

2008 Educational Travel Conference

February 04-07, 2008

Agenda

Sunday, February 03

06:00 PM-09:00 PM Super Bowl: Watch the Game in the Sports Bar

All Attendees

ETC colleagues gather informally to watch Super Bowl XLII in the Baltimore Marriott Waterfront's Kozmo's Lounge - complete with a projection TV screen and surround sound!

08:00 PM-10:00 PM ETC Reception Desk Open

All Attendees

Grand Ballroom Registration

All delegates check in here upon arrival to collect badge and conference materials, lunch and event tickets, or to register on site. The ETC reception desk serves as your central information resource throughout the conference as well as the place to purchase Session Audio CDs and to view/bid/pay for the Silent Charity Auction items. A special concierge desk, staffed by the Baltimore Convention & Visitors Association, is adjacent to the main reception desk. Check here to get restaurant suggestions and make your reservations in advance for the Dine Around, Feb. 6th and/or to find out about the current events in Baltimore.

Audio visual and session CD's made possible through the support of Odysseys Unlimited, AHI International Corporation, Geographic Expeditions, Travel Dynamics International, Pacific Delight Tours and Victoria Cruises.

Monday, February 04

07:00 AM-09:00 PM ETC Reception Desk Open

All Attendees

Grand Ballroom Registration

All delegates check in here upon arrival to collect badge and conference materials, lunch and event tickets, or to register on site. The ETC reception desk serves as your central information resource throughout the conference as well as the place to purchase Session Audio CDs and to view/bid/pay for the Silent Charity Auction items.

Audio visual and session CD's made possible through the support of Odysseys Unlimited, AHI International Corporation, Geographic Expeditions, Travel Dynamics International, Pacific Delight Tours and Victoria Cruises.

07:00 AM-08:00 PM ETC Presenter Desk Open

All Presenters

Harborside Ballroom Registration

Presenter support and general information desk for all guest and attendee moderators, facilitators and speakers. All presenters are directed to check-in here upon arrival to pick up presenter materials, last minute program updates (if any), and to confirm audio-visual session requests and schedule pre-session tie down meetings with fellow panelists and moderators in the presenter ready room.

07:00 AM-06:00 PM Presenter Ready Room Open

All Presenters

James

A ready room reserved exclusively for all presenters. Moderators/facilitators and session presenters can book this room for pre-session briefings. Check in at the ETC Presenter Desk to sign up and reserve a meeting time.

08:00 AM-04:00 PM 20th Annual! Travel Planners' Jumpstart Seminar - Why, What and How: The Nuts & Bolts of Nonprofit Travel

Travel Planners Only - Pre-Registration Required

Laurel A, B, C

Ticketed Function

Special Training Session

An intensive full day introduction to the business of nonprofit travel planning helps you get started, start over or simply make the most of the tools and talent you already have to manage a successful travel program. In the morning, a series of in-depth training modules provides the nuts and bolts basics, delivering the most realistic, up-to-date information available and tips to apply as soon as you get home. Learn and review essential elements of your program - Mission and program objectives, where travel fits within your organization, why you are doing it and what you want out of it; industry partnerships, liabilities and emergency preparedness; and, a comprehensive overview of marketing. Programming also includes in-depth information on risk management, contracts and preferred travel itineraries, and the role of various partner companies and entities in the business. A full afternoon of small group interaction with colleagues from like institutions focuses on issues specific to different programs and missions served.

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

Trainer(s) Bryan DeLeo, Director, Road Scholar, Elderhostel
Rodrigo Esponda, Deputy Director Northeast US, Mexico Tourism Board
Bo Fridsberg, Vice President Sales, Hurtigruten formerly Norwegian Coastal Voyage
James Friedlander, President & CEO, Academic Arrangements Abroad
Nick Fritz, Managing Director, Protours
Dan Gifford, Manager, Expeditions Travel Program, National Wildlife Federation
Daryl Hudson, Regional Manager, North America, Wild Australia-Tasmania
Roberta Moore, Director, Alumni Continuing Education & Travel, Dartmouth College
Kevin O'Neal, President & COO, USI Travel Insurance Services
Jacquelyne Olson, Director, CAL Discoveries, California Alumni Association
Charlotte Xu, Executive Director, China Advocates

Commentator(s) Janice Breitman, Director of Alumni Travel & Educational Programs, Iowa State University Alumni Association

Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo
Betsy Stevenson, Coordinator of Foundation Travel, Virginia Museum Of Fine Arts

The 20th Annual Jumpstart Seminar Manual and Jumpstart Online Materials made possible through the support of USI Travel Insurance Services.

08:30 AM-03:30 PM 1st Annual! Voluntourism Experience: Giving Back to Baltimore

All Attendees - Pre-Registration Required

Essex C

Ticketed Function

Led by David Clemmons, Founder of Voluntourism.org™ the seminar kicks off with a brief informational session on voluntourism - the ultimate experiential component providing travelers the opportunity to give back to the people and places they visit. Next, a behind-the-scenes look at the Baltimore Maritime Museum with a private guided tour and a first hand volunteer opportunity to spend a day assisting in the restoration of one of the three historic ships, USS Torsk, USCGC Taney, Lightship Chesapeake or the Seven Foot Knoll Lighthouse. Taking part in this "all-hands-on-deck" project, learn about the museum and evaluate first hand how a one day volunteer project can enhance one's experience of place. The day concludes with a facilitated discussion on specific ways one day Voluntourism programs can be integrated into nonprofit travel programs. This wrap up discussion is open to all interested ETC delegates.

Discussion Leader(s) David Clemmons, Founder/Co-Director, VolunTours

This session begins with an informational session at the hotel, then moves to the museum and concludes with a facilitated wrap up discussion at the hotel.

08:30 AM-04:30 PM 7th Annual! Seminar on Wheels: Hidden Museums and Neighborhoods of Baltimore

Pre-Registration Required

Off Site

Ticketed Function

This 7th Annual Seminar on Wheels will give you the opportunity to take a closer look at Baltimore “off the beaten path.” Enjoy curator led tours of wonderful museums and tours of ethnic neighborhoods and lesser known historic sites. The morning begins with a drive to Fells Point and on to Highlandtown, the original sight of "Hairspray" - the movies and Broadway show. Enroute view the painted screens, marble steps and historic row houses and brick houses not usually frequented by visitors. Following a special tour of the Cone Collection with Katherine Rothkopf, Curator of European Painting and Sculpture, at the Baltimore Museum of Art, enjoy tea and tour of the historic Homewood House on the Johns Hopkins campus. Next relax for lunch and networking with colleagues at the Center Club, a private club featuring outstanding cuisine high above the center of the city, with sweeping views of the harbor and cityscape. The afternoon is highlighted by a special behind the scenes visit to the Baltimore Maritime Museum’s USCGC Taney followed by a tour of the Reginald F. Lewis Museum of Maryland African American History & Culture’s permanent collections and special Quilt exhibition - Textural Rhythms. Following coffee and discussion with the curator, a short walk through nearby Little Italy to savor the garlic and basil smells and chat with the residents before returning to the hotel.

09:00 AM-12:00 PM Partner Setup in the International Bazaar

ETC Partners Only

Grand Ballroom

ETC 2008 Partners only are invited to set up their Partner Boulevard displays/exhibits in the International Bazaar.

10:15 AM-10:30 AM Jumpstart Coffee Break

Jumpstart Attendees Only

Laurel Foyer

Jumpstart Seminar refreshment break made possible through the support of International Seminar Design.

12:00 PM-05:00 PM General Exhibitor Setup in the International Bazaar

All Exhibitors & Partners

Grand Ballroom

All tour operators, suppliers and destinations are invited to set up their desktop displays in the International Bazaar. Setup must be completed by 6:00 pm when the International Bazaar closes in preparation for the Welcome Mixer at 7:30 pm.

12:15 PM-01:30 PM Jumpstart Luncheon

Jumpstart Attendees Only

Laurel D

Jumpstart Seminar luncheon made possible through the support of International Seminar Design.

03:30 PM-04:00 PM Voluntourism Experience at the Baltimore Maritime Museum: A debriefing for all interested

All Attendees

Essex C

Join colleagues after their day of volunteering at the Baltimore Maritime Museum for a facilitated discussion on specific ways one day Voluntourism programs can be integrated into nonprofit travel programs. This wrap up discussion is open to all interested ETC delegates.

Facilitator(s) David Clemmons, Founder/Co-Director, VolunTours

04:00 PM-05:00 PM Country Huddles: Region Specific Collegial Discussions

All Attendees

Roundtable Discussion

Networking huddles provide an opportunity for delegates from the six geographic regions represented in the International Bazaar to gather, discuss issues, and network with peers prior to the official opening of the conference. Huddle topics are determined by the destination hosts for each

regional huddle.

