

# *2012 Educational Travel Conference*

*January 19-22, 2012*

## **Agenda**

### **Thursday, January 19**

#### **09:00 AM-09:00 PM ETC Conference Reception Desk Open**

All Attendees

*Atrium A*

All registered attendees and speakers check in here upon arrival to collect Conference materials. In the interest of Conference-wide safety and security, official ETC 2012 delegate badges are required to enter all sessions, the International Bazaar and special events. Please keep your badge prominently displayed, as only registered delegates have access to these venues. Thank you!

Navigate the Conference effectively with the BiZ Passport, which includes the Agenda-at-a-Glance, a full layout of the meeting rooms, and the International Bazaar map with display locations for all participating destinations, operators, suppliers and sponsoring partners.

**The printing of the ETC 2012 Conference Resource Directory is made possible through the support of Academic Arrangements Abroad, Avalon Waterways, Classic Escapes, International Expeditions, Saxony Tourism, and Thomson Safaris (visit them at Booths 1A - F).**

**The printing of the ETC 2012 Mini-Agenda/BiZ Passport is made possible through the support of the Ministry of Tourism of Ecuador (visit them at Booth 14).**

**The exclusive Conference hotel key card is made possible through the support of Go Ahead Tours (visit them at Booth 19).**

**ETC Conference Bags are made possible through the support of Saxony Tourism (visit them at Booth 1F).**

#### **10:00 AM-12:00 PM Jumpstart Seminar: Part V -- The Community and the Conference**

Travel Planners Only - Pre-Registration Required

*Coral Ballroom A,B,C*

*Ticketed Function*

Panel

Congratulations on completing four "pre"-conference webinars in your preparation for ETC 2012. You've now learned some of the essential elements of the business, from mission and program objectives to where travel fits within your organization to risk management and all-things marketing. Today, get ready for a final deep dive into the Community and the Conference. You'll continue your training with presentations that will provide insights into the partners who comprise the supply chain and on how to navigate the educational travel industry. Plus, benefit from advanced information on the Conference--you'll become equipped with all the tools and information you need to mix, mingle, and get the most out of your Conference experience. Each attendee receives a comprehensive 450+ page Jumpstart Manual prepared especially for participants attending the Jumpstart Seminar.

*Trainer(s)* Cary Allyn, Director, Vanderbilt Travel Program, Vanderbilt University  
 Bobbi Collins, Director, Marketing & Business Operations, U.S. Naval Academy Alumni Association  
 James Friedlander, President & CEO, Academic Arrangements Abroad  
 Jennifer Leong, Director of Sales and Marketing, Effetto Italy  
 Martin Ludwig, Director of Travel, Georgia Tech Alumni Association  
 Roberta Moore, Director, Alumni Continuing Education and Travel, Dartmouth College  
 Kevin O'Neal, Executive Vice President of Business Development, USI Travel Insurance Services  
 Lauren Summers, Marketing Executive, Visit Wales

**The 24th annual Jumpstart Seminar, Manual, e-Manual, and pre-conference webinars are made possible through the support of USI Travel Insurance Services (visit them at Booth 3).**

**11:30 AM-12:00 PM Travel Planner Lunch Pick-up**

Travel Planners Only

*Coral Ballroom Foyer*

*Ticketed Function*

Travel planners were offered the option of pre-purchasing a box lunch to enjoy during the Travel Planner Forum plenary session. Tickets are provided with Conference registration materials for all who purchased a box lunch.

**12:00 PM-12:50 PM Travel Planner Forum -- Program Relevance and Positioning of Alumni/Member Travel for the Future: A View from the Top**

Travel Planners Only

*Coral Ballroom A,B,C*

Panel

No matter what your institutional mission is, as the economy continues to be uncertain, due diligence is required to keep programs healthy and viable for one's institution--and relevant to travelers across generations. Senior executives overseeing travel programs at nonprofit institutions lead a forward-looking conversation on the need to re-envision what conveys success for travel programs, educating outside the classroom, and where alumni/member travel programs might be headed without increased internal collaboration, re-assessment of resources, diversification of programs, and clear engagement directives.

*Moderator(s)*

J. Mara DelliPriscoli, ETC Founder/President, TLC

*Speaker(s)*

Scott Gerloff, CEO/President Heritage Travel, LLC, National Trust for Historic Preservation

Steve Grafton, President & CEO Alumni Association, Alumni Assn. of the University Of Michigan

**01:00 PM-02:15 PM Travel Planner Forum: Best Practices I**

Travel Planners Only

Roundtable

Get “down to details” in these highly topical best-practices discussions with travel planner colleagues! All roundtables in the Travel Planner Forum are colleague-led. Co-facilitators bring distinctly different perspectives ensuring depth and diversity in each exchange. Takeaways from these discussions will be key points to implement upon return to your office. A scribe will capture the salient points in each session and will post them on the ETC member website for colleagues to reference following the Conference.

**Measuring Success: Collecting Data and Using Metrics and Benchmarks to Justify Your Program**

*Fantail*

What tracking tools are you using internally to benchmark success? What data is needed to create a really good report that communicates the value of your travel programs to internal leadership? Collecting and using data of all types can help you see how your travel program is doing, how satisfied your travelers are and plan for the future. It can also help you justify your program to your senior management. Join your colleagues and others to discuss how to gather great information and how to use it to your advantage. From quick online surveys, industry benchmarking and passenger

feedback to detailed number crunching of your database all can provide valuable “intel” you can use.

*Facilitator(s)* Bobbi Collins, Director, Marketing & Business Operations, U.S. Naval Academy Alumni Association

Steve Holmgren, Associate Director, Travel Programs, Harvard Alumni Association

*Respondent(s)* Steve Grafton, President & CEO Alumni Association, Alumni Assn. of the University Of Michigan

### **Developing Loyalty and Keeping Our Travelers: How Are We Connecting with Our Travelers?**

*Grouper*

In an age when every new “friend” or “follower” is considered gold, how well are we retaining and rewarding our most loyal travelers? In this session, planners will collaboratively discuss how to evaluate the optimal new/repeat traveler quotient for their organizations and how to put strategies in place to keep the right balance. We will canvas attendees for examples of formal loyalty and referral programs and other good ideas for celebrating our biggest fans and encouraging the all-important, positive word of mouth.

*Facilitator(s)* Jennifer Bohac, Director - Travel Programs, The Association Of Former Students - Texas A&M

Kris Jameyson, Director, Cal Discoveries Travel, Cal Alumni Association

Leslie Rowley, Executive Manager, Princeton Journeys, Princeton University

### **Cultivating Professional Hosts: What Does It Take to be a Successful Host?**

*Damselfish*

Does your travel program use hosts to accompany your trips? Are you looking for pointers on how to improve your host training? Or, maybe you are looking for advice on how to select the right host for a tour? This roundtable is led by two seasoned professionals who will share with you what works for them and how they have developed experienced, professional tour hosts who are now integral to their travel programs.

*Facilitator(s)* Susan Cathcart, Assistant Director - UW Alumni Tours, University Of Washington Alumni Assoc.

Susan Thompson, Associate Director, Washington and Lee University

### **01:30 PM-03:45 PM Trade Connect: Time For Industry Partners to Schedule Meetings**

Destinations, Operators and Suppliers Only

*Coral A-C, Palani A,B, Upper Deck, Queen Angelfish*

*Ticketed Function*

TRADE CONNECT provides scheduled time for industry partners--tour operators, suppliers and destinations only--from all corners of the globe to converge and connect independent of travel planners. TRADE CONNECT is scheduled before travel planners join the main Conference, giving U.S. tour operators time to focus exclusively on meeting the impressive lineup of in-country partners and destinations serving the educational travel community. The level of expertise represented at ETC is unmatched in our industry, so don't miss this opportunity!

TRADE CONNECT meetings were requested in advance of the Conference via the online Travel Learning "Connects" process.

Meetings are not guaranteed and needed to be confirmed by the recipient. Only individuals with confirmed appointments are provided access to TRADE CONNECT meeting rooms. TRADE CONNECT tickets are provided with your registration materials.

### **02:15 PM-02:30 PM Refreshment Break**

Travel Planners Only

*Grouper*

Enjoy a caffeine and sweets pickup!

**The January 19th Refreshment Break is made possible through the support of Dubai Tourism.**

**02:30 PM-03:45 PM Travel Planner Forum: Best Practices II**

Travel Planners Only

Roundtable

Get “down to details” in these highly topical best-practices discussions with travel planner colleagues! All roundtables in the Travel Planner Forum are colleague-led. Co-facilitators bring distinctly different perspectives ensuring depth and diversity in each exchange. Takeaways from these discussions will be key points to implement upon return to your office. A scribe will capture the salient points in each session and will post them on the ETC member website for colleagues to reference following the Conference.

**Blurring The Lines: Working Collaboratively with Advancement and Development**

*Grouper*

Are the lines blurring between your university’s development office and the alumni association? Do you find yourself working more closely with development officers? Or, maybe you’ve begun the integration process between development and your organization? During this session, colleagues will share details about their own emerging partnerships with development and what this has meant not only to their organization, but also to their alumni travel programs. Come and share the current situation at your organization and how your travel program may be benefiting from a closer relationship with development or how it’s become a liability.

*Facilitator(s)* Robert Fure, Director of Special Programs, Washington and Lee University  
Pauline Ranieri, Director, UW Alumni Tours, University Of Washington Alumni Assoc.

**Negotiating Contracts: Brokering the Best Possible Agreements/Concessions with Tour Operators**

*Fantail*

The old formulas are changing and all deals are not the same. What are the five key points of effective negotiations? What key strengths do you bring to the table for leverage? How do you define, document and deliver on your negotiated points? What is non-negotiable for you? We all know that a successful negotiation results in a win-win outcome. How we get there is the tricky part. In this candid, no-holds-barred discussion we’ll share and discuss strategies, tactics and best practices that will allow you to get what you want--not just what you need--while reinforcing and building relationships, making the process easier and more efficient for everyone, and enabling you to leave the table knowing you’ve gotten the best possible deal.

*Facilitator(s)* Aleksandra Matic, Associate Director of Member Travel, Art Institute Of Chicago  
Alicia Stevens, Director of Global Programs, Columbia University, School of the Arts  
Brett Thompson, Director Travel/Study Programs, Stanford Alumni Association

**Branding, Marketing and Social Media: What's New, Successful and in the Works?**

*Damselfish*

We all know, and agree on the magnitude of branding and marketing on our travel programs. You also know (or will soon) that gone are the days where a 10,000-piece brochure mailing (alone) fills a trip. With shrinking resources and changing institutional priorities, Travel Planners must pursue every communication opportunity while maintaining the mission and integrity of the affinity travel experience. What strategic effective marketing have you done outside of print brochures? Where have push e-marketing campaigns delivered results in traveler recruitment? How to you brand a travel experience particularly when it is a shared departure? By sharing successes, challenges and failures, this session will help you decide where to dedicate your limited resources for the greatest return. By the end of the session, perhaps we will uncover a potentially new paradigm to establish the travel program as an indispensable engagement tactic within your organization.

