Suite 3

This must-attend session engages both Suppliers and Operators in spirited discussions and cross-sharing of trends, practices, needs, and opportunities. Under Alf's leadership, this session is guaranteed to be both entertaining and educational. Whether you have years of industry experience or you are a first-time attendee, you will gain valuable insight from this high-energy dialogue.

Sponsored by Ohio Division of Travel & Tourism

8:00 am – 9:30 am

STRATEGIC BUSINESS PLANNING

SPEAKER: Mike Henning

Room: Suite 2

A strong vision is what keeps an orderly environment and helps you channel intuition and flexibility so that everyone in your organization pulls in the same direction. This seminar will educate you on selecting and developing a strategic planning team and teach you the basic elements necessary to create a strategic plan for your company. You will learn how to develop action steps, assign responsibility and time frames, and commit the necessary resources to implement your plan.

Sponsored by Mystic, Connecticut - Inn at Mystic

12:00 pm – 1:00 pm

NOTABLE NICHEs

SPEAKER: Alf Nucifora

Room: Suite 3

A new addition to the Marketplace seminar line-up, Alf explains the importance of opportunistic and fast-growing niche markets that have been virtually ignored by the motorcoach industry. Niche markets represent huge consumer numbers and possess a high-index propensity to travel. Attendees will gain a better understanding of the personality, size, and marketing potential of emerging niches and how best to exploit them.

Sponsored by Ohio Division of Travel & Tourism

12:00 pm – 1:00 pm

MANAGING YOUR BUSINESS BY THE NUMBERS

SPEAKERS: Mike Henning and Ken Vogt

Room: Suite 2

Imagine you have the keys to growing your profits beyond expectations, and beating the IRS tax machine at their own game. This program will help business owners and managers understand and analyze their financial reports, helping you make intelligent management decisions. Decisions which will enable your company to be profitable and successful long-term. Once our processes have been applied, bottom line profit typically increases from 2 - 4% and overall revenues zoom up to 25%.

Sponsored by Mystic, Connecticut - Inn at Mystic

1:30 pm – 2:30 pm

ENGAGED LEADERSHIP

SPEAKER: Clint Swindall

Room: Suite 3

Research indicates that only 26% of employees are truly engaged. The vast majority of employees simply show up for work each day prepared to do the minimum to get by. While we may love the 26% who are productive and loyal to the organization, the key to success lies in our ability to lead the disengaged employees. If we want that to happen, we must provide engaged leadership. Clint will help you build a culture where employees want to work, inspire employees to want to help the organization realize its vision, and develop a team to make it all happen.

Sponsored by Turning Stone Resort & Casino

1:30 pm – 2:30 pm

BENCHMARKING YOUR WAY TO OPERATIONAL FITNESS

SPEAKER: Jim Kessler

Room: Suite 2

You've heard the speakers. You've read the studies. But how can you know if performance benchmarks communicated by others are relevant to your operation? It's all in how you implement your benchmarking program and with whom you compare your numbers. In this workshop, we'll discuss which Key Performance Indicators are most important; how to collect and report them; how to obtain buy-in from your staff, and how to best validate them against your peers in the industry. The results are benchmarks that are relevant, motivating, effective, and excuse-proof!

Sponsored by XSCEND Performance Group

3:00 pm – 4:00 pm

**DECISIONS, DECISIONS:
REDUCING STRESS BY MAKING
BETTER CHOICES**

SPEAKER: Clint Swindall

Room: Suite 3

You are where you are because of the decisions you've made in your life. You got yourself here, and you decide the next steps by the decisions you make. You've heard the phrase "It's All About Me!" Well, when it comes to your own success, it is all about you. It's about taking personal responsibility for the decisions you make every single day. In this program, Clint will provide some common sense life principles to help you understand the power you have to determine your own destiny by improving the decisions you make.

Sponsored by Turning Stone Resort & Casino

9:30 am – 10:30 am

ENGAGED LIVING

SPEAKER: Clint Swindall

Room: Suite 2

As we strive to keep up with the insanity of a fast-paced world, we are in a constant struggle to find a balance between our professional and personal lives. The frustration of constantly searching for this balance often causes significant stress and unhappiness. At work, it means low morale, high employee turnover, and potentially low profits. At home, it means higher stress, personal dissatisfaction, and family problems. While focusing on the five areas of Engaged Living, Clint helps participants understand the simple things that can be done to put it all into perspective in pursuit of a balanced life.