Britain

All Attendees

Dover B

Roundtable Discussion

Facilitator(s) Danni Eddleston, Business Development Executive, VisitBritain

Canada

All Attendees

Dover A

Roundtable Discussion

Facilitator(s) Lou Macaluso, Director-U.S. Leisure Sales, Canadian Tourism Commission

Central and South America

All Attendees

Atlantic

Roundtable Discussion

Facilitator(s) Rodrigo Esponda, Deputy Director Northeast US, Mexico Tourism Board

Middle East

All Attendees

Dover C

Roundtable Discussion

Facilitator(s) Frank LaFleche, Market Development - Canada, Jordan Tourism Board

05:00 PM-05:15 PM Mentor Huddle

Mentors Only

Laurel A, B, C

A brief, concise review of the key logistics involved with the mentor program for all confirmed mentors. This review is immediately followed by the Mentor Meet and Greet Program.

Lead Mentor(s) Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo
Rodrigo Esponda, Deputy Director Northeast US, Mexico Tourism Board
Janet Moore, Owner, Distant Horizons

Moderator Huddle

Moderators Only

Essex C

A brief, concise review of key agenda updates/changes and critical last minute session details. All confirmed moderators/facilitators need to attend.

Moderator(s) Christine Winebrenner, ETC Sessions Coordinator, TLC

05:15 PM-05:45 PM Mentor Meet and Greet: Newcomers Meet Their Assigned Mentors

Newcomers & Mentors Only

Don't get overwhelmed before you start! Connect with colleagues and seasoned delegates who can provide great insights, guidance, and assistance in navigating the educational and networking forums throughout the entire conference. Meet with assigned mentors and join a roundtable that shares an affinity with your organization's mission/focus. Roundtables are facilitated by ETC veterans from like programs/organizations. Mentors escort newcomers to the Conference Overview session directly following these roundtables.

1. Travel Planners (TP)

Newcomers & Mentors Only

Laurel A, B, C

Lead Mentor(s) Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo

2. US Operators

Newcomers & Mentors Only

Essex A, B

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

3. Inbound Operators

Newcomers & Mentors Only

Essex C

Lead Mentor(s) Keith Somers, Inbound Groups Manager, Norman Allen Group Travel

4. Suppliers

Newcomers & Mentors Only

James

Lead Mentor(s) Linda Witt, Director of Client Relations Educational Travel Community, USI Travel Insurance Services

5. Destinations

Newcomers & Mentors Only

Laurel D

Lead Mentor(s) Rodrigo Esponda, Deputy Director Northeast US, Mexico Tourism Board

06:00 PM-06:45 PM ETC 2008 Conference Overview: Navigation to Networking

All Attendees & Especially Newcomers

Harborside A, B, C

Panel Presentation

What better way to hear how the Conference operates than from Advisory Council members and conference delegates who have collectively spent over 30 years attending ETC! This fast paced, information packed briefing is designed as an entertaining orientation on the Conference's educational sessions, last minute programming updates, best uses and review of the Conference Resource Directory and other handout materials including the BiZ Passport. Speakers give tips on how to network effectively at ETC in the International Bazaar and highlight featured ETC 2008 sessions for newcomers, special events, social venues and conference protocols. Get a running start at ETC by attending this briefing!

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

Charlotte Jewczyk, Manager of Travel Trade Market Development, Newfoundland & Labrador Tourism

Jessica O'Keefe, Director of Sales, Egyptair

Joseph Small, President, AHI International Corporation

Printing of the Conference Resource Directory made possible through the support of Academic Arrangements Abroad, Classic Escapes, EIS, International Ventures and Travel, Saxony Tourism and Virtuocard. Printing of the Conference Handout Book made possible through the support of VisitBritain. Printing of the Mini-Agenda/BiZ Passport made possible through the support of International Expeditions and TCS Expeditions. Conference bags made possible through the support of Saxony Tourism.

07:00 PM-07:30 PM ETC 2008 Welcome: The ETC Community - Expanding Our Reach Online...The next step!

All Attendees

Harborside A, B, C

Plenary Presentation

The 22nd Annual ETC meeting commences with a view forward to the online resources and possibilities ahead.

Speaker(s) J. Mara DelliPriscoli, ETC Founder/President, TLC

ETC 2008 Community Website improvements made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba.

07:30 PM-09:00 PM Community Welcome Mixer: A Wild Night with Wild Australia!

All Attendees

International Bazaar

Ticketed Function

Don't miss this festive kickoff venue and networking evening sponsored by Wild Australia (located at Display #3) officially opening the International Bazaar. The first night to see business colleagues, confirm business meetings and get connected! From authentic Aussie recipes to great Australian wine and beers, sample a taste of the regions of Australia with true wild Aussie hospitality.

This evening's Community Welcome Mixer made possible through the support of Southern Australia Tourism Commission, Wild Australia-Tasmania, Wild Australia-Tourism Australia and Wild Australia: Northern Territory.

09:00 PM-10:00 PM VIP Reception For ETC 2008 Advisory Council, Emeritus Council and ETC 2008 Sponsoring Partners and Presenters

By Invitation Only

Presidential Suite

Festive night cap and thank you reception for all of ETC 2008's sponsoring partners, presenters and emeritus and advisory council members. This is a popular evening for longstanding supporters of the ETC community to re-connect and relax with colleagues before the fast paced ETC agenda commences.

Tuesday, February 05

07:00 AM-07:00 PM ETC Reception Desk Open

All Attendees

Grand Ballroom Registration

All delegates check in here upon arrival to collect your badge and conference materials, lunch and event tickets, or to register on site. The ETC reception desk serves as your central information resource throughout the conference as well as the place to purchase Session Audio CDs and to view/bid/pay for the Silent Charity Auction items.

Audio Visual and session audio for CD recording made possible through the support of Odysseys Unlimited, AHI International Corporation, Geographic Expeditions, Travel Dynamics International, Pacific Delight Tours and Victoria Cruises.

07:00 AM-06:00 PM ETC Presenter Desk Open

All Presenters

Harborside Ballroom Registration

Presenter support and general information desk for all guest and attendee moderators, facilitators and speakers. All presenters are directed to check-in here upon arrival to pick up presenter materials, last minute program updates (if any), and to confirm audio-visual session requests and schedule pre-session tie down meetings with fellow panelists and moderators in the presenter ready room.

Presenter Ready Room Open

All Presenters

James

A ready room reserved exclusively for all presenters. Moderators/facilitators and session presenters can book this room for pre-session briefings. Check in at the ETC Presenter Desk to sign up and reserve a meeting time.

Biz Networking Room Open

All Attendees

Iron

A room reserved for attendees to hold ad hoc networking meetings and/or group discussions during the conference. Use the sign up sheet posted on the door to reserve the room for your meeting.

Enjoy The Complimentary Cappuccino Bar and ETC Cyber Station!

All Attendees

International Bazaar

Catch the buzz...Enjoy a full service espresso stand serving complimentary lattes, steamers, espresso and hot chocolate in the International Bazaar (located at Display #16.) While enjoying a cup of coffee check your email at the ETC Cyber Station.

The Cappuccino Bar made possible through the support of International Expeditions and TCS Expeditions.

07:30 AM-08:00 AM Executive Advisory Council & Daily Emcee Huddle

Executive Advisory Council Members Only

Boardroom

Daily briefing for the Executive Advisory Council to confer on programming updates and the special events of the day. Java is served along with breakfast!

07:45 AM-08:45 AM Business to Business Networking: Destinations, Operators and Suppliers

Destinations, Operators and Suppliers Only

International Bazaar

Additional networking time in the International Bazaar for destinations, operators and suppliers to schedule ad hoc business meetings, without travel planners.

Travel Planner Breakfast Roundtables: Grouped by Size of Program & Experience Level

Travel Planners Only

Roundtable Discussion

Prime networking for travel planner colleagues to share different issues and perspectives related to like-sized travel programs. Facilitators will set points of discussion based on their pre-conference e-survey to colleagues soliciting "hot agenda items." This the first of three planner only networking roundtable sessions. By colleague request, new this year - a roundtable exclusive to those travel planners managing a full time travel staff of three or more individuals.

Breakfast this morning made possible through the support of Asia Now: Hong Kong Tourism Board, Japan National Tourist Organization, Korea Tourism Organization, Macau Government Tourist Office and Tourism Authority of Thailand.