*Facilitator(s)* Roberta Moore, Director, Alumni Continuing Education and Travel, Dartmouth College  
Clark Oldroyd, Alumni Travel Director, Univ. of Colorado At Boulder Alumni Assn.

**04:00 PM-06:15 PM Business Connect: Time to Schedule Meetings with Established Business Partners**

Pre-Registration Required

*Coral A-C, Palani A,B, Upper Deck, Atrium B-D, Que*

*Ticketed Function*

Now in its third successful year, BUSINESS CONNECT offers travel planners and their established industry partners uninterrupted time to meet and discuss ongoing business. By scheduling these “must do” conversations and taking care of business on the books with key travel partners before the Conference begins, travel planners are more available to enjoy and benefit from educational sessions, meeting “new” business partners in the International Bazaar, and engaging in spontaneous networking during the evening events.

BUSINESS CONNECT meetings were requested in advance of the Conference via the online Travel Learning "Connects" process. Meetings are not guaranteed and needed to be confirmed by the recipient. Please note that travel planners do not typically confirm requests for this time block from companies with whom they are not currently doing business. Only those individuals with confirmed meetings will be provided access to the BUSINESS CONNECT meeting rooms. BUSINESS CONNECT tickets are provided with your registration badges. Travel purveyors were asked to reserve BUSINESS CONNECT tables on their Conference registration form.

**06:30 PM-07:30 PM Navigating the Educational Travel Market: A Primer on ETC**

Destinations, Operators and Suppliers Only

*Coral Ballroom A,B,C*  
Panel

It can take many years to learn the ins and outs of any new market, so why waste precious time? Learn the basic structure and flow of this market niche from some of the industry’s most experienced players. This session will serve as a foundation for all destinations, operators, and suppliers new to the Conference or as a refresher for those coming back for a second or third time. Learn from your colleagues how to successfully navigate this Conference and become a valued member of the community. The rules of the road explained--what could be easier?

*Trainer(s)*

Malia Asfour, Director, Jordan Tourism Board  
James Friedlander, President & CEO, Academic Arrangements Abroad  
Robert Fure, Director of Special Programs, Washington and Lee University  
Amy Kotkin, Director, Smithsonian Journeys  
Lynn Meehan, Market Development: USA & Canada, New Brunswick Tourism & Parks  
Kevin O’Neal, Executive Vice President of Business Development, USI Travel Insurance Services  
Darrel Schoeling, President, Longitude  
Joseph Small, President, AHI Travel

**06:30 PM-07:30 PM Travel Planner Risk Management Roundtable: Best Practices**

Travel Planners Only

*Grouper*  
Roundtable

Join your fellow travel planners for a candid and open discussion about mitigating the risks associated with your programs and what tactics can be used to fill in the gaps when your organization does not otherwise have the resources to do so. Additionally, share strategies on how best to communicate to your senior management the measures you are taking to cover the financial, health, security, and physical bases embedded in any member, donor, student or employee travel activity.

*Facilitator(s)*

James Sano, President, Geographic Expeditions

*Respondent(s)*

Patricia Anderson, Director of Alumni Relations, Northern Illinois University Alumni Association

**07:30 PM-08:15 PM Mentor Meet and Greet**

Newcomers & Mentors Only

Roundtable

Participating in the Mentor Meet and Greet program is the best way to ensure you, as a newcomer to ETC, navigate the Conference successfully and make the most of your first ETC experience. All newcomers were given the opportunity to request a mentor on their Conference registration form. Having corresponded with individually pre-assigned mentors prior to the Conference, newcomers can now meet face-to-face with their mentors on site. If you are a late registrant and don't have an assigned mentor, still attend this session. Don't miss the valuable benefit of hearing veteran Conference attendees' hard-earned wisdom, insight and advice!

**Travel Planners**

*Walu*

*Lead Mentor(s)* Susan Goodale, Programs Director & Gaucho Getaways Coordinator, UC Santa Barbara Alumni Association

**U.S. Tour Operators**

*Grouper*

*Lead Mentor(s)* Janet Moore, Owner, Distant Horizons

**Inbound Operators**

*Damselfish*

*Lead Mentor(s)* Kerstin Nordin, Marketing North America, Iceland Travel

**Suppliers**

*Tarpon*

*Lead Mentor(s)* Susan Lethbridge, Director, Business Development, Voyages to Antiquity

**Destinations**

*Veiltail*

*Lead Mentor(s)* Linda Ho, Marketing Manager, Eastern USA, Hong Kong Tourism Board  
Lynn Meehan, Market Development: USA & Canada, New Brunswick Tourism & Parks

**08:15 PM-10:00 PM ETC Official Partner Invitational Dinners: Pre-Conference Invitations are Provided by Host Partners to Their Guests**

By Invitation Only

*Off Site*

In recognition of their critical support of ETC 2012, all official ETC sponsoring partners are provided with this dedicated time to schedule private dinner events for their clients. Per published Conference protocol, any/all individuals or companies that are not official ETC Conference sponsors are strictly precluded from hosting any private invitational venue at this time. For a list of ETC's official Conference sponsors, please refer to the back cover of your Conference Resource Directory (CRD).

**08:15 PM-09:30 PM Munch and Mingle - NO HOST**

All Attendees

*Bar Lobby*

Enjoy the convenience and camaraderie of casually reconnecting with friends and business acquaintances at one of two Renaissance lobby bars. Both bars serve casual fare and are adjoined by comfortable lounges making for a great way to network, settle in and get ready for the next two days of the Conference!

**08:30 PM-11:00 PM International Bazaar Setup**

Destinations, Operators and Suppliers Only

*Oceans Ballroom 1-8*

All ETC 2012 partners, tour operators, suppliers, and destinations are invited to set up their tabletop materials in the International Bazaar.

## **Friday, January 20**

**07:00 AM-05:00 PM Enjoy the Complimentary Cappuccino Bar Hosted by PromPeru**

*Oceans Ballroom 1-8*

Catch the buzz ... enjoy PromPeru's full-service espresso stand serving complimentary lattes, steamers, espresso, and hot chocolate in the International Bazaar. Stop by and order your favorite brew from Marcos--ETC's favorite barista back by popular request for eight years running! For you java connoisseurs, learn more about Peru's coffee-growing regions and featured coffee varieties displayed at PromPeru's colorful Booth 11. Answer the Destination Trivia Quiz for Peru correctly and qualify for the beautiful Peruvian gift basket drawing!

Today the Cappuccino Bar service will be available at the following times:

\* 7:00 - 8:00 a.m.

\* 9:00 - 10:00 a.m.

\* 11:00 a.m. - 1:00 p.m.

\* 2:00 - 2:30 p.m.

\* 4:00 - 5:00 p.m.

The Cappuccino Bar is made possible through the support of PromPeru (visit them at Booth 11).

**07:00 AM-06:00 PM ETC Conference Reception Desk Open**

All Attendees

*Oceans Ballroom Foyer & Registrar's Office*

All registered attendees and speakers check in here upon arrival to collect Conference materials. In the interest of Conference-wide safety and security, official ETC 2012 delegate badges are required to enter all sessions, the International Bazaar and special events. Please keep your badge prominently displayed at all times, as only registered delegates have access to these venues. Thank you!

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The printing of the ETC 2012 Mini-Agenda/BiZ Passport is made possible through the support of the Ministry of Tourism of Ecuador (visit them at Booth 14).

The exclusive Conference hotel key card is made possible through the support of Go Ahead Tours (visit them at Booth 19).

ETC Conference Bags are made possible through the support of Saxony Tourism (visit them at Booth 1F).

The audio-visuals for today's sessions are made possible through the support of ABC Destinations, AHI Travel, Contiki Holidays, Geographic Expeditions and Odysseys Unlimited (visit them in Booths 4A - E).

**07:00 AM-05:00 PM Silent Charity Auction**

*Oceans Ballroom 1-8*

Support the Responsible Tourism Showcase! Spend a few minutes today viewing the wonderful international items offered at this year's Silent Charity Auction (SCA). The SCA viewing tables are

located in the International Bazaar. Check out the art, crafts, and detailed trip vouchers offered in this year's auction. Final bids must be placed at the SCA table on the morning of Sunday, January 22, at 9:10 a.m. with payments accepted until 12 noon. The proceeds are awarded to Responsible Tourism Showcase honorees recognized at the ETC annually. Thank you for your support!

**08:00 AM-09:15 AM    Opening Plenary -- Experiencing Learning: Jack Hanna Takes You Into the Wild**

All Attendees

*Oceans Ballroom 11-12*

Plenary

Jungle Jack Hanna explores the farthest corners of the globe as one of the world's most respected animal ambassadors. His enthusiasm and "hands-on" approach to wildlife conservation has won him widespread acclaim as a conservationist, television personality, author and Director Emeritus of the Columbus Zoo and the Wilds.

Bringing to bear the value of wildlife, culture and conservation to the ETC community, Hanna will deliver a poignant message with stellar visuals and timely commentary. Unscripted and action-packed, Hanna will share some of his most fascinating discoveries and favorite experiences with the world's rarest, most endearing and intriguing animals.

*Moderator(s)*            Mary Scully, Marketing Manager, Tourism Malaysia

*Speaker(s)*             Jack Hanna, Director Emeritus, Columbus Zoo and Aquarium

**This plenary presentation is made possible through the support of Tourism Malaysia (visit them at Booth 6).**

**09:30 AM-10:50 AM    Concurrent Educational Sessions I**

All Attendees

**Travel Video Delivers: For More Leads, More Clients, Bigger Opportunities**

*Palani A and B*

Seminar

When it comes to connecting authentically with customers and clients, there is no other medium that works as well as video. As part of a comprehensive cross-channel marketing strategy, video is vital to boosting sales and increasing repeat business in today's visual culture. In this session, glean key insights on creating cost effective videos for even the smallest of budgets. Travel-specific case studies, including critiques of a few ETC members' videos, will provide practical take-home tips on:

- \*Cross-Channel Marketing (live demonstration)
- \*Keeping costs down and ROI high
- \*Creative use of video on your website and in the field
- \*The best video testimonials to showcase your travel programs
- \*Using your travelers' videos for repeat business

*Moderator(s)*            Rob Holmes, Founder & President, Green Living Project

*Speaker(s)*             Perry Lawrence, Producer, Celebrity Results

**Going Past 40: How Today's Baby Boomers are Traveling and Making Their Buying Decisions**

*Oceans Ballroom 11-12*

Panel

Leading researchers, marketers, and practitioners share insights into reaching mature travel consumers (age 40+). Get an up-close look at current travel trends in mature consumer life stages (such as the "one household, two consumers" trend that is translating into separate vacations and "SKITS": Spend the Kids' Inheritance Tours). See how your organization can carve out new niches within this market, and learn why it is important to create products that target the diversity within this demographic. Hear the best ways to reach these consumers based on their destination preferences, hobbies, and how they are researching and accessing information to make their travel decisions. Showcased will be travel industry case studies that have captured the imagination of

Boomers, stories that speak to emerging Boomer travel trends, recent grandparent research and its relevancy to travel habits, as well as new data on experiential travel and adventure travel. At its peak spending power, and more than 81 million strong, now is the time to target this overwhelming demographic.