Sponsored by Turning Stone Resort & Casino

11:00 am – 12:00 pm

**HIGH-FIVE STRATEGIES
FOR WEBSITES**

SPEAKER: Philippa Gamse

Room: Suite 3

More than 80% of buyers research products online before making a phone call or walking into a store. Is your website attracting this lucrative traffic and generating quality leads for you? Or is your site losing business you don't even know about? This seminar will give you practical, immediately usable, and customized advice helping you define the strategies, goals, and target markets for your website. You will discover how to promote the site in and beyond the search engines, integrate appropriate and targeted e-mail marketing campaigns, and mine your traffic reports for those crucial "gold nuggets" that will help you grow your site even further.

*Sponsored by Southern Maryland,
Where Time and Tide Meet*

MONDAY, FEB. 4

9:30 am – 10:30 am

NOTABLE NICHE

SPEAKER: Alf Nucifora

Room: Suite 3

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Sponsored by Ohio Division of Travel & Tourism

11:00 am – 12:00 pm

**ENGAGED SALES: COMMON
SENSE SELLING**

SPEAKER: Clint Swindall

Room: Suite 2

Every person in a sales position has developed a set of skills that work in their particular environment. In fact, most salespeople have been through various sales training programs, hoping to learn new techniques for selling. Although speakers and trainers may put a new spin on selling techniques, the reality is that successful sales comes down to more than just technique. By focusing on the four aspects of sales, each salesperson builds relationships for long-term success and helps customers feel they truly are buying a product, instead of being sold on one.

Sponsored by Turning Stone Resort & Casino

3:00 pm – 4:00 pm

HIGH-FIVE RESULTS FOR WEBSITES

SPEAKER: Philippa Gamse

Room: Suite 3

Your website visitor reports contain a wealth of data that can help you refine your site, develop new products and services for your customers, and increase visitor response. In this program, you will learn how to cut through the numbers and graphs that make up the reports and find those clues. Using in-depth case studies, you'll learn how to apply your traffic information to improve your website's usability, increase visitor response rates, and identify opportunities for new revenue sources.

*Sponsored by Southern Maryland,
Where Time and Tide Meet*

3:00 pm – 4:00 pm

OBSESSIVE COMPULSIVE ABA SALES

SPEAKER: Stuart Ellis-Myers

Room: Suite 2

By providing psychological insights and proven action strategies to inspire the extraordinary results you seek, Stuart creates influence and persuasion that is completely based on a foundation of honesty, integrity, and truth. You will learn how to overcome inner adversities and achieve obsessive and compulsive behavior towards staying refreshed and refocused to outperform your ever-changing competition.

4:30 pm – 5:30 pm

REVISITING THE FORGOTTEN RULES OF BUSINESS ETIQUETTE

SPEAKER: Alf Nucifora

Room: Suite 3

In this day and age of email, cell phones and Blackberries, the common business courtesies have all but been lost. Take the in-class quiz and find out how you could be falling into unproductive and bad business habits, and, in the process, alienating customers and suppliers without even realizing it. In this hard-hitting program, marketing expert and business etiquette fanatic Alf Nucifora will revisit the now forgotten rules of proper business behavior and provide the perfect tune-up for those who have fallen into bad habits.

Sponsored by Ohio Division of Travel & Tourism

4:30 pm – 5:30 pm

RAGING THUNDER LEADERSHIP

SPEAKER: Stuart Ellis-Myers

Room: Suite 2

Created on the Rainforest Rivers of Northern Queensland Australia, Raging Thunder Leadership uncovers the leadership and service secrets created by extraordinary, free spirited white water rafting guides. Through a high energy, experiential learning multi media video based session Stuart reveals exactly what these real white water rafting guides have to share on turning your clients into raving fans of both you and your organization. Together will Stuart and these guides guide you over the white water rapids, and teach you about leadership at every turn.

TUESDAY, FEB. 5

9:30 am – 10:30 am

HIGH-FIVE STRATEGIES FOR WEBSITES

SPEAKER: Philippa Gamse

Room: Suite 3

More than 80% of buyers research products online before making a phone call or walking into a store. Is your website attracting this lucrative traffic and generating quality leads for you? Or is your site losing business you don't even know about? This seminar will give you practical, immediately usable, and customized advice helping you define the strategies, goals, and target markets for your website. You will discover how to promote the site in and beyond the search engines, integrate appropriate and targeted e-mail marketing campaigns, and mine your traffic reports for those crucial "gold nuggets" that will help you grow your site even further.

*Sponsored by Southern Maryland,
Where Time and Tide Meet*

9:30 am – 10:30 am

LEADERSHIP BY FIRE

SPEAKER: Stuart Ellis-Myers

Room: Suite 2

Successful businesses work constantly on their teams. Leadership by Fire turns personal and professional teamwork into wildfire achievements by offering immediate action, group discussion, and customized set processes. Attend this session and learn how to build unquenchable teamwork while respecting accomplishment, inspiring individual empowerment, and new levels of performance. Now is the time to smoke out and extinguish the low morale and communication breakdowns that are affecting your bottom line.