Travel Planners managing a full time travel staff of three or more persons

Travel Planners Only

Heron

Roundtable Discussion

Facilitator(s) Amy Kotkin, Director, Smithsonian Journeys

Travel Planners with programs of 40+ tours

Travel Planners Only

Galena

Roundtable Discussion

Facilitator(s) Melissa Gresh, Alumni Travel Program Director, MIT Alumni Association

Travel Planners with programs of 20-40 tours

Travel Planners Only

Falkland

Roundtable Discussion

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

Travel Planners with travel programs of 19 tours and under

Travel Planners Only

Iron

Roundtable Discussion

Facilitator(s) Janet Hester, Travel Planner, Hershey Museum

08:00 AM-12:15 PM 3rd Annual! Executive Manager Forum: Enhancing the Success of Affinity Travel Programs

Forum Attendees Only

Essex A, B

Ticketed Function

Panel Presentation

Designed exclusively for executives who oversee nonprofit, member and/or donor travel programs, and to whom those running the travel programs report, this forum provides Senior Executives with an understanding of the overall management and execution of travel programs, how they relate to and build affinity loyalty, critical trends in member and donor travel, key risk management issues ahead for affinity travel, how to recruit travel planners on the basis of specific skills, and how best to lend support to a travel program and its staff. This Forum facilitates a quick overview and introduction to the who's who of nonprofit and affinity travel and the opportunity to meet with peers at the Executive level. The afternoon Executive sessions, from 1:30 - 5:30 PM, available to all conference attendees, include a choice of: Staffing & Succession: Identifying the Skill Sets for Educational Travel Managers; Bookings & Benchmarks: How to best plan, project and measure your program's success; Customer Service: Who owns it, and how it impacts travelers' loyalty; Travel Programs & Giving: A causal relationship or happy coincidence?

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

Speaker(s) Charlene Brannon, Vice President of Sales, Starquest Expeditions
Robert Fure, Director of Special Programs, Washington and Lee University
Clark Oldroyd, Alumni Travel Director, Univ. of Colorado At Boulder Alumni Assn.
James Sano, President, Geographic Expeditions
Joseph Small, President, AHI International Corporation
Alicia Stevens, Director, AMNH Expeditions, American Museum of Natural History Expeditions
Peter Voll, Senior Vice President, High Country Passage

08:00 AM-09:00 AM Executive Forum Breakfast

Forum Attendees Only

Essex C

Breakfast for the Executive Forum made possible through the support of Go Next.

09:00 AM-10:10 AM Signature Plenary: Barbara Glanz - Building Customer Loyalty: How YOU Can Help Keep Travelers Returning!

All Attendees

Harborside A, B, C

Signature Plenary Presentation

Customer care, both internal and external, is the key to survival for organizations today. Not only must organizations acquire new employees and customers, but more importantly, they must keep the old ones. Research shows that it costs at least five times as much to attract a new customer as it does to retain an existing one, and the same is true for good employees. It becomes essential, then, for each individual in an organization, including those in the nonprofit sector, to understand what the service attributes are that create customer and employee loyalty. After years of working in customer service, Barbara has come to believe that you cannot mandate customer service. It must come from the inside out. Using both internal and external customer loyalty research and dozens of no-cost, immediately implementable action ideas, Barbara will inspire employees and managers alike to CHOOSE to make a difference in all customer interactions. You will learn amazing statistics about why customers leave or speak badly of your organization, models for evaluating every interaction, the four things all customers want, the difference between core service and customer service, and what her research has shown creates loyal customers. When everyone begins to focus on what they CAN do and not on what is out of their control, they will find a new purpose in their work, and this new spirit of caring will make a difference in every interaction they have in their work and in their lives.

Moderator(s) Bo Fridsberg, Vice President Sales, Hurtigruten formerly Norwegian Coastal Voyage

Speaker(s) Barbara Glanz, Speaker, Author, Consultant, Barbara Glanz Communications

This morning's signature plenary presentation made possible through the support of Hurtigruten, formerly Norwegian Coastal Voyage, Innovation Norway and Lindblad Expeditions.

10:15 AM-10:35 AM ETC International Bazaar: The Passport Game

All Attendees

International Bazaar

Everyone participates in the Passport Game - now in its second year! The Passport Game is a great way to kick off networking as well as learn the International Bazaar layout. By popular demand, this year the Passport Game is extended to 20 minutes giving you more time to say hello to your "unexpected" connections.

Upon entering the International Bazaar at 10:15 am travel planners are given a passport listing three exhibitor tabletop numbers. Planners are directed to visit each of the three exhibitor tabletops listed on their Passport within the 20 minute period – allowing 5 minutes max for each visit. The purpose of these short visits is for travel planners to welcome exhibitors in the International Bazaar, and to personally thank them for helping make ETC possible. In order to make this a truly welcoming experience, all travel planners need to participate. And, all exhibitors need to be at their tabletop displays prior to 10:15 am.

At each designated stop travel planners ask exhibitors to sign their passport. Planners turn in their signed passports to the ETC Reception Desk before 12:15 PM to qualify for great prizes. Winners are announced at today's luncheon plenary (must be present to claim your prize!) The Grand Prize, compliments of Odysseys Unlimited, features a two person air/land 16-day package to Turkey on their signature tour “The Blue Voyage – Legendary Turkey and the Turquoise Coast!” This 16-day trip starts in Istanbul, moves to the WWI battlefield of Gallipoli, then visits ancient Greco-Roman ruins at Troy, Pergamum and Ephesus, before boarding privately-chartered gulet yachts for a five-night cruise along the Mediterranean Coast. The trip ends with a three-night stay in the Mediterranean resort of Antalya. A beautiful specialty Chilean food and wine baskets complete with a Chilean cookbook plus two roundtrip tickets to Chile will be awarded as well, compliments of LAN AIRLINES, the Chilean Airline, and Chile Tourism and the Embassy of Chile.

10:15 AM-12:15 PM ETC International Bazaar: Business to Business Networking, Silent Auction and Demonstrations of Phuang Malai (Thai garlands) and Chinese Hui Chun Calligraphy

All Attendees

International Bazaar

Don't miss this opportunity - the first of three official times - to meet face to face with your travel partners, new and old. The International Bazaar serves as the ETC Community's "networking central" - a high energy business exchange featuring the tabletop displays of all US Tour Operators, Inbound In-Country Tour Operators, Travel Suppliers and Destination representatives. Find out what is new in destinations, assess new tour operator product offerings, and keep your travel programs ahead of the curve!

Within the Bazaar, travel planners are invited to tour the International Bazaar and visit informally with tour operators, destinations, and travel suppliers from around the world. Inbound operators, travel suppliers and destinations are organized by geographic region and/or focus. US Tour Operators are located in their own section within the International Bazaar. The overhead regional banners and company listings in the BiZ Passport (both by company name as well as by numerical location listings) make it easy to navigate and locate individuals you may wish to meet. There is also a large map of the International Bazaar at the entry doors.

Make the best of this concentrated period of time in the International Bazaar by planning ahead. Review the abbreviated organizational profiles of all companies listed in the ETC 2008 Conference Resource Directory and identify which travel partners best match your program needs, present and

future. If you participated in speed dating prior to the Conference, four scheduled meeting times will be announced every fifteen minutes to signal the start of each pre-scheduled "date."

A book signing and sale by this morning's keynote speaker, Barbara Glanz, at the speaker's corner (located at Display #3.) Barbara's best sellers will be available: Simple Truths of Service, and Simple Truths of Appreciation – plus other great titles in limited quantities. Get a book early before they sell out!

As featured in the ETC 2008 Cookbook, today's refreshment table sponsors, the Asia Now team, have collectively designed a break menu featuring delicacies from Hong Kong, Macau, Japan, Korea, and Thailand. If you like recipes pick up the special complimentary Thai cookbook. After tempting your taste buds, stop by Asia Now (Display #10) to answer JNTO's short Japan Quiz. Three random winners will receive two free tickets to the Japan Arts Festival being held this month at the Kennedy Center! Also experience an amazing Thai heritage by trying your hand at making traditional Thai Garlands – the Phuang Malai. The Thai garland is most commonly given to pay respect to the monks, Buddha images, or elderly, greet arrivals, or to say farewell to friends and relatives. Two garlands will be given away as special prizes to ETC delegates. View a famed calligrapher at work demonstrating "Hui Chun." During Chinese New Year people traditionally hang small messages or wishes called "Hui Chun" in and around their homes and offices, hoping for good fortune during the year. There are different "Hui Chun" depending upon the occasion and circumstances. Stop by and pick up your lucky message for the New Year!

Enjoy the "Catch the Buzz" Cappuccino Bar (located at Display #16) as well as pick up your emails at the Cyber Station. Complimentary bottled water compliments of Saxony Tourism (located at Display #7e) is available in different locations in the Bazaar. Several activities, prize drawings and many special cultural events bring the International Bazaar alive.