*Moderator(s)* Heather Hardwick Rhodes, CEO, TravelStyles  
*Speaker(s)* Lori Bitter, President, Continuum Crew  
Kathy Dragon, Vice President, Dragon Consulting, Inc.  
Doris Gallan, President , Baby Boomers Traveling

### **Educational Travel and Cultivation: Advancing the Mission of Your Institution**

*Coral Ballroom C*

Panel

Educational travel, on the surface, may seem like a discretionary institutional outreach program. Why? Typically the programs reach a relatively small number of participants and the resources required to deliver engaging experiences are not insignificant. However, is there an opportunity to change the paradigm to build a program that yields not only a high-quality educational experience, but also a philanthropic revenue stream? This session, designed especially for travel planners, as well as for their tour operator partners, will zoom in on the ingredients needed to create a major donor travel program. From the "development nexus" to "the opportunity," get a primer on major gift solicitation. Learn about program design and choreography for all phases of a trip, as well as how to integrate development staff into a trip and how to measure and communicate the results to your institution. This session will provide a substantial opportunity to hear case studies, share best practices, and ask questions of the panelists.

*Moderator(s)* James Sano, President, Geographic Expeditions  
*Speaker(s)* Jill Bernier, Director, Conservation Journeys, The Nature Conservancy  
Melissa Gresh, Director of Alumni Travel Program , MIT Alumni Association  
Marie Uehling, Director of Major Donor Events and Trips, National Wildlife Federation  
Robert Woods, Chief Development Officer, Global Heritage Fund

### **Travel Program Air: Understanding It, Explaining It, Embracing It**

*Oceans Ballroom 9*

Questions & Answers

Air issues are part of almost every travel offering and can inordinately impact the planning, pricing, operation and evaluation of your program. If you spend more time dealing with air-related issues than planning and operating your offerings; if you struggle to understand the airline industry and the myriad of fares and contracting options that exist in today's marketplace; if you have struggled with how to price air into your programs and what to do about air costs if the program is cancelled; and, if you have ever lost the goodwill of a participant or entire group over air issues that are out of your control, then this session is for you! Planners, operators and airline industry experts will discuss all of these questions and more in this "issues and answers" exchange. Audience members are encouraged to bring their specific air challenges to this session for review and explanation. Session participants will receive a "chat sheet" on how to explain air options and pricing to their travelers on the phone and in their marketing pieces to save staff time and strengthen customer service.

*Moderator(s)* Steve Lembke, Vice President, Institutional Advancement, Road Scholar  
*Speaker(s)* Michael Helmcke, Senior Vice President of Air , AHI Travel  
Jorge Moreno, Market Manager, Aeromexico  
Christel Paillet, Director, Alumni Travel, UCLA Alumni Association  
Paula Pettengill, Assoc VP, Travel Services , Road Scholar

**This session is Part I of the four-part popular Industry Forum made possible through the support of New Brunswick Tourism & Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba (visit them at Booth 2).**

## Traveler Philanthropy: A Double-Edged Sword

*Coral Ballroom A and B*

Seminar

Much of the developing world is littered with white elephant development projects--the empty shells of misplaced philanthropy. Balancing the goals and expectations of philanthropists with the needs of local communities is a tough challenge. Host and producer of the popular birding TV show "Birding Adventures" James Currie outlines some of the distinctions between helpful, effective philanthropy and potentially harmful, though well-intended, generosity. Against a stunning backdrop of film footage recorded during his lifelong pursuit of remote cultures and birds from Central and South America to Africa and Madagascar, Currie shares informative and revealing insights into "traveler's philanthropy." This powerful and inspiring talk gleans much from "lessons learnt" during Currie's time managing a nonprofit African foundation involved with uplifting rural communities outside wildlife areas in Africa. Currie provides practical guidelines to help educate travel planners, operators, destinations and travelers to better recognize positive ways to contribute to local projects in a global arena and to motivate and transform travelers' experiences abroad. Providing a blueprint for travelers, take away from this inspiring session tactical tips that are applicable anywhere on the globe.

*Moderator(s)* Margaret Carnright, Assistant Director for Education, Association of Yale Alumni

*Speaker(s)* James Currie, Managing Director, Birding Adventures TV

### **11:00 AM-01:00 PM ETC Community Gathering: International Bazaar and Luncheon Hosted by the Mexico Tourism Board**

*Oceans Ballroom*

All attendees convene for Friday's official opening of the International Bazaar with refreshments provided by today's luncheon host, the Mexico Tourism Board. Please be on time as Alfonso Sumano, Regional Director of the Mexico Tourism Board, will promptly introduce a 4-minute video clip highlighting the beauty of the ancient Mayan culture: "Mundo Maya 2012," kicking off the opening of the International Bazaar. Mexico's President Calderon has announced a new program called "Mundo Maya 2012" promoting the Mayan culture, archaeology and heritage. The Mexico Tourism Board officially hosted the Executive Advisory Council's mid-year planning meeting for ETC 2012 in Mexico City this past July.

A special highlight in the International Bazaar today is the featured cuisine of Mexico, which UNESCO added to its Intangible Cultural Heritage of Humanity list in 2010. Enjoy the buffet luncheon culinary table from 11:30 a.m. to 12:45 p.m., sponsored by the Mexico Tourism Board.

The International Bazaar is ETC's "networking central." It is the key place to meet face-to-face with all delegates and to peruse the tabletop displays of partners, operators, suppliers and destinations from around the world. More than 40 countries collectively represent the following geographic regions: the Middle East/Africa, Australia/South Pacific, Europe, Asia, and North and South America. Individual companies are alphabetically listed in the BiZ Passport with their numerical tabletop locations making it easy to navigate the International Bazaar and find the company representatives you wish to meet.

COMMUNITY CONNECT, a tool for getting to know organizations and companies with which you are NOT already doing business, is scheduled within the International Bazaar today. There are a total of five meeting slots, as listed below. Today, travel planners and U.S. tour operators have been specifically directed to schedule their "connect" meeting only with destinations, inbound operators, and suppliers "new to them."

1. 11:20 a.m. to 11:30 a.m.
2. 11:35 a.m. to 11:45 a.m.
3. 11:50 a.m. to 12:00 noon

4. 12:05 p.m. to 12:15 p.m.
5. 12:20 p.m. to 12:30 p.m.

COMMUNITY CONNECT meetings were requested in advance of the Conference via the online Travel Learning "Connects" process. The beginning and end times of each meeting will be announced over the PA system in the International Bazaar. For those delegates who wish to schedule more meetings, drop by individual purveyors' tables to request additional meets on site.

The Travel Planners and U.S. Tour Operators who schedule COMMUNITY CONNECT meetings with companies "new to them", and complete all ten meetings, can qualify for the free iPad drawing taking place on Sunday, January 22 at 8:50 a.m. during "Gifts Galore" in the International Bazaar. Just turn in your COMMUNITY CONNECT schedule with ten meetings completed to the ETC reception desk by 5:00 p.m. on Saturday, January 21st to enter the drawing.

Have fun with the Destination Trivia in the Bazaar! Winning a one-of-a-kind ethnic gift basket from a select number of ETC's sponsors is possible--if you can answer some trivia questions about featured destinations from around the world. So stroll down Partners' Boulevard in the International Bazaar, check out the various gift basket drawings, submit your answers, and be eligible for five great prize drawings on Sunday, January 22nd, at 8:50 a.m., during "Gifts Galore." Hint--if you don't know the answers, chat with destination representatives for clues--or Google! Destination Trivia Quizzes are located at the CRD sponsors booths (1A-F), India (8), Mexico (9), Israel (10) and Peru (11).

While in the International Bazaar, say hello to Jungle Jack Hanna, sponsored by Tourism Malaysia, at Booth 6. And, check your e-mail at the ETC Cyber Station.

**Today's lunch buffet and refreshments are made possible through the support of the Mexico Tourism Board (visit them at Booth 9).**

**The ETC Cyber Station is made possible through the support of ViaTour Software and the Ministry of Tourism of Ecuador (visit them at Booths 12B and 14).**

**11:00 AM-05:30 PM      Executive Forum: Strategies for Strengthening Your Organization's Travel Program--It's Up to You to Make It a First-Class Operation!**

Pre-Registration Required

***Grouper***

*Ticketed Function*

Panel

Designed exclusively for chief and senior executives, development officers, trustees, and board members at nonprofit organizations offering travel programs to their alumni/members who oversee alumni- and member-based travel programs, this powerful series of executive-level discussions covers timely topics, challenges and opportunities for engagement and outreach in today's ever-changing environment and traveler base.

Successful educational travel leaders and industry experts facilitate a series of executive-level conversations on the following issues:

- \*State of the Industry: How Affinity Group Travel is Affected
- \*"Must Knows" About Your Travel Program and the Importance of Staying on Top of It
- \*Travel Program Missions: Development and Affinity
- \*Ignore Direct Mail at Your Peril: Travel Trends
- \*World Events and Risk Management: Prior to Departure and During the Trip
- \*Social Networking: Is It for You? How to Use it, The Upsides and Downsides
- \*Future of Alumni Travel - What's Working? What's Not? What's New? Adapting to Change

*Facilitator(s)* Duncan Beardsley, Retired Director, Stanford Travel/Study Program & Director, Generosity in Action  
 Carolyn Sheaff, Retired Director, BEAR TREKS Travel Program, California Alumni Association, ETC Emeritus Council

*Speaker(s)* Scott Gerloff, CEO/President Heritage Travel, LLC, National Trust for Historic Preservation  
 Steve Grafton, President & CEO Alumni Association, Alumni Assn. of the University Of Michigan  
 Al Merschen, Managing Partner, Myriad Travel Marketing  
 Steve Ridgway, President, Criterion Travel  
 James Sano, President, Geographic Expeditions  
 Robert Woods, Chief Development Officer, Global Heritage Fund

**The Executive Forum Lunch and Refreshments are made possible through the support of Go Next (visit them at Booth 5).**

**11:00 AM-01:00 PM One-to-One Clinics: Free Consults with ETC Guest Speakers in the International Bazaar**

*Oceans Ballroom 1-8*

Take advantage of an opportunity to get answers to your most pressing Boomer and digital marketing questions on site. Sign up at the ETC reception desk for 10-minute exchanges with ETC 2012's guest speakers Lori Bitter, Doris Gallan and Heidi Cohen, who will be available at the Speakers' Corner in the International Bazaar for consults.

