

2009 ETC Executive Forum Tentative Agenda for Attendees (as of 2/5/09)

Friday, February 20, 2009, 8:00 a.m. – 6:30 p.m.

Facilitators: **Duncan Beardsley**, retired president, Seabourn Cruise Line & retired director of Travel/Study, Stanford University Alumni Association; Current director, Generosity in Action

Carolyn Sheaff, retired director, BEAR TREKS Travel Program, California Alumni Association, University of California, Berkeley

Morning Session

- 7:30 Breakfast is served.
- 8:00 – 8:30 Introduction & Welcome
- 8:30 – 9:15 Breakfast Rounds: “Using 2009 to Plan Ahead”, Q & A **Peter Yesawich**, Chairman & CEO of Ypartnership, a marketing, advertising and public relations agency serving travel, leisure and lifestyle clients.
- 9:45 – 10:45 Morning Plenary: **Peter Yesawich** speaking on “Emerging Lifestyles and Travel Trends: Implications for Marketing Travel in Challenging Times”
- 10:45 – 11:00 Coffee Break
- 11:00 – 12:00 Morning Discussion: “2009 & 2010 – Global Sparkle or Fizzle”, Q & A with **Augusto de la Torre**, World Bank’s chief economist for Latin America and the Caribbean

This morning’s breakfast, refreshments and midday luncheon are made possible through the generous support and sponsorship of Go Next.

Afternoon Session

- 12:00 – 1:00 Luncheon Roundtable: “A Travel Planner’s View”, Q & A with **Amy Kotkin**, Director, Smithsonian Journeys
- How closely do you manage your travel program?
- 1:00 – 2:00 Afternoon Plenary: **Augusto de la Torre** and **Michael Bernstein**, provost and professor of history and economics, Tulane University, speaking on “The State of the Economy, A Perilous Progress: Global and U.S. Outlooks for Business”
- 2:15 – 3:30 Afternoon Presentations with Q & A: “Getting to the Next Level” with Discussion Leaders: **Jeff Johnson**, President & CEO, Iowa State University Alumni Association, **Barry Adams**, President & CEO, The University of Houston Alumni Association and **Charlotte Travieso**, Executive Director, Tulane University Alumni Association

What are Affinity Group Travelers buying and how are they shopping? Are expectations and characteristics of best travelers shifting? Being prepared to serve affinity groups without a near-term financial reward. Donor Trips vs. Educational Group Tours. Recreating or Rebuilding under pressure. Expanding marketing beyond trip brochures.

- 3:30 – 3:45 Coffee Break
- 3:45 – 4:30 Risk Management and Partnership Responsibilities: Discussion & Q&A with **James Sano**, President, Geographic Expeditions.
- Business Strategies: Financial, personnel, marketing, and operations. Guiding Principals: Top-level goals and objectives. Negotiating for lasting, strong partnerships. Smart risk management: legal, medical and financial. Realities: The current business conditions impacting our future
- 4:30 – 5:30 “What’s Still on Your Mind?” Roundtable Q&A with **All Panelists**, (except Plenary speakers)
- 5:45 – 6:30 "Challenges and Opportunities Ahead for Affinity Group Travel", **Peter Greenberg**, Travel Editor & Host, NBC “Today” Show
- 6:30 – 8:00 Finale Reception