Win a great travel prize by guessing the destination featured in the mystery photo on the cover of the ETC 2008 Conference Resource Directory. Write your answer (or best guess!) on the back of your business card and turn it in at the Conference reception desk before 9 AM on Feb. 7th. The winner will be announced at Pablo Corral's plenary session, Feb. 7th, 11:30 AM - 12:30 PM.

Be sure to visit the Silent Charity Auction at the ETC Registration Desk to review the great items on display and make your bid! Auctions items donated for the ETC 2008 Silent Charity Auction will be displayed from Feb. 5th, 11 AM thru Feb. 7th, 11AM. The proceeds from this auction are awarded to Responsible Tourism Showcase honorees recognized at ETC annually.

Breakfast this morning made possible through the support of Asia Now: Hong Kong Tourism Board, Japan National Tourist Organization, Korea Tourism Organization, Macau Government Tourist Office and Tourism Authority of Thailand.

11:30 AM-12:30 PM ETC International Bazaar: Deli Lunch Pickup (Ticketed)

All Attendees

Grand Ballroom Foyer

Ticketed Function

Pick up your deli lunches in the International Bazaar Foyer en route to today's luncheon plenary session! Tickets for the deli lunches were supplied with your registration badge (one for Feb. 5th, and one for Feb. 6th) if you pre-registered for the lunch option.

12:15 PM-01:15 PM Luncheon Signature Plenary: Tom Griffiths - A New \$10 Billion "Gap Year" Travel Industry: Is there money in it for you?

All Attendees

Harborside A, B, C

Signature Plenary Presentation

The Gap Year industry is the world's fastest growing travel sector of the Millennium. A 'Life Transition' travel industry born in the 1960's with the first British backpackers in search of the

hippy trails, the Gap Year concept developed slowly and has recently come of age in a world of portfolio careers, quarter and mid-life crises and folk over 60 who refuse to grow old 'gracefully'. In the UK, Australia, New Zealand, Canada, South Africa and Scandinavia 18-24 year olds travel pre, during and post University, 25-35 year olds travel in between jobs, and 55-65 baby boomers travel pre and post retirement are pursuing Gap Years with a passion and financial commitment. Many of these high spending, long staying, 'experiential travel'-demanding customers deliver impressive margins, incredibly viral online content and a high customer satisfaction that enables good product to sell itself. Many international corporations are even now offering Gap Years as incentives and as part of their employee retention schemes. The Gap Year travel wave is emerging in the USA, predicted to take off in the next 5 years with educational travel as its major driving force. Tom Griffiths, Founder of gapyear.com, the 'Gap Year Guru' has witnessed the past decade of growth on the frontline and is here to share the knowledge, photos of old people growing old 'disgracefully' - and the tremendous new market opportunities ahead!

Moderator(s) Cheryl Hargrove, President, The HTC Group

Speaker(s) Tom Griffiths, Founder, gapyear.com

This afternoon's luncheon signature plenary presentation made possible through the support of MIR and Nomadic Expeditions.

01:30 PM-03:00 PM Concurrent Educational Sessions

All Attendees

Staffing & Succession: Identifying the skill sets for educational travel managers

All Attendees

Essex A, B, C

Panel Presentation

Effective administration of educational travel programming depends on a broad variety of skills and interests. Three seasoned travel program managers will discuss the skill sets that they have found especially helpful, if not essential, in travel program leadership at both the administrative and field level.

Moderator(s) Robert Fure, Director of Special Programs, Washington and Lee University

Speaker(s) Clark Oldroyd, Alumni Travel Director, Univ. of Colorado At Boulder Alumni Assn.

Peter Voll, Senior Vice President, High Country Passage

Bookings & Benchmarks: How to best plan, project and measure your program's success

All Attendees

Laurel A, B, C, D

Panel Presentation

Each year, travel planners and tour operators spend tens of millions of dollars on marketing efforts. Without sophisticated and accurate ways to track these marketing efforts, we miss opportunities to grow our traveler base and waste money and paper marketing to moribund prospects. We also make a sizable annual investment in new product development, staffing, client services, and trip operations. Insightful, strategic planning in concert with effective benchmarking can limit the investment we make in products that don't perform. Without this infrastructure, we are simply guessing at trends, the market, and the tendencies of our own traveler base. This session will focus on best practices in planning, projecting, and tracking in all aspects of our travel programs for long range success.

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

Speaker(s) Leslie Jennings Rowley, Executive Manager, Princeton Journeys, Alumni Association of Princeton University

Roxanne Shiels, Director of Alumni Education and Travel, Penn State Alumni Association

Joseph Small, President, AHI International Corporation

Recruiting New Travelers: From Boomers to Women, GenXers to Millennials and active travelers of all ages

All Attendees

Harborside Ballroom A & B

Panel Interview

Embracing niches to diversify your traveler base is what will build your travel program long term. How do you reach the niche market for women? Where does the active Boomer roam? How do you appeal to and create value for Generations X&Y with their different interests, motivations and decision making? This session looks at how to successfully target lucrative niche markets and fine tune your marketing message and programming relevance to appeal to a wider range of active travelers – for those in search of adventure to “cool” educational experiences. Insights on generational travelers will be shared by guest presenters and colleagues who are successfully communicating with new bases of travelers, particularly using the Internet and Web 2.0 tools. Hear the latest research on Boomers to Gen Y, and what this means for product development potential in terms of soft adventure, experiential trips and themed programs. Learn the profile of the young professional, their key consumer behaviors and purchasing trends to better understand your younger alumni/members’ traveler preferences.

Moderator(s) Michael Sanders, President/Founder, Environmental Adventure Company

Speaker(s) Nancy Collins, President, Global Adrenaline

Tom Griffiths, Founder, gapyear.com

Karen Hall, Marketing Coordinator, USC Alumni Association

Heather Hardwick, Vice President, Menlo Consulting

Kelly Kroona, Groups Manager, Contiki Holidays

Aliza Sherman, Founder, Cybergrrl

Q&A Roundtable with this Morning's Plenary: Barbara Glanz

All Attendees

Dover B,C

Roundtable Discussion

An extended Q&A opportunity to meet with today's keynote presenter, Barbara Glanz, to discuss customer service and staff retention issues. Here is the opportunity to ask that question that you didn't get to ask after Barbara's morning keynote!

Facilitator(s) Carole Erickson, ETC Conference Manager, TLC

Speaker(s) Barbara Glanz, Speaker, Author, Consultant, Barbara Glanz Communications

Q&A session with this morning's signature plenary made possible through the support of Hurtigruten, formerly Norwegian Coastal Voyage, Innovation Norway and Lindblad Expeditions.

ETC Community Focus Group #A: Expanding Our Scope Through Engagement Online - The next step!

Pre-Registration Required

Boardroom

Ticketed Function

Focus Group

Help us set the direction for the future of the ETC community online! This is the first of four focus groups at ETC 2008 which will help identify the type of demand for future resources within the ETC community online, and determine how to strengthen educational outreach and year round networking between colleagues. This series of facilitated conversations will help outline the desired social networking needs online, define what we as a community stand for, determine the relevance and the role of ETC community members in response to global issues, and if we need to expand our voice beyond the annual conference. Facilitated by Cheryl Hargrove, President, The HTC Group, these facilitated conversations will be kept quite small to allow for interactive collegial discussion. All focus groups require pre-registration. If you wish to join a Focus group on site, check at the ETC reception desk to see if there are any available slots.

Facilitator(s) Cheryl Hargrove, President, The HTC Group

ETC 2008 Community Website improvements made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba.

01:30 PM-03:30 PM Responsible Tourism Intensive: Part 1: Going Green: It isn't just the "thing to do," it is the thing we must do - now!

All Attendees

Harborside Ballroom D & E

Intensive Session

Want to implement a well rounded response to global sustainable issues and consumer concerns in your program offerings? Going Green delves into the practical realities of what makes for a successful and sustainable tourism partnership - in your office, with your travelers and with host communities and suppliers. Of course, it's easy to say that your company is dedicated to conservation, sustainability, and fighting global warming, etc. However, the reality is more complicated and demanding - especially when trying to formulate an effective strategy to mitigate one's carbon footprint associated with bringing travelers to remote and not-so-remote places.

Tune into creative responses and real time ideas for addressing some of the hot issues today ranging from incorporating expensive sustainable practices affordably in remote lodges to working one's way through the science, debate, and solutions of the maze of carbon offset program options on the horizon. Hear how colleagues are integrating carbon-offset programs into their overall sustainable business practices and the FTC is examining the emerging market for carbon offsets and RECs and related ad claims. Learn how any nonprofit travel program...alumni, museum, or conservation...can take decisions made in creating and crafting a travel program (tour operator selections, destination choices, etc) and turn these choices into opportunities to promote responsible tourism agendas, and selling points for marketing and attracting new members/alumni travelers.