**01:15 PM-02:15 PM Mid-day Plenary -- The Global Citizen and Lifelong Learning: Travel Trends 2025+ with Futurist Anne Lise Kjaer**

All Attendees

*Oceans Ballroom 11-12*

Plenary

With sparkling freshness and energy, top global futurist Anne Lise Kjaer, founder and director of Kjaer Global Ltd. (UK), delivers out-of-the-box thinking to inspire the type of approaches and insights that drive new business models and innovation. You'll benefit from Kjaer's unique access to an international team capturing cutting-edge thinking across a range of disciplines--from anthropology and architecture to philosophy and psychology--to facilitate a more sophisticated understanding of tomorrow's emerging global trends. She'll map out why connectivity, sharing and mobility are key to engaging your travelers.

*Moderator(s)* Leslie Rowley, Executive Manager, Princeton Journeys, Princeton University

*Speaker(s)* Anne Lise Kjaer, Founder and Director, Kjaer Global

**This plenary is made possible through the support of Variety Cruises and the Jordan Tourism Board (visit them at Booths 16A and 16B).**

**02:30 PM-04:00 PM Concurrent Educational Sessions II**

All Attendees

**Target Marketing by Design not Default: Increasing Your Market Vision through Better Audience Insight**

*Coral Ballroom C*

Panel

As the travel industry evolves and changes, organizations must become savvier in how they find, engage, and convert travelers. We all need to better understand who our target audience is beyond the basic demographic norms of age, income and marital status. A clearer picture of travel behaviors and attitudes is needed to develop more appealing products and packaging that will match the experiences and expectations of our current and future travelers. This panel will explore how to increase traveler purchases and create relevant experiences by combining traditional customer data with rich lifestyle segmentation data. Gain insights on how organizations are profiling customers in order to identify their best prospects for specific experiences and travel

offerings. Discussion will include: the importance of having a clear picture of who your audience is, creating relevant travel experiences for the right target audience, allocating marketing dollars more effectively, and communicating the right message based on travelers' motivations.

*Moderator(s)* Steve Lembke, Vice President, Institutional Advancement, Road Scholar

*Speaker(s)* Kelly Cain, Assistant Deputy Minister, New Brunswick Tourism & Parks

François Duclos, Visitor Services Policy Advisor, Parks Canada

Catherine Pearson, Vice President and Practice Leader, Environics Analytics

### **Trends Impacting the Affinity Travel Market: Converting Insights into Successful Strategies**

*Oceans Ballroom 11-12*

Panel

How can nonprofit travel planners and operators compete in today's changing marketplace in light of shifting demographics, online competition and new media outlets? Travel researchers and industry marketing experts focus on leading consumer, marketing and travel trends with specific implications and actionable insights for the affinity travel market. Hear about new things happening in direct solicitation and glean insights on reaching and influencing your target audience through traditional direct marketing, online avenues and other media to talking points exclusively directed for affinity travelers. Social media is just one piece of the pie, but not the answer for most non-profits, tour operators, and suppliers. Rather, it's still about creating an integrated marketing approach--but now there are new and exciting elements to add to the mix. Speakers bring experience, case studies, and specific examples from beyond the bubble of affinity travel.

*Moderator(s)* Lori Bitter, President, Continuum Crew

*Speaker(s)* Heather Hardwick Rhodes, CEO, TravelStyles

Alexi Khajavi, Director of Global Strategy, Mercury

Al Merschen, Managing Partner, Myriad Travel Marketing

**This is Part II of the four-part popular Industry Forum made possible through the support of New Brunswick Tourism & Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba (visit them at Booth 2).**

### **Capturing Their Hearts: Programming to Appeal to 78 Million Boomer Consumers**

*Coral Ballroom A and B*

Workshop

From product development and sales to marketing and tour manager training, we'll dive into the details of programming to entice the passionate traveler you may be losing out on. This workshop will take the information shared during this morning's "Going Past 40+" panel presentation and demonstrate its practical application to the creation, adjustment and marketing of travel offerings using real-time examples, travel programs and critiques. Learn how to tweak your existing tours and develop new products that engage and fulfill the needs and life goals of the active Prime Time Traveler. Also learn how to position and market your offerings successfully in the Boomer marketplace. Using the materials and links submitted prior to the Conference, practitioners will discuss strong, weak and neutral examples of products and marketing and demonstrate: how to adjust existing products to meet the needs of Boomers; how to create new products; how to reposition existing products; and, how to market new or existing products.

*Workshop Leader(s)* Kathy Dragon, Vice President, Dragon Consulting, Inc.

Doris Gallan, President, Baby Boomers Traveling

### **Cuba: Licensing and Program Delivery**

*Oceans Ballroom 9*

Roundtable

Cuba...is it really golden or is it fraught with potential problems? Come for an informal roundtable where you can discuss both the pros and cons of working in Cuba! While the potential rewards are enormous, the importance of paying close attention to U.S. Treasury Department guidelines cannot

be overemphasized. How can you best navigate and comply with the current rules and regulations and also enjoy all that Cuba has to offer your travelers? Colleagues in the know about People-to-People licenses and with direct experiences of bringing trips to Cuba kickoff the roundtable discussion sharing insights on marketing, staffing, and managing travelers along with practicalities of travel in Cuba.

*Facilitator(s)* Susan Goodale, Programs Director & Gaucho Getaways Coordinator, UC Santa Barbara Alumni Association

Janet Moore, Owner, Distant Horizons

*Speaker(s)* James Friedlander, President & CEO, Academic Arrangements Abroad

Lisa Hill, Travel and Special Programs Manager, Santa Barbara Museum Of Art

Christel Paillet, Director, Alumni Travel, UCLA Alumni Association

Savina Perez, Senior Marketing Manager, Insight Cuba

Richard Small, Exec VP & General Counsel, AHI Travel

### **The Power of StoryTelling: Great Models of Global/Local Sustainable Tourism (session repeated at 4:15 p.m.)**

*Palani A and B*

Seminar

In our media-rich society, the ability to effectively tell your story through multi-media content is becoming increasingly important. The power of storytelling engages your industry partners, travel planners, and travelers with your product or service. Learn key media production and storytelling lessons; watch and critique new domestic and international films within wildlife conservation (Lincoln Park Zoo, Belize Audubon Society); find out about exemplary sustainable tourism examples such as Mayakoba and community-based tourism projects like Community Tours Sian Ka'an--the second-place honoree of the ETC 2012 Responsible Tourism Showcase. Plus, get highlights on the ETC Responsible Tourism Showcase honorees' projects. Walk away more educated and inspired to effectively and strategically tell your story through multi-media content.

To enable all ETC attendees to join this inspiring session, "The Power of StoryTelling: Great Models of Global/Local Sustainable Tourism" will be presented twice on Friday, January 20: as a session in the Concurrent Educationals at 2:30 p.m., and again as part of the Mindshare: Special Interest Group (SIG) Informal Conversations at 4:15 p.m.

*Moderator(s)* William Rango, National Outings Director, Sierra Club

*Speaker(s)* Rob Holmes, Founder & President, Green Living Project

### **04:15 PM-05:30 PM CEO Roundtable: A Conversation with Anne Lise Kjaer**

By Invitation Only

*Oceans Ballroom 9*

Roundtable

Plenary speaker Anne Lise Kjaer has an exceptional eye for "the next big thing" and an original way of translating fledgling concepts into viable commercial propositions. Her expertise and creativity inspires some of the world's leading corporate brands just as it will inspire the CEOs attending ETC. The question remains--how well are travel planners and tour operators prepared for the future? Kjaer will kick off this roundtable discussion referencing one of her keynote subtopics-- OPPORTUNITY: the inter-connectedness of "Transparency" and "Cloud Culture." The Cloud is a direct line to people globally--use it wisely by listening, not just talking. "Real-time" review and dialogue is a key marketing tool, so online "reputation" is key. Admission to this roundtable discussion is restricted to CEOs and senior management with advance registration.

*Facilitator(s)* Heather Hardwick Rhodes, CEO, TravelStyles

*Speaker(s)* Anne Lise Kjaer, Founder and Director, Kjaer Global

**04:15 PM-05:30 PM Mindshare: Special Interest Group (SIG) Informal Conversations**

All Attendees

**Around the World in 60 Minutes: New Products, New Ideas**

*Oceans Ballroom 11-12*

As you deal with the everyday issues of running a successful travel program, do you ever feel removed from the core of what inspires us--our destinations? It's time to leave risk management, liability issues, customer service and a down economy behind and be inspired! Come listen to short, sweet and informative snippets on a variety of destinations and new tour product ideas that you might not have thought of offering as we travel around the world in 60 minutes. Enjoy a chance to sit back and open up your mind to the possibility of recharging your travel programs with something new!

*Facilitator(s)* Janet Moore, Owner, Distant Horizons  
Scott Williams, Senior Director, EXPLORERS Alumni Travel Program, University of Illinois Alumni Association

**The Power of Story Telling: Great Models of Global/Local Sustainable Tourism (repeat session)**

*Palani A and B*

Seminar

In our media-rich society, the ability to effectively tell your story through multi-media content is becoming increasingly important. The power of storytelling engages your industry partners, travel planners, and travelers with your product or service. Learn key media production and storytelling lessons; watch and critique new domestic and international films within wildlife conservation (Lincoln Park Zoo, Belize Audubon Society); find out about exemplary sustainable tourism examples such as Mayakoba and community-based tourism projects like Community Tours Sian Ka'an--the second-place honoree of the ETC 2012 Responsible Tourism Showcase. Plus, get highlights on the ETC Responsible Tourism Showcase honorees' projects. Walk away more educated and inspired to effectively and strategically tell your story through multi-media content.