11:00 am – 12:00 pm

THE HIP CHICK'S GUIDE TO BUSINESS

SPEAKER: Meagan Johnson

Room: Suite 2

In today's world of business at break neck speed, it is difficult not to take business personally. Everyone knows the ladder of success cannot be climbed without coming into contact with someone who is going to get on your nerves, ruin your day, and damage your reputation. If you don't deal with these people effectively, they will have you banging your head instead of banging up sales and new business. Learn how to approach them with clear, rational thinking that increases your chances of success and decreases the chances they step on you as you climb the ladder to success.

Sponsored by North Carolina's Northeast Commission

11:00 am – 12:00 pm

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*Sponsored by Southern Maryland,
Where Time and Tide Meet*

3:00 pm – 4:00 pm

IF LEADERSHIP IS A GAME, THESE ARE THE RULES: PART 1

SPEAKER: Steve Gilliland

Room: Suite 3

At one time or another, everyone in a position of authority wonders what the key to great leadership is. Although there are no universal rules, this session shares a universal wisdom that, once understood and embraced, contributes to meaningful relationships at work and at home. Steve uncovers the secrets that great leaders already know and outlines the twelve rules that you need to truly inspire and motivate others. It is thought-provoking and inspirational, laced with best practices and personal anecdotes that offer insights on self-esteem, respect, acceptance, ethics, compassion, humility, gratitude, and courage.

Sponsored by Alaska Travel Industry Association

3:00 pm – 4:00 pm

ZAP THE GAP

SPEAKERS: Larry and Meagan Johnson

Room: Suite 2

Never before have there been four generations in the workforce at the same time, each with very unique wants, needs, and desires. You must learn to tap into their motivation in order to get the most from their potential. More importantly, how your people work together is the critical success factor in every phase of your business. This seminar will help your team develop essential skills to help your organization avoid the pitfalls and find success in getting the best from your most valuable resource, your people.

Sponsored by North Carolina's Northeast Commission

4:30 pm – 5:30 pm

IF LEADERSHIP IS A GAME, THESE ARE THE RULES: PART 2

SPEAKER: Steve Gilliland

Room: Suite 3

Steve continues to uncover the secrets that great leaders already know and outlines the twelve rules that you need to truly inspire and motivate others. It is thought-provoking and inspirational, laced with best practices and personal anecdotes that offer insights on self-esteem, respect, acceptance, ethics, compassion, humility, gratitude, and courage.

Sponsored by Alaska Travel Industry Association

4:30 pm – 5:30 pm

STRAIGHT TALK

SPEAKER: Larry Johnson

Room: Suite 2

Straight, honest, no nonsense communication in organizations is more rare than common these days. Whether it's fear of reprisal, natural timidity, or not wanting to hurt someone's feelings, many of us avoid telling the truth when the truth needs to be told. Larry shows you how to enhance your leadership skills by establishing a new standard of communication – a standard that encourages creativity through candid discussions, frank expression of ideas, and healthy debate.

Sponsored by North Carolina's Northeast Commission

4:30 pm – 5:30 pm

RSAA: YOUR LINK TO THE MANY MARKET SEGMENTS OF INTERNATIONAL INBOUND TRAVEL

PANEL DISCUSSION

Room: Suite 4ABC

Let Receptive Services Association of America be your gateway to understanding the impact of the inbound international travel market and its many segments. Learn about FIT's, Fly & Drives, Escorted Tours, Tour Series, Convention/Congress, Corporate, and Incentive business and your potential for capturing more of these important markets.

Sponsored by Receptive Services Association of America

WEDNESDAY, FEB. 6

9:30 am – 10:30 am

PERFORMANCE ESSENTIALS IN THE WORKPLACE

SPEAKER: Steve Gilliland

Room: Suite 3

In today's business environment, everyone is challenged to perform at higher levels. In this session, Steve provides a wealth of information on the five performance essentials necessary in the workplace: Attitude, Customer Service, Motivation, Organization, and Teamwork. These performance essentials apply to salespeople, customer relations staff, bus drivers, volunteers, supervisors, managers, and executives in all types of organizations. They are vital to growth in the workplace and critical to the survival of an organization.