This Intensive kicks off with a one half hour "ETC Live!" Talkcast with featured speakers addressing key points from carbon offsets to community based tourism partnerships/projects. The session then breaks into three discussion roundtables facilitated by guest speakers and colleagues "in the trenches" who have been asked to share their own step-by-step approaches to Going Green. Segments of this session will be available via podcast post-conference.

Roundtable 1: Carbon Offsets –and new research on “conscious” consumers (Harborside D & E)

- Roundtable Facilitator: Karen Ledwin, National Geographic
- Adam Markham, Clean Air - Cool Planet
- Mitch Baranowski, BMG

Roundtable 2: Developing Sustainable Partnerships (Harborside C)

- Roundtable Facilitator: Jim Sano, Geographic Expeditions
- Craig Wickham, Exceptional Kangaroo Island
- Dan Gifford, National Wildlife Federation

Roundtable 3: Community Development and Sustainable Suppliers (Kent A & B)

- Roundtable Facilitator: David Clemmons
- Enrique Umbert, Sr., Mountain Lodges of Peru
- Douglas McMeekin, Yachana Lodge
- Matt Campana, Corporate Motivation
- Mick Jerram, NT Immersions

Moderator(s) David Clemmons, Founder/Co-Director, VolunTours
Speaker(s) Mitch Baranowski, Co-Founder, BBMG
 Adam Markham, Executive Director, Clean Air-Cool Planet
 James Sano, President, Geographic Expeditions
 Craig Wickham, Managing Director, Exceptional Kangaroo Island
Discussion Leader(s) Karen Ledwin, Vice President, NG Expeditions, National Geographic Society
Respondent(s) Dan Gifford, Manager, Expeditions Travel Program, National Wildlife Federation
 Michael Jerram, Managing Director, NT Immersions
 Douglas McMeekin, Executive Director, Yachana Foundation / Yachana Lodge

The ETC 2008 Responsible Tourism Intensive made possible through the support of Greenland Tourism & Business Council and High Country Passage.

03:00 PM-04:00 PM ETC International Bazaar: Refreshments & Treats, and Demonstrations of Phuang Malai (Thai garlands) and Chinese Hui Chun Calligraphy

All Attendees *International Bazaar*

Sponsored by Asia Now (located at Display #10) enjoy complimentary refreshments in the International Bazaar Grand Ballroom Foyer. As featured in the ETC 2008 Cookbook, the Asia Now sponsors have collectively designed a refreshment menu featuring delicacies from Hong Kong, Macau, Japan, Korea, and Thailand. And if you like the recipes pick up a special complimentary Thai cookbook (located at Display #10.) Don't miss this second opportunity to try you hand at making Phuang Malai – or the special prize giveaway at 3:30 pm! Drop by to pick up your lucky “Hui Chun” message, and qualify to win JNTO’s free tickets to the Japan Arts Festival at the Kennedy Center by answering the short Japan Quiz.

Meet informally with today's plenary speaker, Tom Griffiths, Mr. Gap Year, at the speaker's corner (located at Display #17.)

Win a great travel prize by guessing the destination featured in the mystery photo on the cover of the ETC 2008 Conference Resource Directory. Write your answer (or best guess!) on the back of your business card and turn it in at the Conference reception desk before 9 AM on Feb. 7th. The winner will be announced at Pablo Corral's plenary session, Feb. 7th, 11:30 AM - 12:30 PM.

Afternoon Refreshment Table made possible through the support of Asia Now: Hong Kong Tourism Board, Japan National Tourist Organization, Korea Tourism Organization, Macau Government Tourist Office and Tourism Authority of Thailand.

04:00 PM-05:30 PM Concurrent Educational Sessions

All Attendees

Travel Programs & Giving: A causal relationship, or happy coincidence?

All Attendees

Essex A, B, C
Panel Presentation

Affinity travel programs can offer an unmatched opportunity for institutions to acquire and engage donors at all levels. However the road map to achieve the best results is often not well-planned, executed, or even measured in many cases. This session will provide different perspectives on the opportunities; how to build a portfolio of trips that fits your organization’s dual mission and financial bottom lines; how to choreograph trips to achieve the best results; and how to delicately introduce development/fundraising into the equation.

Moderator(s) Robert Fure, Director of Special Programs, Washington and Lee University
Speaker(s) James Sano, President, Geographic Expeditions
 Alicia Stevens, Director, AMNH Expeditions, American Museum of Natural History Expeditions

Customer Service: Who owns it and how it impacts travelers' loyalty

All Attendees

Laurel A, B, C, D

Panel Presentation

How can questions and demands from any traveler be handled in a positive way? What is the responsibility and role of the travel program manager, through the actions of his/her staff, for positive and fruitful interactions with travelers and potential travelers? What responsibility should or should not be delegated to, or shared with, a tour operator? How can travel planners define, evaluate and ensure the quality of the tour operator's service interface with their affinity travelers? The concepts of good customer service are discussed in this session. Regardless of who "owns" this customer service, colleagues share insights on why and how to seek out those partners who consistently match, better yet exceed, an organization's desired level of customer service quality. Strategies that consider the needs of the traveler as well as the needs of the tour provider and planners are explored.

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

Speaker(s) Charlene Brannon, Vice President of Sales, Starquest Expeditions
Joseph Small, President, AHI International Corporation
Peter Voll, Senior Vice President, High Country Passage

Respondent(s) Barbara Glanz, Speaker, Author, Consultant, Barbara Glanz Communications

Recession Ahead? Macro perspectives, creative responses

All Attendees

Harborside Ballroom A & B

Collaborative Exchange

With a weak start to the stock market, high oil prices, a weak dollar, and declining consumer confidence the possibility of a recession is readily apparent. How should you position yourself in a troubled economic climate? From the authoritative forecasters of recessions in the world, ECRI, a senior economist looks at the macro economic data and what it foretells for the US. Industry veterans share how to survive a cyclical downturn, ensure program continuity and prepare for what may lie ahead. Lots of Q&A allows colleagues to share ideas as well as strategies that have worked in the past to navigate tough times.

Speaker(s) Anirvan Banerji, Director of Research, Economic Cycle Research Institute
James Friedlander, President & CEO, Academic Arrangements Abroad
Amy Kotkin, Director, Smithsonian Journeys

Respondent(s) Karen Anthony, Director of Travel, University Of Notre Dame
Scott Fitzsimmons, President, Zegrahm Expeditions
Roberta Moore, Director, Alumni Continuing Education & Travel, Dartmouth College
David Parry, Chairman, Academic Travel Abroad
Dennis Pinto, Managing Director, Micato Safaris

ETC Community Focus Group #B

Pre-Registration Required

Boardroom

Ticketed Function

Focus Group

Help us set the direction for the future of the ETC community online! This is the second of four focus groups at ETC 2008 which will help identify the type of demand for future resources within the ETC community online, and determine how to strengthen educational outreach and year round networking between colleagues. This series of facilitated conversations will help outline the desired social networking needs online, define what we as a community stand for, determine the relevance and the role of ETC community members in response to global issues, and if we need to expand our voice beyond the annual conference. Facilitated by Cheryl Hargrove, President, The HTC Group, these facilitated conversations will be kept quite small to allow for interactive collegial discussion. All focus groups require pre-registration. If you wish to join a Focus group on site,

check at the ETC reception desk to see if there are any available slots.

Facilitator(s) Cheryl Hargrove, President, The HTC Group

ETC 2008 Community Website improvements made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba.

04:00 PM-06:00 PM Responsible Tourism Intensive: Part 2: Voluntourism: Transforming you travelers, transforming your travel program

All Attendees

Harborside Ballroom D & E

Intensive Session

Need to grow and/or enhance your travel program to attract a larger diversity of age and interests within your alumni and member traveler base? Voluntourism provides a better understanding of the basic motivating factors for consumers, planners, operators, suppliers, and destination management organizations vis-à-vis VolunTourism, and the reasons driving significant growth in the field of service learning travel across generations.

Focusing exclusively on VolunTourism, this Intensive kicks off with a one half hour "ETC Live!" Talkcast with featured speakers addressing the why, where and how of Voluntourism - both from the perspectives of practitioners in the trenches as well as that of a voluntourist and multi-generational travelers. The Talkcast is followed by three roundtable discussions focusing on understanding the basic motivating factors for consumers, planners, operators, suppliers, and DMOs as it pertains to VolunTourism, to networking and cooperative connections facilitating one's own program development of VolunTourism.