*Moderator(s)* William Rango, National Outings Director, Sierra Club  
*Speaker(s)* Rob Holmes, Founder & President, Green Living Project

**Diving into the Digital/Social Component of the Boomer Market**

*Coral Ballroom A and B*

Unsure of what New Media will reach Boomers? Questioning how the 50+ market patterns are changing? Get in the know with an expert-led roundtable discussion on the New Media landscape and how the demographics of Boomers, their digital practices and comfort levels, and finally the price points and complexity of the products being sold to them all play a factor in selling travel to this market. Some of today's featured marketing and trends speakers will focus on what's trending in the Boomer community and the "four key components" of travel that everyone is trying to get their heads around.

*Speaker(s)* Lori Bitter, President, Continuum Crew  
Kathy Dragon, Vice President, Dragon Consulting, Inc.  
Doris Gallan, President, Baby Boomers Traveling

**05:30 PM-07:00 PM ETC Official Partner Invitational Receptions: Pre-conference Invitations are Provided by Host Partners to Their Guests**

By Invitation Only

*Fantail, Labrid A,B, Nomeus, Tarpon, Veitail, Walu*

In recognition of their critical support of ETC 2012, all official ETC sponsoring partners are provided with this dedicated time to schedule private cocktail parties for their clients. Per published Conference protocol, any/all individuals or companies that are not official ETC Conference

sponsors are strictly precluded from hosting any private invitational venue at this time. For a list of ETC's official Conference sponsors, please refer to the back cover of your Conference Resource Directory (CRD).

**07:30 PM-10:00 PM International Bazaar Bash: Cocktails and Welcome Dinner Hosted by Incredible India**

Pre-Registration Required

*Oceans 1 - 8 & Crystal A,B, C*

*Ticketed Function*

The Bazaar Bash and Welcome Dinner makes for a festive official kickoff to the "first night" of the Conference. Don't miss this chance to connect with old friends and say hello to newcomers (wearing the rainbow-colored ribbons). Following cocktails in the International Bazaar, a colorful buffet of authentic Indian culinary delicacies is sure to appeal to all tastes. India Tourism is sponsoring this evening venue to provide an opportunity for collegial networking benefitting all Conference delegates. Published registration protocol precludes any individual and/or companies from hosting a private dinner or invitational event at this time.

Cocktails are featured in the International Bazaar from 7:30 –8 p.m., followed by dinner in the Crystal Ballroom (A-C) 8 – 9:30 p.m. Tickets for this gala venue are provided on the registration badges of all delegates having pre-registered for the venue. Tickets are not available on site and cannot be reissued if lost. Two drink tickets for the Bazaar and Dinner bars are included. Bring your Bazaar Bash venue ticket to Dinner as it will be required to enter the Crystal Ballroom.

**Tonight's cocktails and dinner are made possible through the support of India Tourism (visit them at Booth 8).**

## **Saturday, January 21**

**07:00 AM-05:00 PM Enjoy the Complimentary Cappuccino Bar Hosted by PromPeru**

*Oceans Ballroom 1-8*

Catch the buzz ... enjoy PromPeru's full-service espresso stand serving complimentary lattes, steamers, espresso, and hot chocolate in the International Bazaar. Stop by and order your favorite brew from Marcos--ETC's favorite barista back by popular request for eight years running! For you java connoisseurs, learn more about Peru's coffee-growing regions and featured coffee varieties displayed at PromPeru's colorful booth 11. Answer the Destination Trivia Quiz for Peru correctly and qualify for the beautiful Peruvian gift basket drawing!

Today the Cappuccino Bar service will be available at the following times:

- \* 7:00 - 8:00 a.m.
- \* 9:00 - 10:00 a.m.
- \* 11:00 a.m. - 1:00 p.m.
- \* 2:00 - 2:30 p.m.
- \* 4:00 - 5:00 p.m.

**The Cappuccino Bar is made possible through the support of PromPeru (visit them at Booth 11).**

**07:00 AM-06:00 PM ETC Conference Reception Desk Open**

All Attendees

*Oceans Ballroom Foyer & Registrar's Office*

All registered attendees and speakers check in here upon arrival to collect Conference materials. In the interest of Conference-wide safety and security, official ETC 2012 delegate badges are required to enter all sessions, the International Bazaar and special events. Please keep your badge prominently displayed at all times, as only registered delegates have access to these venues. Thank you!

Navigate the Conference effectively with the BiZ Passport, which includes the Agenda-at-a-Glance, a full layout of the meeting rooms, and the International Bazaar map with display locations for all participating destinations, operators, suppliers and sponsoring partners.

The printing of the ETC 2012 Conference Resource Directory is made possible through the support of Academic Arrangements Abroad, Avalon Waterways, Classic Escapes, International Expeditions, Saxony Tourism, and Thomson Safaris (visit them at Booths 1A - F).

The printing of the ETC 2012 Mini-Agenda/BiZ Passport is made possible through the support of the Ministry of Tourism of Ecuador (visit them at Booth 14).

The audio-visuals for today's sessions are made possible through the support of ABC Destinations, AHI Travel, Contiki Holidays, Geographic Expeditions and Odysseys Unlimited (visit them at Booths 4A - E).

**07:00 AM-05:00 PM     Silent Charity Auction**

*Oceans Ballroom 1-8*

Support the Responsible Tourism Showcase! Spend a few minutes today viewing the wonderful international items offered at this year's Silent Charity Auction (SCA). The SCA viewing tables are located in the International Bazaar. Check out the art, crafts, and detailed trip vouchers offered in this year's auction. Final bids must be placed at the SCA table on the morning of Sunday, January 22, by 9:10 a.m. with payments accepted until 12 noon. The proceeds are awarded to Responsible Tourism Showcase honorees recognized at the ETC annually. Thank you for your support!

**08:00 AM-09:15 AM     Morning Plenary -- Empowering Leadership: The Magic in Management with Lee Cockerell**

All Attendees

*Oceans Ballroom 11-12*

Plenary

Author, leadership strategist and former EVP of Walt Disney World Resort, Lee Cockerell demonstrates how we can all become leaders capable of inspiring employees, delighting customers and achieving extraordinary business results. Well-known for his captivating storytelling, Cockerell will share the powerful leadership strategies that he successfully utilized as a top travel industry executive.

*Moderator(s)*     Jalsa Urubshurow, President and CEO, Nomadic Expeditions

*Speaker(s)*     Lee Cockerell, Executive Vice President Walt Disney World Resort (retired), Lee Cockerell LLC

**This plenary presentation is made possible through the support of MIR Corporation and Nomadic Expeditions (visit them at Booths 18A & 18B).**

**09:30 AM-10:50 AM     Concurrent Educational Sessions I**

All Attendees

**Actionable Content Marketing: 12 Ways to Make Your Digital, Social Media and Search Marketing Work Harder**

*Oceans Ballroom 11-12*

Seminar

Content marketing is high-value, branded information that persuades prospects and customers to buy. Content marketing is at the core of your digital (website and email), social media and search marketing efforts. It ensures brand and message consistency. Since it's not promotional, content marketing breaks through the clutter. This session provides attendees with the tools they need to create effective content marketing that will engage their travelers and clients at each step of the purchasing process. Learn how to put content marketing into action by:

- \* Leveraging cross-organization resources to create content
- \* Keeping an editorial calendar to ensure timely content delivery
- \* Extending content marketing lifespan by planning for reuse
- \* Maximizing content distribution across social media platforms
- \* Ensuring content marketing effectiveness with a must-have CM checklist

*Moderator(s)*     Susan Lethbridge, Director, Business Development, Voyages to Antiquity

*Speaker(s)*     Heidi Cohen, President, Riverside Marketing Strategies

## Hot Press Trends: Destinations, Tales and Travelers

*Coral Ballroom A and B*

Panel

A broad range of journalists from diverse media outlets will share what's hot--and, where and why--in travel. Hear what stories are getting readership numbers up; find out what's ahead as far as destinations and tour themes; and get the scoop on the successful ways that journalists are reaching their readers. Plus, get an insider's look at the interests and demographics of today's media consumers. Broadening the scope further, these journalists will share how print is making the transition to online, as well as what's new for them in publishing, and how they are using apps, social media, and other evolving digital mediums to reach wider populations.

*Moderator(s)* Marian Goldberg, Principal, Goldberg on Travel; Marian Goldberg Marketing Communications

*Speaker(s)* Jayne Clark, Travel Reporter, USA Today

Valarie D'Elia, Travel Reporter, NY1

Eddy Patricelli, Editor-in-Chief, Islands Magazine

## Financial Meltdowns, Earthquakes, Political Instability, and Heart Attacks: Learn from the Experts about the Risks Baked into Any Travel Program

*Oceans Ballroom 9*

Questions & Answers

The events of the last 12 months serve as reminders that the unexpected does happen. This timely, interactive session will zoom in on the steps your organization can take to prepare for the inevitable security, financial, medical, and logistical incidents that can expose your organization's reputation and bottom line. Expert panelists will offer cutting-edge strategies and tactics to achieve the best solutions and outcomes, including: reviewing your organization's duty-of-care obligations; providing an update on release and assumption of risk forms; managing your currency risk in an uncertain world; and reviewing what role insurance and other products may play in limiting your exposure. Using a 20-question format, this interactive discussion with guest speakers will address the relevant and practical challenges of the day. Attendees are also encouraged to bring questions, as 50% of the session will be devoted to Q&A. If additional legal or medical questions are still pending after the session, attorneys Reb Gregg and Ron Gould, as well as RN Duellyn Pandis, will be staffing the One-to-One clinics today in the International Bazaar at 11:00 a.m.

*Moderator(s)* James Sano, President, Geographic Expeditions

*Speaker(s)* Rodney E. Gould, Attorney, Rubin, Hay & Gould, P.C.

Charles "Reb" Gregg, Attorney-at-Law, Outdoor Liability Law

Duellyn Pandis, President & CEO, Passport Health of Tampa Bay

Joshua Rose, Director Strategic Accounts, Global Rescue LLC

*Respondent(s)* Timothy Bennett, Director of Corporate Relationships, G3 Visas and Passports

**This is Part III of the four-part popular Industry Forum made possible through the support of New Brunswick Tourism & Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba (visit them at Booth 2).**

## It's Your Life: Time Life Management Workshop with Lee Cockerell

*Palani A and B*

Workshop

It's not about managing your time. It's about keeping your life under control! Is there a lack of self-discipline, organizational skills and balance in your life? The symptoms are:

\* Missed deadlines

\* Not following up on issues

\* Unkept promises

\* Poor health resulting from distress and lack of exercise, diet and rest

\* Disregard for personal relationship building

\* Lack of financial planning for your later years

Great organizations have well-defined systems and processes in place for effective execution of their goals. Great leaders also must have well-defined systems and processes in place for achieving goals in all parts of their lives. The objective in this workshop is to teach you how to become more effective and efficient in all parts of your life.