Sponsored by Alaska Travel Industry Association

9:30 am – 10:30 am

ZAP THE GAP

SPEAKERS: Larry and Meagan Johnson

Room: Suite 2

Never before have there been four generations in the workforce at the same time, each with very unique wants, needs, and desires. You must learn to tap into their motivation in order to get the most from their potential. More importantly, how your people work together is the critical success factor in every phase of your business. This seminar will help your team develop essential skills to help your organization avoid the pitfalls and find success in getting the best from your most valuable resource, your people.

Sponsored by North Carolina's Northeast Commission

11:00 am – 12:00 pm

ARE YOU A CLOSER OR A POSER?

SPEAKER: John Kennedy

Room: Suite 4ABC

Whether you are attending Marketplace for the first time or you are a veteran delegate, you need to make the best of it. Whether it's the last appointment on the first day or the first appointment on the last day, there's never a second chance to make a lasting first impression. John lets you in on the secrets to landing and keeping great relationships from ABA's Marketplace and making the most of your investment. You will learn powerful opening statements that move to closing accounts and the importance of value positioning in your message.

11:00 am – 12:00 pm

NEGOTIATE TO WIN

SPEAKER: Steve Gilliland

Room: Suite 3

Although there are no universal rules to help you in negotiation, Steve blends the real nuts and bolts of negotiating with historical, ethical and practical knowledge for a complete and richly illuminating treatment of the subject. Steve uncovers the twelve laws of negotiation that will guarantee everyone walks away from the table satisfied. Best of all, it shows that wisdom lies inside each one of us, and that by putting the laws into action, we can create a win-win situation for everyone.

Sponsored by Alaska Travel Industry Association

11:00 am – 12:00 pm

TGIM (THANK GOODNESS IT'S MONDAY)

SPEAKER: Larry Johnson

Room: Suite 2

This fast-paced, content-packed, humor-laced session shows you how to reduce employee turn-over, increase employee productivity, and enhance employee morale. Larry's program is based on the premise that happy, turned-on employees provide the best service to customers. TGIM gives participants easy-to-use tools to help you motivate your employees to be those happy, turned on service providers every business needs.

Sponsored by North Carolina's Northeast Commission

12:30 pm – 1:30 pm

THE HIP CHICK'S GUIDE TO BUSINESS

SPEAKER: Meagan Johnson

Room: Suite 2

In today's world of business at break neck speed, it is difficult not to take business personally. Everyone knows the ladder of success cannot be climbed without coming into contact with someone who is going to get on your nerves, ruin your day, and damage your reputation. If you don't deal with these people effectively, they will have you banging your head instead of banging up sales and new business. Learn how to approach them with clear, rational thinking that increases your chances of success and decreases the chances they step on you as you climb the ladder to success.

Sponsored by North Carolina's Northeast Commission

12:30 pm – 1:30 pm
**TO ADD OR MULTIPLY,
THAT IS THE QUESTION**

SPEAKER: John Kennedy

Room: Suite 4ABC

It's tough to find good employees these days, and it's even tougher to keep them. Join John as he unveils his new book "Management That Cooks" which discusses the idea of multiplying the talent of the cooks, not adding more bodies in the kitchen. You will take away key strategies that include identifying key players, a rating system that scores impact and relationship building, and the top three things every employee wants from you.

2:00 pm – 3:00 pm
COMMUNICATING WITH EXCELLENCE

SPEAKER: Johnny Campbell

Room: Suite 2

This program will teach you strategies for speaking with power, passion, and clarity. Learn specific how-to's for speaking in front of a group, including how to mentally organize your thoughts. Turn nervous feelings about speaking into positive ones by developing a stage presence that gets rave reviews and offers new professional opportunities.

2:00 pm – 3:00 pm
CRUISIN' THROUGH LIFE™ AT 35 MPH

SPEAKER: Brian Blasko

Room: Suite 3

This exciting program forces you to discover and maximize your own personal potential. You will learn how to gain some "fuel" for your internal gas tank. Brian will share his strategies for successful leadership and personal growth, techniques that have all been test-driven and proven road-worthy. Don't let life's little road blocks keep you stuck on the side of the road. Come have some fun and learn how to push your pedal to the metal!

9:30 am – 10:30 am
**BUILDING YOUR NETWORK
THROUGH NETWORKING**

SPEAKER: Johnny Campbell

Room: Suite 2

Many people go to networking events, but few actually know how to network effectively. It's more than just handing out business cards and asking for referrals. Today it has become a form of survival for marketing, for promotion, and for friendships. In this program you will learn how to become more effective in the art of networking so that you can build your credibility, expand your business, and increase your income.