Roundtable 1: Millennials and Boomers (Harborside D & E)

- Roundtable Facilitator: Heather Hardwick, Menlo Consulting
- Tom Griffiths, GapYear
- Ken Budd, AARP The Magazine

Roundtable 2: Tour Operators & Travel Planners (Harborside C)

- Roundtable Facilitator: Kris Jameyson, California Alumni Association
- Brian Rosborough, Earthwatch
- Stacy Fiorentinos, Classic Escapes
- Nick Ascot, North by Northeast

Roundtable 3: Destinations and Host Programs (Kent A & B)

- Roundtable Facilitator: David Clemmons
- Steve Richer, Formerly Gulf Coast CVB
- Dean Reeder, National Park Services
- Kelly Sumner-Showalter, Habitat for Humanity
- Bayana Bayanjargalan, Nomadic Expeditions
- Lois Wolf, Gulf Coast Traveler, Beth Israel Synagogue

Moderator(s) David Clemmons, Founder/Co-Director, VolunTours
Speaker(s) Ken Budd, Features Editor, AARP The Magazine
Tom Griffiths, Founder, gapyear.com
Heather Hardwick, Vice President, Menlo Consulting
Brian Rosborough, Founding Chairman, Earthwatch Institute
Discussion Leader(s) Kris Jameyson, Associate Director, Cal Discoveries Program, California Alumni Association
Respondent(s) Nick Ascot, Director, North-by-North-East Travel Services
Bayana Bayanjargalan, Cultural Travel Manager, Nomadic Expeditions
Stacy Fiorentinos, President, Classic Escapes
Dean Reeder, Director of Travel, National Park Service
Stephen Richer, Public Affairs Advocate, National Tour Association
Kelly Sumner-Showalter, Volunteer Mobilization Coordinator, Habitat for Humanity - Latin America/Caribbean
Lois Wolf, Traveler, Beth Israel Synagogue

The ETC 2008 Responsible Tourism Intensive made possible through the support of Greenland Tourism & Business Council and High Country Passage.

06:00 PM-07:00 PM Partner Hosted Cocktail Parties

By Invitation Only

Multiple Locations

An official part of the ETC program, the Invitational Partner Hosted Cocktail Parties will take place in small meeting rooms located both on the Grand Ballroom and Harborside Ballroom levels of the hotel. Attendance by invitation only. Pre-conference invitations are provided by host sponsors to their partners in travel.

07:30 PM-09:30 PM Community Dinner: All Onboard! The B&O Railroad Museum (Buses depart hotel at 7:15 pm)

All Attendees

Off Site

Ticketed Function

Enjoy a sociable evening at the Baltimore & Ohio Railroad Museum. The B&O Railroad Museum is universally recognized as the birthplace of American railroading and remains as one of the nation's, and Baltimore's, treasured museums. The ETC Community Dinner will be held in the museum's signature building, the 1884 Baldwin Roundhouse. A fun evening and great dining is planned for all with lots of time for colleague networking. ETC attendees will be able to board trains and tour the exhibitions throughout the evening. The B&O Railroad Museum is located at 901 West Pratt Street, Baltimore, Maryland. Busses will depart for the museum from the bus exit of the hotel lobby starting at 7:15 pm. Please wear your badge; your personalized event ticket will be required to board the bus. Buses will return to the hotel from 9:00 pm onward based on demand.

This evening's Community Dinner made possible through the support of Academic Arrangements Abroad, Distant Horizons, Dubai Tourism, Emirates, Starquest Expeditions and Variety Cruises.

Wednesday, February 06

07:00 AM-07:00 PM ETC Reception Desk Open

All Attendees

Grand Ballroom Registration

All delegates check in here upon arrival to collect your badge and conference materials, lunch and event tickets, or to register on site. The ETC reception desk serves as your central information resource throughout the conference as well as the place to purchase Session Audio CDs and to view/bid/pay for the Silent Charity Auction items.

Audio visual and session CD's made possible through the support of Odysseys Unlimited, AHI International Corporation, Geographic Expeditions, Travel Dynamics International, Pacific Delight Tours and Victoria Cruises.

07:00 AM-06:00 PM ETC Presenter Desk Open

All Presenters

Harborside Ballroom Registration

Presenter support and general information desk for all guest and attendee moderators, facilitators and speakers. All presenters are directed to check-in here upon arrival to pick up presenter materials, last minute program updates (if any), and to confirm audio-visual session requests and schedule pre-session tie down meetings with fellow panelists and moderators in the presenter ready room.

07:00 AM-12:30 PM Presenter Ready Room Open

All Presenters

James

A ready room reserved exclusively for all presenters. Moderators/facilitators and session presenters can book this room for pre-session briefings. Check in at the ETC Presenter Desk to sign up and reserve a meeting time.

07:00 AM-06:00 PM Biz Networking Room Open

All Attendees

Iron

A room reserved for colleagues to hold ad hoc networking meetings and/or discussions meetings during the conference. Use the sign up sheet posted on the door to reserve the room for your meeting.

Enjoy The Complimentary Cappuccino Bar and ETC Cyber Station!

All Attendees

International Bazaar

Catch the buzz...Enjoy a full service espresso stand serving complimentary lattes, steamers, espresso and hot chocolate in the International Bazaar (located at Display #16.) Don't miss the opportunity to stay connected at ETC by checking your email at the ETC Cyber Station while enjoying a cup of coffee.

The Cappuccino Bar made possible through the support of International Expeditions and TCS Expeditions.

07:45 AM-08:45 AM Special Topic Breakfast Roundtables

All Attendees

Roundtable Discussion

Breakfast this morning made possible through the support of International Expeditions and TCS Expeditions.

CEO Roundtable: With Futurist Erik Peterson

CEOs Only - Pre-Registration Required

Essex A, B, C

Ticketed Function

Roundtable Discussion

Each year ETC seeks to invite speakers who can provide a broader perspective and provocative discourse on doing business in a rapidly changing global community. A real programming coup this year is having futurist, Erik Peterson, Senior Vice President at Center for Strategic and International Studies (CSIS), join us at ETC. Erik will meet with senior executives over breakfast for some provocative and hard hitting discussion about the nature and future of business in the decade ahead. This roundtable is just prior to Erik's 9:00 am keynote presentation on the Seven Revolutions - major trends ahead to 2025. Attendance by invitation to CEOs only, pre-registration sign up.

Moderator(s) Munir Nassar, Managing Director, International Traders

Speaker(s) Erik Peterson, Senior Vice President, Center for Strategic & International Studies

Peter Greenberg: The inside track on consumer trends and travel industry issues

All Attendees

Dover A, B, C

Roundtable Discussion

Join NBC's Today Show travel editor, Peter Greenberg, for his lively annual ETC travel update – a fast paced look at key travel and consumer issues ahead which will positively and negatively effect

the educational travel community.

Discussion Leader(s) Peter Greenberg, NBC Travel Editor, Today Show

Travel Planner Breakfast Roundtables: Grouped by regional or focus affiliation

Travel Planners Only

Exclusive networking opportunity for travel planners only to meet in small discussion rounds based on regional or program focus affiliation. Facilitators will set points of discussion based on their pre-conference e-survey to colleagues soliciting "hot agenda items." This the second of three planner only networking roundtable sessions.

Breakfast this morning made possible through the support of International Expeditions and TCS Expeditions.

Atlantic Coast Conference

Travel Planners Only

Galena

Roundtable Discussion

Facilitator(s) Rachel Davies, Director, Alumni Education & Travel, Duke University

Big East Conference

Travel Planners Only

Falkland

Roundtable Discussion

Any alumni travel planners who do not fall into one of the other conference categories are welcome to join the Big East Conference roundtable discussion.

Facilitator(s) Christina Casella, Associate Director Alumni Relations, Syracuse University

Big Ten & Big Twelve Conferences

Travel Planners Only

Heron

Roundtable Discussion

Facilitator(s) Abby Jansen, Assistant Director, Travel Program, Northwestern University Alumni Association

Pac Ten Conference

Travel Planners Only

Atlantic

Roundtable Discussion

Facilitator(s) Christel Paillet, Director, UCLA Alumni Travel

MAC: Museum, Art, Cultural Planner Conversation

MAC Travel Planners Only

Iron

Roundtable Discussion

Exclusive networking opportunity for travel planners from museums, art and cultural institutions to get together.

Facilitator(s) Betsy Stevenson, Coordinator of Foundation Travel, Virginia Museum Of Fine Arts

NACZ: Natural History, Aquarium, Conservation and Zoo Planners

NACZ Travel Planners Only

James

Roundtable Discussion

Exclusive networking opportunity for travel planners from natural history museums, aquarium, conservation organizations and zoos to get together.