*Moderator(s)* Carolyn Sheaff, Retired Director, BEAR TREKS Travel Program, California Alumni Association, ETC Emeritus Council

*Workshop Leader(s)* Lee Cockerell, Executive Vice President Walt Disney World Resort (retired), Lee Cockerell LLC

### **Authenticity: Should It be a Core Component of the Travel Experience?**

*Coral Ballroom C*

Panel

In a fast-paced world influenced by ever-changing technology, are consumers increasingly seeking authenticity through their pleasure travel experiences? Many advertisers and marketing firms think so. But, what does authenticity look and sound like? What is unique about this "working" session is that it begins with a discussion about authenticity from the perspective of a group of alumni travelers whom Deborah Kerstetter has personally interviewed. In this session we will explore the essence of authenticity and not simply celebrate its buzz. Participants will be introduced to sample advertisements that have used authenticity as the primary method of appeal. Everyone will be asked to consider how they can change their promotional appeals to include a focus on authenticity, allowing them to leave with a template that can guide future promotional campaigns.

*Moderator(s)* Piotr Kostrzewski, Owner/Director, Cross Cultural Adventures

*Speaker(s)* Deborah Kerstetter, Professor of Recreation, Park and Tourism Management, The Pennsylvania State University

Alexi Khajavi, Director of Global Strategy, Mercury

### **11:00 AM-01:00 PM ETC Community Gathering: International Bazaar and Luncheon Hosted by the Israel Ministry of Tourism**

*Oceans Ballroom*

All attendees convene for Saturday's Opening of the International Bazaar with refreshments provided by today's host of the International Bazaar, the Israel Ministry of Tourism. Please be on time as Shahar Alon, Deputy Director, Northeast Region, Israel Ministry of Tourism, will promptly introduce a 4-minute video clip: "Israel: You'll never be the same." Jerusalem and Tel Aviv were featured on the list of best cities in Africa and the Middle East in Travel & Leisure's 2010/2011 World's Best Awards. The Israel Ministry of Tourism officially hosted the 2009 Travel Planners' Educational in Israel.

A special highlight in the International Bazaar today is the featured cuisine of Israel. Enjoy the buffet luncheon culinary table from 11:30 a.m. to 12:45 p.m., sponsored by the Israel Ministry of Tourism.

The International Bazaar is ETC's "networking central." It is the key place to meet face-to-face with all delegates and to peruse the tabletop displays of partners, operators, suppliers and destinations from around the world. More than 40 countries collectively represent the following geographic regions: the Middle East/Africa, Australia/South Pacific, Europe, Asia, and North and South America. Individual companies are alphabetically listed in the BiZ Passport with their numerical tabletop locations making it easy to navigate the International Bazaar and find the company representatives you wish to meet.

COMMUNITY CONNECT, a tool for getting to know organizations and companies with which you are NOT already doing business, is scheduled within the International Bazaar today. There are a total of five meeting slots, as listed below. Today, travel planners and U.S. tour operators have been specifically directed to schedule their "connect" meeting only with destinations, inbound operators, and suppliers "new to them."

1. 11:20 a.m. to 11:30 a.m.
2. 11:35 a.m. to 11:45 a.m.
3. 11:50 a.m. to 12:00 noon
4. 12:05 p.m. to 12:15 p.m.
5. 12:20 p.m. to 12:30 p.m.

COMMUNITY CONNECT meetings were requested in advance of the Conference via the online Travel Learning "Connects" process. The beginning and end times of each meeting will be announced over the PA system in the International Bazaar. For those delegates who wish to schedule more meetings, drop by individual purveyors' tables to request additional meets on site.

The Travel Planners and U.S. Tour Operators who schedule COMMUNITY CONNECT meetings with companies "new to them," and complete all ten meetings, can qualify for the free iPad drawing taking place on Sunday, January 22 at 8:50 a.m. during "Gifts Galore" in the International Bazaar. Just turn in your COMMUNITY CONNECT schedule with ten meetings completed to the ETC reception desk by 5:00 p.m. on Saturday, January 21st to enter the drawing.

Have fun with the Destination Trivia in the Bazaar! Winning a one-of-a-kind ethnic gift basket from a select number of ETC's sponsors is possible--if you can answer some trivia questions about featured destinations from around the world. So stroll down Partners' Boulevard in the International Bazaar, check out the various gift basket drawings, submit your answers, and be eligible for five great prize drawings on Sunday, January 22nd, at 8:50 a.m., during "Gifts Galore." Hint--if you don't know the answers, chat with destination representatives for clues--or Google! Destination Trivia Quizzes are located at the CRD sponsors booths (1A-F), India (8), Mexico (9), Israel (10) and Peru (11).

While in the International Bazaar, say hello to management guru Lee Cockerell, sponsored by MIR Corporation and Nomadic Expeditions, at booths 18A and 18B. And, don't forget to check your e-mail at the ETC Cyber Station.

Today's lunch buffet and refreshments are made possible through the support of the Israel Ministry of Tourism (visit them at Booth 10).

The ETC Cyber Station is made possible through the support of ViaTour Software and the Ministry of Tourism of Ecuador (visit them at Booths 12B and 14).

**11:00 AM-01:00 PM      One-to-One Clinics: Free Consulting with ETC Guest Speakers in the International Bazaar**

*Oceans Ballroom 1-8*

Take advantage of an opportunity to get answers to your most pressing legal or medical questions or to "pitch your story" to the press! Sign up at the ETC reception desk for 10-minute exchanges with some of ETC 2012's guest speakers, available today at the Speakers' Corner in the International Bazaar. For free legal consults, meet with Ron Gould and Reb Gregg. To pitch your stories to the press, sign up to meet with Valarie D'Elia, broadcast travel commentator; Jayne Clark from "USA Today;" and Eddy Patricelli, from "Island Magazine." They're all looking for story content! Plus, ask RN Duellyn Pandis to view your personal vaccination medical travel coverage. Bring your "International Certificates of Vaccination" with you and learn what you might not be covered for--particularly depending on your age and frequency of travel.

**01:15 PM-02:15 PM      Mid-day Plenary -- The Latest in Search Engine Marketing: Out-of-the-Box Ideas to Maximize Your Online Marketing Results**

All Attendees

*Oceans Ballroom 11-12*

Plenary

Need to get to the top of Google's listings? What makes a search-engine friendly website? Do you know the important keywords that your travelers are using? Back to ETC by popular demand,

Internet pioneer Hillary Bressler offers a wealth of very practical knowledge about the latest online strategies and tools to improve efficiency, build traffic and drive favorable results to your website--or to your section of your institution's website--even if you have a limited budget and scant resources and know-how. Keeping up on the latest of Search Engine Optimization (SEO) can be a challenge when Google makes 365 changes a year. Getting listed on the first page of this search powerhouse can bring amazing results to your bottom line and trip offerings. Learn how Google Plus will affect your business and how to optimize Google Places and Google Maps. Also learn how to tag photos and videos for searches and how reviews can drive better rankings. Discover what it takes to be on the cutting edge of Interactive applications--how to keep up, what to focus on and what to ignore. Walk away from this dynamic, knowledge-packed presentation with tactics and strategies that you can apply immediately and successfully--no matter if you have control of your website or not.

*Moderator(s)* Cary Allyn, Director, Vanderbilt Travel Program, Vanderbilt University

*Speaker(s)* Hillary Bressler, CEO and Founder, .Com Marketing

**This plenary presentation is made possible through the support of the Philippine Department of Tourism and Lindblad Expeditions (visit them at Booths 17A & 17B).**

## **02:30 PM-04:00 PM Concurrent Educational Sessions II**

### **Intelligent Marketing: How to Stay Relevant and Know What's Working**

*Coral Ballroom A and B*

Panel

"If you aren't measuring marketing, you aren't marketing," according to the "Harvard Business Review." So are you marketing? Relevancy is king when it comes to being heard above the cacophony of travel offers and information that your travelers face. Relevancy begins with knowing your customers, but what are the most important pieces of information you should start tracking today? What is the importance of original source versus current source? How are organizations using standard segmentation principles such as "recency" and "frequency" in our industry? What are the unique challenges that face the affinity and non-profit educational travel market when it comes to measuring marketing effectiveness? What role can tour operators running trips on behalf of institutions play? These questions, and many more, will be tackled by a panel of your peers from large and small organizations on both sides of the industry. Our panelists will share what they consider to be their most valuable information about customers, what information you should be gathering in your database, how they measure marketing in their organizations, and what they have found to work and not work. Definitely a 201-level seminar on marketing for those who want to take their marketing to the next level!

*Moderator(s)* James O'Leonard, CEO, PEAK 15 Systems

*Speaker(s)* Lynn Cutter, Senior Vice President, National Geographic Society

Richard Genovese, VP and CMO, YMT Vacations & Travcoa

Mary Alice Grant, Marketing Consultant, ViaTour Software

### **Pitching Your Story to the Press: Do's and Don'ts for Success**

*Coral Ballroom C*

Panel

Travel writers and marketers, this is your chance to meet top journalists who will help you learn how to submit targeted stories more effectively and efficiently to the press, each and every time. At this lively roundtable, you'll not only meet an editor for soliciting and evaluating a "story on the spot," but you'll also be privy to some live reviews of story pitches submitted by ETC delegates. Takeaways will include templates that outline the story needs of specific media departments.

*Moderator(s)* Marian Goldberg, Principal, Goldberg on Travel: Marian Goldberg Marketing Communications  
*Speaker(s)* Jayne Clark, Travel Reporter, USA Today  
Valarie D'Elia, Travel Reporter, NY1  
Eddy Patricelli, Editor-in-Chief, Islands Magazine

### **Who Pays When Things Go South? Who Should Pay? Who Does Pay and Why?**

*Oceans Ballroom 9*

Questions & Answers

When a program ends in financial difficulty due to under enrollment, natural or man-made disasters, flight delays or terrorist acts, how should or could your institution/your company/your traveler deal with this situation? This session will use current, real-life examples as a basis for this dynamic Q&A Industry session. We will explore the objective world of negotiations, contractual obligations and expectations versus the subjective world of relationship building, future business and trust. If you have ever been caught between what's on paper and what's best for the relationship, this session is for you! Audience members, two travel planners and two tour operators, along with two highly experienced moderators, will share their perspectives and experiences for all to examine, discuss and debate.