THURSDAY, FEB. 7

9:30 am – 10:30 am
CREATIVITY CAMP

SPEAKERS: John Kennedy and Brian Blasko

Room: Suite 3

Time for some more "thinking inside the box" fun with your camp coaches John and Brian. Back by popular demand and recently caffeinated, John and Brian will put you through your paces of innovation, creativity, and problem-solving. Grab a cup of mud, some Wheaties, and an open mind. You will leave with a new approach for utilizing all available resources to get the job done and the true essence of teamwork and the importance of inclusion.

11:00 am – 12:00 pm
**ARE YOU READY FOR THE NEXT
WAVE? SUCCESS IN TOURISM**

SPEAKER: Beth Terry

Room: Suite 3

Do you know what to expect from international visitors? Do you know which country holds the brightest future for tourism? Find out the answers to these and other questions about our new wave of domestic and international visitors. Increase your potential future revenue and create that ever-elusive repeat customer. Discover techniques you can teach your employees to gain greater customer satisfaction and retention.

11:00 am – 12:00 pm

WASH, WAX AND POLISH YOUR SPEAKING SKILLS

SPEAKER: Brian Blasko

Room: Suite 2

If you fear public speaking and freeze up when put into certain speaking situations, this is the session for you. This highly-informative and comforting program gives you strategies that are guaranteed to help reduce apprehension and engage your audience. Come unleash the “ham” in you and enjoy polishing up your speaking skills.

2:30 pm – 3:30 pm

MANAGING THE UNMANAGEABLE

SPEAKER: John Kennedy

Room: Suite 3

Every organization has one or two bad apples that spoil the whole bunch. We all know who they are. Heck, even they know who they are. So why do we continue to allow their behavior to affect the team, the organization, and the customer? John throws his nice guy style out the window and hits you head on with the ability to attack this issue. Learn how to tell the difference between those worth salvaging and those to jettison. John guides you through a HR friendly process to documenting unacceptable behavior and getting rid of those bad apples.

2:30 pm – 3:30 pm

CUSTOMER SERVICE: IT’S THE ONLY GAME IN TOWN

SPEAKER: Beth Terry

Room: Suite 2

Tired of the latest training fads? Looking for some practical advice to help your employees understand that if the customer stops coming, we don’t go to work anymore and our doors will close? Beth will teach you solid principals, common sense approaches, and practical methods to help employees and managers think differently about their attitudes, their service, and the importance of urgency in creating positive customer experiences and loyal customers who return.

4:00 pm – 5:00 pm

THEY’RE DRIVING ME CRAZY

SPEAKER: Johnny Campbell

Room: Suite 2

Difficult people are everywhere. They affect our productivity at work and our happiness at home. In this program, we will discuss how to overcome those difficult behaviors and gain cooperation in every situation. We will identify the four behavioral types displayed by individuals and how to deal with the most common ones. Learn the secret to resolving the internal conflict through thoughts, expectations, and giving constructive criticism that works.

4:00 pm – 5:00 pm

THE EMOTIONAL OIL CHANGE

SPEAKER: Brian Blasko

Room: Suite 3

Have your creative juices stopped flowing? Has your creative thinking become stuck inside the box? If you answered yes, then this program is for you. Brian will share his strategies for successful creative thinking. Come have some fun and learn how to look at situations in a “new” way. Your creative ideas are just around the corner. Unleash your creative genius inside!



USE THIS CHART TO PLAN YOUR MARKETPLACE WEEK

	SATURDAY The MARKET Networking Floor Reception Beach Party	SUNDAY Opening Ceremony Sightseeing Tours Dine Around	MONDAY DMO Appts All-delegate Lunch Town Center Event	TUESDAY Caucuses Lodging Appts All-delegate Lunch Dine Around Foundation Afterglow	WEDNESDAY Attraction/LRO/Other Appointments Sightseeing Tours CTIS Graduation Norfolk Event Hospitality Suite	THURSDAY Attraction/LRO/Other Appointments All-delegate Lunch Closing Event
7:00 AM						
8:00 AM						
9:00 AM						
10:00 AM						
11:00 AM						
12:00 PM						
1:00 PM						
2:00 PM						
3:00 PM						
4:00 PM						
5:00 PM						
6:00 PM						
7:00 PM						
8:00 PM						
9:00 PM						
10:00 PM						
11:00 PM						

DON'T FORGET TO VOLUNTEER, VISIT RESOURCE CENTRAL, NETWORK AND ATTEND EDUCATION SEMINARS

PHILADELPHIA[★]

Where You're at Liberty to Be...

Come to Philadelphia and we'll do more than help you plan a visit. We'll help you create an experience. We offer more than 20 specially-designed tours for groups, each offering the kind of VIP treatment, behind-the-scenes access and hands-on experiences that turn a fun adventure into a favorite memory.

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