Facilitator(s) Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo

Business to Business Networking: Destinations, Operators and Suppliers

Destinations, Operators and Suppliers Only

International Bazaar

Informal time for destinations, suppliers and operators to conduct meetings and network with each other in the International Bazaar, without travel planners.

09:00 AM-10:30 AM Morning Signature Plenary: Erik Peterson - The Seven Revolutions: Global Trends to 2025

All Attendees

Harborside A, B, C

Signature Plenary Presentation

A chance to glance at the future, look at the big “strategic” issues on the horizon and begin planning today to meet the challenges of tomorrow. One of the leading globalists in the world, Erik Peterson, will focus on the seven areas the Center for Strategic and International Studies (CSIS) futurists expect change to be the most “revolutionary” - including technological innovation and the nature and mode of conflict. Research and projections for the Seven Revolutions presentation are taken from the results of an ambitious effort at CSIS which began with a solo question - What will the world look like in 2025? In answering this question, Seven Revolutions identifies and analyzes the distinct and driving forces of change that will transform the planet and govern our interaction. Shared with heads of states globally, the goal of the Seven Revolutions project is to promote strategic, forward-looking thinking among current and future leaders by considering what these changes will mean for decision-makers worldwide. Don't miss this fast-moving, visually powerful and provocative multi-media presentation that captures the key points of CSIS's intriguing research - it will keep you on the edge of your seats until the end!

Moderator(s) Munir Nassar, Managing Director, International Traders

Speaker(s) Erik Peterson, Senior Vice President, Center for Strategic & International Studies

This morning's signature plenary made possible through the support of the Jordan Tourism Board.

10:30 AM-11:00 AM Morning "Fair Trade" Coffee Break

All Attendees

Harborside Ballroom Foyer

Enjoy a rich selection of "Fair Trade" coffees from Craven's Coffee, Washington State micro roaster, and fragrant orange sencha green tea.

Morning coffee break made possible through the support of International Expeditions and TCS Expeditions.

11:00 AM-12:30 PM Concurrent Educational Sessions

All Attendees

Super Hosts: Developing institutional ambassadors

All Attendees

Essex A, B, C

Panel Presentation

Do you know what to expect when asked to serve as an organizational host? Have you provided your host with the right tools to do the job effectively? What does it take to be a truly superb host? As much as any itinerary may deviate or travel scenario can change, dispatching a prepared host can result in the difference between devotion and disaster with your traveling constituents. The partnership between travel planner and tour supplier also benefits with the right host. This session will examine how to best prepare your institutional host for their journey with your travelers and provide insights on the exceptional host expectations, traveler perceptions for hosts and mutual benefit when hosting a program with other organizations. As museums and alumni travel organizations frequently share sponsorship on shipboard programs, additional focus will be given to the role of mutual cooperation among host representatives.

Moderator(s) Allie Brubaker Hill, Director, Emory Travel Program, Emory Alumni Association
Speaker(s) Lauren Bruck, Head of Travel, Harvard Museum Of Natural History
Lawrence Heyworth, Alumni Associations VP of Communications, U.S. Naval Academy Alumni Association
Lauren Szymanoski, Program Manager, Smithsonian Journeys

Press Power: Using the media to your advantage

All Attendees

Laurel A, B, C, D

Panel Interview

Glean from seasoned practitioners tips on pitching your travel stories to the media and definitively improving your public relations. Learn how to best approach and work with the media in terms of submitting story leads - and the nuts and bolts of story development and publication; understand the role that new/trends/pop culture angles play in story features - and what gets editors excited. Learn various ways affinities can influence the media to get coverage affordably and effectively - both in print and online in a variety of publications. And why thinking like a profit-making organization is key to competitiveness in the news media world.

Moderator(s) Judy Milestone, Former Senior Vice President, CNN
Speaker(s) Ken Budd, Features Editor, AARP The Magazine
Peter Greenberg, NBC Travel Editor, Today Show
Everett Potter, Author, Everett Potter's Travel Report
Thomas Swick, Travel Editor, South Florida Sun-Sentinel

Ship Charters & Cruises: Bottom line risks, responsibilities and rewards

All Attendees

Harborside Ballroom D & E

Town Hall

This session will focus on the costs, risks and responsibilities in full ship charters, partial charters and group space. Glean important insights from operators and owners on the timeless struggle to fill ships profitably and from travel planners seeking to sell their programs successfully. Does size matter? What are the risks and rewards of large, medium, and small cruise/expedition programs? Surcharges and discounting will be discussed and evaluated in light of the competition from open market "educational travel" opportunities, as well as determining the "sweet spot" - the magic threshold for preserving intimacy of the product while offering more amenities/benefits cost effectively.

Industry presenters examine how the costs arise, who shoulders the risk, how host spaces are earned and how the variable costs per traveler are managed. Travel planners identify what is critical to developing and maintaining a successful travel program. This Town Hall session is focused on audience participation - come prepared to share your perspective in this lively, and perhaps, controversial exchange! Part II of the Cruise Forum begins at 1:00 pm.

Moderator(s) Karen Kuttner Capato, Vice President of Affinity & Charter Sales, Lindblad Expeditions
Steve Lembke, Vice President, Elderhostel Programming Worldwide, Elderhostel
Speaker(s) Mary Brophy, Vice President, Academic Arrangements Abroad
Roberta Moore, Director, Alumni Continuing Education & Travel, Dartmouth College
Vasos Papagapitos, Co-President, Travel Dynamics International
Pauline Ranieri, Director, UW Alumni Tours, University Of Washington Alumni Assoc.
Ron Santangelo, President, Peter Deilmann Cruises
Respondent(s) Cedar Bradley-Swan, Vice President, Adventure Canada
Elizabeth Player Jones, Associate Director, Stanford Alumni Association

The ETC 2008 Cruise Forum made possible through the support of Pearl Seas Cruises and Port of Halifax.

The Current State of World Affairs: Q&A with this Morning's Plenary Erik Peterson

All Attendees

Dover A, B, C

Roundtable Discussion

Given the sold out status of Erik Peterson's CEO roundtable earlier this morning, Erik has graciously offered to stay and entertain questions following his signature plenary. Erik will focus on countries undergoing significant changes, from Russia to countries in South America, the USA and Asia, setting the stage for a macro look at the global state of affairs today, and where we are going tomorrow as a global economy. This is an informal, yet very focused and hands on discussion with one of the great futurists in the US.

Facilitator(s) Erik Peterson, Senior Vice President, Center for Strategic & International Studies

Q&A session with this morning's signature plenary made possible through the support of the Jordan Tourism Board.

ETC Community Focus Group #C

Pre-Registration Required

Boardroom

Ticketed Function

Focus Group

Help us set the direction for the future of the ETC community online! This is the third of four focus groups at ETC 2008 which will help identify the type of demand for future resources within the ETC community online, and determine how to strengthen educational outreach and year round networking between colleagues. This series of facilitated conversations will help outline the desired social networking needs online, define what we as a community stand for, determine the relevance and the role of ETC community members in response to global issues, and if we need to expand our voice beyond the annual conference. Facilitated by Cheryl Hargrove, President, The HTC Group, these facilitated conversations will be kept quite small to allow for interactive collegial discussion. All focus groups require pre-registration. If you wish to join a Focus group on site, check at the ETC reception desk to see if there are any available slots.

Facilitator(s) Cheryl Hargrove, President, The HTC Group

ETC 2008 Community Website improvements made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba.

Online Marketing Forum: Part 1: Social Networking & Search Engines: The new basics of Web 2.0

All Attendees

Harborside Ballroom A & B

Panel Presentations

Social networking has fundamentally shifted the balance between consumer and marketer and created new Web 2.0 communication tools to reach consumers. Word of mouth - "truth with trust" - remains one the most influential forms of promotion but how do you get your organization in the buzz? How can wikis, blogs, consumer reviews, YouTube videos and other forms of social media be harnessed to your advantage? Every day there is a new social network popping up, so what can you add that is different and purposeful? How can travelers establish and maintain relationships on line with each other through your organization? These questions and more will be addressed by Steve Herron and by Cindy Estis Green, the author of a comprehensive new industry report - The Travel Marketer's Guide to Social Media.

Glean insights on how to play the Internet game successfully with a solid understanding of social media and its' transformation of online travel marketing and effective web sites. Discussion covers the nuts and bolts of Internet marketing including what ETC delegates are doing today with media and search engine optimization as well as new actions you can take in the future. This is Part I of today's ETC Online Marketing Intensive, lead by mavens, visionaries and those in the know re/online marketing. Part II of Online Marketing begins at 4:15 pm.