*Moderator(s)* Karen Kuttner-Dimitry, Vice President of Affinity and Charter Sales, Lindblad Expeditions  
Steve Lembke, Vice President, Institutional Advancement, Road Scholar

*Speaker(s)* Duncan Beardsley, Retired Director, Stanford Travel/Study Program & Director, Generosity in Action

Lauren Bruck, Director of Travel, Harvard Museum Of Natural History

Kevin O'Neal, Executive Vice President of Business Development, USI Travel Insurance Services

Charlotte Xu, Executive Director, China Advocates

*Respondent(s)* Rodney E. Gould, Attorney, Rubin, Hay & Gould, P.C.

**This is Part IV of the five-part popular Industry Forum made possible through the support of New Brunswick Tourism & Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba. (Visit them at Booth 2).**

### **Pre-Travel Health Screening: Practical Approaches for Planners and Operators**

*Palani A and B*

Workshop

Everyone knows all too well that a major medical incident or a disruptive traveler can dramatically affect the outcome of a tour. Yet, screening prospective travelers remains one of the more challenging and illusive aspects of managing a nonprofit travel program. Who should perform the screening? What tools and resources does your staff have to assess a trip applicant's suitability? What are the protocols your staff can deploy to identify potentially dangerous or disruptive medical/psychiatric conditions? How do you sensitively and compassionately reject an applicant? This breakout session will use case studies of actual trip applicants (names changed), with a focus on sharing best practices and templates for health screening. Participants are asked to BRING THEIR ORGANIZATION'S EXISTING HEALTH SCREENING FORM. Everyone will leave with a pre-travel health screening template to apply immediately when you return to your office! This workshop will be highly interactive, practical and hands-on.

*Moderator(s)* James Sano, President, Geographic Expeditions

*Respondent(s)* Charles "Reb" Gregg, Attorney-at-Law, Outdoor Liability Law

Duelyn Pandis, President & CEO, Passport Health of Tampa Bay

### **Live Review of ETC Member Websites: Mobile to Facebook and All In Between**

*Oceans Ballroom 11-12*

Seminar

Don't miss this expert review of pre-selected ETC members' websites--one of which might be

yours. Plus, get some great and not-so-great examples of websites from outside the travel industry. Bressler will also review a mobile site, a Facebook page and an e-mail campaign to give you her two cents on the good, the bad and the ugly. Learn how your organization can pull up on search engines quicker and with higher ratings every time, and find out what to do and what to avoid during this "live" audit on real companies' online properties and their Internet marketing approaches.

*Moderator(s)* Martin Ludwig, Director of Travel, Georgia Tech Alumni Association  
*Speaker(s)* Hillary Bressler, CEO and Founder, .Com Marketing

#### **04:15 PM-05:30 PM Emeritus Council Roundtable**

*Nomeus*

Having formerly served on ETC's Executive Advisory Council, and with great experience and long perspectives on both the Educational Travel Conference and the affinity travel market at large, Emeritus Council members continue to play a vital role in the delivery and evolution of ETC each year. Members play an important part in moderating sessions, mentoring newcomers as well as extending the vision of the conference and community to colleagues within the affinity market niche. Emeritus members get together annually at ETC to exchange ideas on the Conference, get an update on the growing resources available on the Community's member site, and identify opportunities to make meaningful contributions as ETC continues to evolve and grow.

*Facilitator(s)* Susan Goodale, Programs Director & Gaucho Getaways Coordinator, UC Santa Barbara Alumni Association  
Joseph Small, President, AHI Travel

#### **04:15 PM-05:30 PM Mindshare: Special Interest Group (SIG) Informal Conversations**

##### **Middle East in Transition: What is Going on in the Region?**

*Coral Ballroom A and B*

Join a timely discussion on the challenges and opportunities the Arab Spring has created for educational travel programs. What is the outlook for the near, mid, and long term, as well as the threats and possibilities that lie ahead? How will the events of 2011 and 2012 impact the industry and tourist behavior/movements with respect to countries such as Morocco, Tunisia, Libya, Egypt, Jordan, Oman, Syria, Palestine, Israel? All of us with a stake in the region are trying to understand how we can best package and promote it, whether is it safe to do so, what are the risks involved, and what are the challenges with the arrival of Islamic governments in some of the main countries in the region. There is great interest this year in terms of understanding programming opportunities, and this will be examined more closely with contributions from colleagues living and working in this region. Hear about the in-country changes that colleagues are seeing on the ground. Understand what is happening right now in the hot spots, as well as in those countries that are affected peripherally by the media hype. How you can benefit from this knowledge and how can you pass on the benefits to your clients? Come prepared with questions, comments and to learn.

*Facilitator(s)* Malia Asfour, Director, Jordan Tourism Board  
Amr Badr, Managing Director, Akorn Egypt  
Robert Fure, Director of Special Programs, Washington and Lee University

##### **Family and Intergenerational Travel Programs: Trends to Programming Tips**

*Palani A and B*

Family/multigenerational travel represents one-third of all leisure travel in the U.S. and U.S. Tour operators note it is growing in leaps and bounds in terms of new business. Join colleagues for a shared discussion on tours and travel experiences currently being offered to families--what works, what hasn't and why. Discussion explores how to: how travel as a learning tool can improve the customer experience; where to take advantage of changing psychographics, i.e. consumer trends; and what to market/attract a new audience. Glean insights the major benefits of traveling with children, how travel enriches their "academic" learning and why travel is an important component to a well-rounded education. Facilitators will kickoff the discussion with an overview of the family

travel market, segment trends, potential growth areas and where they see the opportunities ahead for family travel in the affinity market.

*Facilitator(s)* Margaret Devlin, EVP, Travel Dynamics International  
Ranier Jenss, Founder, Smart Family Travel

### **Successful List and Data Collection for Marketing and Beyond**

*Oceans Ballroom 9*

Join us for a practical discussion to move your list selection to the next level! Whether you have access to sophisticated software tools and services, or are working with homegrown or limited resources, this session is for anyone looking for techniques to improve the impact of their marketing. Are you collecting any operational data that you can use for marketing purposes? If not, what can you start capturing? Does some of this data exist in your alumni system, and, if so, what do you need to know to take advantage of it? Have you found that age and academic major are more or less useful than frequency and type of past travel in reaching new travelers? Is zip code and income more helpful than gift history or participation in other campus activities? Do you know if your travelers are loyal to particular lecturers, vendors, ships or hotels, and can you leverage this information for future trips? After presenting proven, results-driven data and list-selection concepts, we will transition to a collaborative format to share successful data collection techniques. Thanks to the collective brain power and hard-won experience of all participants, you will leave this session with a list of essential data points to collect and with a game plan for how to acquire and leverage your data for successful marketing efforts.

*Facilitator(s)* Richard Genovese, VP and CMO, YMT Vacations & Travcoa  
Roberta Moore, Director, Alumni Continuing Education and Travel, Dartmouth College  
James O'Leonard, CEO, PEAK 15 Systems  
Ann Ziegler, Co-President, CTO, ViaTour Software

### **05:00 PM-05:30 PM The Philippines: Briefing on the Rescheduled February 2012 Travel Planner Educational**

Travel Planners Only

*Tarpon*

The exclusive focus of this briefing is to meet with travel planners traveling on the upcoming February Educational to the Philippines, and to answer questions from those still interested in joining the program. Flight logistics, trip requirements and review of this multi-faceted cultural and adventure itinerary including special visits to historical sites, tribes, volcano-trekking, bird-watching, and culinary experiences will be covered. Following this Educational to the Philippines, an extensive report will be posted online on the ETC member site. Check out the reports currently posted for other Educationals under the Resources tab on the ETC member site.

### **05:30 PM-07:00 PM ETC Official Partner Invitational Receptions: Pre-conference Invitations are Provided by Host Partners to Their Guests**

By Invitation Only

*Labrid B, Tarpon, Veitail*

In recognition of their critical support of ETC 2012 and as an exclusive benefit, all official ETC sponsoring partners are provided with this dedicated time to schedule private dinner events for their clients. Per published Conference protocol, any/all individuals or companies that are not official ETC Conference sponsors are strictly precluded from hosting a private invitational venue at this time. For a list of ETC's official Conference sponsors, please refer to the back cover of your Conference Resource Directory (CRD).

### **07:15 PM-10:30 PM Gala Community Dinner at SeaWorld**

*Ticketed Function*

*SeaWorld Pavilion*

This annual community dinner always makes for a memorable last night at the Conference. SeaWorld's "Ports of Call" will be opened exclusively to the Educational Travel Community on this not-to-be-missed tropical evening! Relax in a welcoming atmosphere surrounded by lushly landscaped gardens and enjoy the company of colleagues both old and new from all continents.

During the cocktail hour on the Ports of Call Patio, enjoy a chat with some of SeaWorld's residents- perhaps the Sociable Sloth, the Perky Penguins, or the Shapely Snake. Following, a wonderfully varied buffet dinner is served in the Pavilion. The Community Dinner's sponsoring partners are hosting this evening venue with dinner and an opportunity for collegial networking as a benefit to all Conference delegates. Published registration protocol precludes any individual and/or companies from hosting any private dinner or invitational event at this time.

Please assemble promptly at 7:15 p.m. in the Oceans Foyer where ETC team members will lead delegates to the waiting SeaWorld trams, or, for those that prefer, on a five minute walk to SeaWorld. It is required that delegates either take the trams or are escorted on the walk to SeaWorld. Tickets for this fun venue are provided on the registration badges of all delegates having pre-registered for the venue. Tickets are not available on site and cannot be reissued if lost. Bring your Community Dinner venue ticket to SeaWorld as it will be required to enter the turn styles. Bag checks will be conducted by SeaWorld security before entering the Pavilion. SeaWorld trams are scheduled for the return trip to the Renaissance Orlando at SeaWorld following dinner.

**ETC offers special thanks to its Sponsoring Partners in making the Community Dinner possible: Distant Horizons, Egyptian Tourist Authority, Walker Tours (visit them at Booths 7A - D) and TCS & Starquest Expeditions (Booth 15).**

## **Sunday, January 22**

### **07:00 AM-02:00 PM ETC Conference Reception Desk Open**

All Attendees

*Oceans Ballroom Foyer & Registrar's Office*

All registered attendees and speakers check in here upon arrival to collect Conference materials. In the interest of Conference-wide safety and security, official ETC 2012 delegate badges are required to enter all sessions, the International Bazaar and special events. Please keep your badge prominently displayed at all times, as only registered delegates have access to these venues. Thank you!

Navigate the Conference effectively with the BiZ Passport, which includes the Agenda-at-a-Glance, a full layout of the meeting rooms, and the International Bazaar map with display locations for all participating destinations, operators, suppliers and sponsoring partners.

**The printing of the ETC 2012 Conference Resource Directory is made possible through the support of Academic Arrangements Abroad, Avalon Waterways, Classic Escapes, International Expeditions, Saxony Tourism, and Thomson Safaris (visit them at Booths 1A - F).**

**The printing of the ETC 2012 Mini-Agenda/BiZ Passport is made possible through the support of the Ecuador Tourist Board (visit them at Booth 14).**

**The audio-visuals for today's sessions are made possible through the support of ABC Destinations, AHI Travel, Contiki Holidays, Geographic Expeditions and Odysseys Unlimited (visit them at Booths 4A - E).**

### **07:45 AM-08:45 AM Partner/Destination Invitational Breakfasts**

By Invitation Only

*Oceans Ballroom 9*

All official sponsoring partners of ETC 2012 have this dedicated time to schedule private breakfast briefings for their clients at designated areas of the Renaissance Hotel. Per published Conference protocol, any/all individuals or companies that are not official ETC Conference sponsors are strictly precluded from hosting a private invitational venue at this time.

### **08:00 AM-09:30 AM Enjoy the Complimentary Cappuccino Bar Hosted by PromPeru**

*Oceans Ballroom 1-8*

Catch the buzz ... enjoy PromPeru's full-service espresso stand serving complimentary lattes, steamers, espresso, and hot chocolate in the International Bazaar. The Espresso Bar closes today at 9:30 a.m.

**The Cappuccino Bar is made possible through the support of PromPeru (visit them at Booth 11).**

**08:00 AM-08:30 AM ETC Sponsoring Partners' Debriefing**

*Oceans Ballroom 10*

A time for ETC's sponsoring partners to provide valuable feedback on Partners' Boulevard and the ETC 2012 Conference experience. The discussion will be fast-paced and limited to one-half hour. All sponsoring partners are encouraged to attend.

**08:50 AM-09:30 AM International Bazaar: Gifts Galore! Prize Drawings at 8:50 a.m. and Final Charity Auction Bids Close at 9:10 a.m.!**

*Oceans Ballroom 1-8*

Be in the Bazaar no later than 8:50 a.m. for the Gifts Galore drawings! If you entered the iPad and/or the five destination trivia quizzes you must be present to win. Some fast paced bidding takes place at the Silent Charity Auction (SCA) table this morning - don't lose out on the items you really want! Final SCA bids must be placed by 9:10 a.m. with payments accepted until 12 noon. The SCA proceeds are awarded to Responsible Tourism Showcase honorees recognized at ETC annually. Thank you for your support! The ETC 2012 International Bazaar closes officially at 9:30 a.m. this morning.

**09:30 AM-11:00 AM Closing Plenary -- Be Successful, Not Cool: Sree's Social Media 2012 Update for the Learning Travel Niche**

All Attendees

*Oceans Ballroom 11-12*

Plenary

Sree Sreenivasan, long a fixture at ETC, is back with his latest thoughts on the world of social media and how it affects your work and life. As always, you will leave with new tips, tricks and ideas to implement right away. By popular demand, Sree's one-hour keynote will be extended by 30 minutes! Then, stay on for a bonus: Sree's Social Media CAT Scans, during which he will critique, on-the-fly, select ETC members' social media strategies.

*Moderator(s)* Dene Sinclair, Travel Trade Manager, US & Canada, Travel Manitoba

*Speaker(s)* Sree Sreenivasan, Professor and Technology Reporter, Columbia University/Morningside Ventures

**This plenary presentation is made possible through the support of New Brunswick Tourism & Parks, Newfoundland & Labrador Tourism, Tourisme Quebec, and Travel Manitoba (visit them at Booth 2).**

**09:45 AM-01:30 PM International Bazaar Breakdown**

Destinations, Operators and Suppliers Only

*Oceans Ballroom 1-8*

Partners, destinations, operators and suppliers can dismantle their displays between 9:45 a.m. and 1:30 p.m. Exhibit breakdown cannot start prior to 9:45 a.m. Each exhibitor will be responsible for repacking and properly sealing all their boxes, complete with return labels, and for contacting their shipper of choice. The hotel will pick up the boxes and return them to the security cage for pickup by the exhibitor's carrier. If needed, the hotel can supply each exhibitor with FedEx and UPS shipping forms. These two preferred shippers provide service daily to the hotel. FedEx also has a service center right in the hotel lobby. Exhibitor(s) may use their personal shipping account numbers with a carrier or arrange in advance for carrier direct payment. Any items left behind in the International Bazaar will be categorically discarded by the hotel staff after 1:30 p.m.

**11:00 AM-11:15 AM Coffee Break hosted by PromPeru**

*Oceans Ballroom 10*

The Cappuccino Bar is made possible through the support of PromPeru.

**11:15 AM-04:30 PM Seminar on Wheels (SOW): Museums, Art and Architecture in Winter Park--The Morse Museum, Rollins College and the Albin Polasek Museum and Sculpture Gardens**

*Ticketed Function*

*Off Site - Winter Park*

In the company of distinguished study leader Bill Hinchliff, a part-time resident of Winter Park,

experience the cultural face of central Florida within the quaint and historic community of Winter Park—a trendy and colorful haven of specialty shops, galleries, sidewalk cafes and museums.

Following a catered lunch in the Galloway Room on the college campus, Rollins College President Emeritus Dr. Thaddeus Seymour will lead participants on a brief tour of the magnificent Spanish Mediterranean-style buildings of Rollins College along the shores of Lake Virginia, including the Walk of Fame, Pinehurst Cottage, 9/11 Memorial and the beautiful Knowles Memorial Chapel. Founded in 1885 by New England Congregationalists, Rollins is the oldest recognized college in the state of Florida.

Onward to the Morse Museum of American Art, which houses the world's most comprehensive collection of Tiffany works and glass displays as well as works by John La Farge, Daniel Chester French, John Singer Sargent and Frank Lloyd Wright, along with Arts and Crafts furniture and pottery. The museum's new jaw-dropping 12,000-square-foot wing devoted to Laurelton Hall, Louis Comfort Tiffany's huge estate on the North Shore of Long Island, features more than 250 art and architectural objects associated with the estate. The Morse Museum opened at its current location in 1995, and a 1999 addition houses the magnificent Byzantine-Romanesque interior of the chapel Tiffany created for the 1893 Chicago World's Columbian Exposition.

Next, take a short ride to the Albin Polasek Museum and Sculpture Gardens. Founded in 1961, the museum is known for its collection of American representational sculpture, including more than 200 works by Czech-born American sculptor Albin Polasek (1879-1965). In 2004 Polasek was posthumously inducted into the Florida Artists Hall of Fame. The museum, his former retirement home, is listed on the National Register of Historic Places and is one of only 30 members of the National Trust's Historic Artists' Homes and Studios. Our tour includes a viewing of a special exhibition, Artful Strings - Four Centuries of Harp Making – showcasing 50 harps from the International Harp Museum's collection dating from the 18th century to 21st century. Along with American and European instruments, there are examples of ancient African, Asian and Egyptian harps, vintage photos, artwork, costumes and jewelry.

Following this visit, board your minibus for a short driving tour of historic homes in Winter Park, if time permits. Thereafter return to the Renaissance Orlando at SeaWorld Hotel for drop off.

If you are interested in joining this SOW and did not sign up in advance of the Conference, check in at ETC's reception desk to see if any spaces are available.

*Tour Escort(s)* William Hinchliff, retired docent. Architectural Historian, Tour Leader, Chicago Architecture Foundation

### **11:15 AM-01:00 PM Sree's Social Media CAT Scans**

All Attendees

*Oceans Ballroom 11-12*

Seminar

Your digital presence can make or break your business, so it's wise to get your Social Media CAT Scan. Sree will publicly critique selected organizations' Facebook, Twitter, and YouTube sites, as well as other digital aspects of these organizations. We'll learn together as Sree examines healthy and unhealthy "tissue" and provides constructive feedback on how best to connect with your traveling audiences. Prior to the Conference, ETC members were offered the option to volunteer their organization for review. Sree has selected about a half-dozen organizations to review "live" and on the fly!

*Speaker(s)* Sree Sreenivasan, Professor and Technology Reporter, Columbia University/Morningside Ventures

### **01:30 PM-03:30 PM Advisory and Emeritus Councils' Post-Conference Debriefing**

ETC Emeritus and Executive Advisory Council Only

*Oceans Ballroom 10*

Advisory and Emeritus Council members convene for the annual pizza party and "mini" debrief on the Conference.

**04:30 PM-04:30 PM ETC 2012 Concludes -- See you at the Upcoming ETC Regional Roundtables**

Thank you for attending the 26th annual Educational Travel Conference! Please fill out your one-page Final Conference Evaluation, which will provide ETC with information vital for evaluating ETC 2012's performance and planning for ETC 2013. All evaluations will be read thoroughly and tabulated in an aggregate summary for the mid-year Executive Advisory Council being held this June. If you have more comments to share during the year, e-mail the ETC team at [conference@travelearning.com](mailto:conference@travelearning.com).

The Conference happens just once a year, but you can enjoy a year's worth of learning, inspiration, and collaboration by utilizing the full range of member benefits available online. Your ETC membership (included in your registration fee) is a major post-conference benefit that is active through December 15, 2012. Complementary MP3 downloads of all audio-recorded sessions at ETC 2012 are available on the member website as well as speaker handouts. To access the member website, go to [www.travelearning.com](http://www.travelearning.com) and log in with your unique username and password.

Bookmark the ETC website as one of your "favorites" and stay abreast of ETC and community developments by tuning into your member dashboard periodically. New reports--including the Travel Planner Educationals and the annual Regional Roundtables Reports--are posted on the member website, along with member and partner announcements, job listings and commercial tour offerings. Don't forget to peruse member profiles, as well as organizational profiles, to learn about new partners and to contact destination representatives when you plan ahead for tours and special events.

Get together with ETC colleagues this spring to network and share ideas for the ETC 2013 Conference agenda at one of the upcoming ETC Regional Roundtables:

April 17, 2012 Washington, D.C., National Trust for Historic Preservation  
April 18, 2012 New York City, American Museum of Natural History  
April 24, 2012 Boston, Harvard Alumni Association  
April 26, 2012 Chicago, Art Institute of Chicago  
April 30, 2012 Los Angeles, UCLA Alumni Association  
May 3, 2012 San Francisco, Oakland Museum  
May 4, 2012 Seattle, University of Washington Alumni Association

Stay tuned for updates on ETC 2013! [www.travelearning.com](http://www.travelearning.com)

**The ETC Community Website is made possible, in part, through the support of Dubai Tourism.**