Moderator(s) Ward Cameron, Director, Ward Cameron Enterprises
Speaker(s) Cindy Estis Green, Managing Partner, The Estis Group
Steven Herron, Strategic Marketing Manager, HyperDisk Marketing
Respondent(s) C.C. Chapman, Partner, The Advance Guard

The ETC 2008 Online Marketing Forum made possible through the support of PromPeru.

12:15 PM-01:30 PM ETC International Bazaar: Deli Lunch Pickup (Ticketed)

All Attendees

Grand Ballroom Foyer

Ticketed Function

If you pre-registered for deli lunch option, luncheon tickets were supplied with your registration badge (one for Feb. 5th, and one for Feb. 6th.)

01:00 PM-02:00 PM Luncheon Plenary - Small Ship Travel: CEOs share insights on hot trends and emerging opportunities

All Attendees

Harborside Ballroom C, D & E

Panel Interview

Small ship cruising is the largest and fastest growing travel offering within the nonprofit travel niche. CEOs have been asked to share strategic insights on short and long term industry trends and cruise market issues that matter - the revolution of the small vs. large ship cruise industry, appeal of new ships vs. old ships, experience vs. destination programming; how cruise lines are deploying ships in the "right" places; and, why more discerning tastes, generational preferences and demands are driving expanded offerings of amenities onboard as well as environmental considerations. Designed as a panel interview, some of the questions addressed in this session, in addition to trends, include: What's the outlook for ports of call? In what ways are the markets for small ships changing? How is the weak dollar affecting small ship cruising in the near future? How does one respond to a new type of passenger who asks "How green is my ship?" With an outstanding representation of CEOs serving different cruise markets – from luxury to expedition cruising, from USA ports of call to remote destinations, from the high seas to river cruising – the interactive discussion, facilitated by travel journalist and author Tom Swick, will be provocative, lively and current. Part III of the Cruise Forum follows at 4:15 pm.

Moderator(s) Thomas Swick, Travel Editor, South Florida Sun-Sentinel

Respondent(s) Peter Greenberg, NBC Travel Editor, Today Show

Commentator(s) Sven Olof Lindblad, President, Lindblad Expeditions

Vasos Papagapitos, Co-President, Travel Dynamics International

Charles Robertson, CEO and President, Pearl Seas Cruises

Hans Rood, President, Hurtigruten formerly Norwegian Coastal Voyage

Ron Santangelo, President, Peter Deilmann Cruises

The ETC 2008 Cruise Forum made possible through the support of Pearl Seas Cruises and Port of Halifax.

02:00 PM-04:00 PM ETC International Bazaar: Business to Business Networking, Silent Auction, Culinary Demonstration with Executive Israeli Chef Itzik Mizrachi, and Rum Sampling with Lecturer Franklin Knight

All Attendees

International Bazaar

The second of three official times to meet face to face with your travel partners, new and old, in the International Bazaar, ETC's "networking central." Find out what is new in destinations, assess new tour operator product offerings, and keep your travel programs ahead of the curve at this high energy business-to-business exchange!

Make the best of this concentrated period of time in the International Bazaar by planning ahead. Review the abbreviated organizational profiles of all companies listed in the ETC 2008 Conference Resource Directory and identify which companies best match your program interest, present and future. If you participated in speed dating prior to the Conference, four scheduled meeting times

will be announced every fifteen minutes to signal the start of each pre-scheduled "date."

This afternoon's break in the Bazaar is hosted by refreshment table sponsor, the Israel Ministry of Tourism (Display #8). As featured in the ETC 2008 Cookbook, Executive Chef, Itzik Mizrachi, from the Inbal Hotel in Jerusalem, will conduct a culinary demonstration of Israeli fusion cuisine in the Grand Ballroom Foyer from 2:00 – 4:00 pm - a very special event at the International Bazaar this year. Stop by and sample one of Itzik's specialties, Roasted Fillet of Sea Bass with Thyme Leaves, discuss the contemporary culinary scene in Israel and take away tips on enhancing your own cooking with the right seasonings.

Stop by for a book signing and sale of "The Everything Blogging Book" by today's Online Marketing Intensive speaker, Aliza Sherman, at the speaker's corner (located at Display #21) and travel journalist, Tom Swick (located at Display #20) author of "A Way to See the World: From Texas to Transylvania with a Maverick Traveler" (The Lyons Press). Enjoy Professor Franklin Knight's experiential style of teaching at this afternoon's rum "sampling" in the International Bazaar from 3:30 – 4:00 PM. Professor Knight will also be speaking in the session on "Legendary Lecturers" - at 4:15 pm directly following the International Bazaar.

Pick up your emails at the Cyber Station and "Catch the Buzz" at the Cappuccino Bar (located at Display #16.) Be sure to visit the Silent Charity Auction at the ETC Registration Desk to review the great items on display and make your bid! Auctions items donated for the ETC 2008 Silent Charity Auction will be displayed from 11 AM, Feb. 5th - 11 AM, Feb. 7th. The proceeds from this auction are awarded to Responsible Tourism Showcase honorees recognized at ETC annually.

Win a great travel prize by guessing the destination featured in the mystery photo on the cover of the ETC 2008 Conference Resource Directory. Write your answer (or best guess!) on the back of your business card and turn it in at the Conference reception desk before 9 AM on Feb. 7th. The winner will be announced at Pablo Corral's plenary session, Feb. 7th, 11:30 AM - 12:30 PM.

Afternoon refreshment table made possible through the support of the Israel Ministry of Tourism.

04:15 PM-05:45 PM Concurrent Educational Sessions

All Attendees

Legendary Lecturers: Finding, preparing and supporting them

All Attendees

Essex A, B, C

Panel Presentation

Stellar teaching and intellectual companionship rank at the top of the meaningful rewards we offer members and alumni when they sign up for our cruises and tours. But assembling first-rate teaching teams can be tricky, and keeping legendary lecturers and mentors comfortable, happy and properly prepared and supported, is crucial both to the immediate and long-term success of our programs. Colleagues and three outstanding teachers in the educational travel business will share with you their motivations, goals, concerns and needs to better help you discover, motivate, guide, nurture and reward your institution's "Legendary Lecturers." From the study leaders' perspective learn what makes successful lecturers, lectures and great moments for adult learning. Discussion also covers: Connecting recruiting relevant expertise to specific itineraries, vetting and selecting effective lecturers, coordination between local guides and lecturers, compiling reading lists and facilitating roundtable discussions on tour. There will be plenty of time set aside for audience discussion and questions.

Speaker(s)

Mariana Carpinisan, Art Historian & Study Leader, Smithsonian Journeys

Pablo Corral, Photojournalist, www.pablocorralvega.com

Franklin Knight, Leonard and Helen R. Stulman Professor of History, Johns Hopkins University

Mike Maglione, VP Business Development & Strategic Alliances, Academic Arrangements Abroad

Among Women: New programming and co-partnering success story

All Attendees

Laurel A, B, C, D
Collaborative Exchange

Come be part of a case study discussion on program innovation, risks and rewards. Glean insights from alumni executives and travelers themselves into the concept of "new" traveler engagement and future development opportunities where relationships, not necessarily revenue, matter. Throw away your traditional ideas of what will sell, what will not and how to market it. It's not what you see but who you see and how fellow travelers are encouraged to interact. Understand more about the group of travelers out there who are looking to be challenged, are encouraged to think and are looking for inspiration. This session will discuss a program where small is beautiful and whose very antithesis is the cookie-cutter trip.

Join a dynamic panel group including an executive director, a president emeritus, tour operator and travelers as they provide insights into the very real benefits of customizing programs to concentrate on top-level content. Bring your pens and notepads for this hands-on presentation on how focusing on true educational content can turn your travel program around and infuse it with enthusiasm and joy. Learn why a new travel programming idea successfully attracted a new set of travelers, and a new learning format delivered a new series of travel experiences - which in turn are driving renewed alumni traveler commitment to six nonprofit travel programs and institutions as well as long term giving, loyalty and many other unexpected benefits, some yet realized.

Moderator(s) Judy Milestone, Former Senior Vice President, CNN

Speaker(s) Wendy Greenfield, Executive Director, Bryn Mawr Alumnae Association
Pat McPherson, Executive Officer, American Philosophical Society
Janet Moore, Owner, Distant Horizons
Frances Stadler, Barnard College Alumni, Guest Speaker

Selling & Sharing Ships: Essential guidelines for marketing, branding and programming

All Attendees

Harborside Ballroom D & E
Panel Presentation

Selling and sharing ships presents opportunities and challenges and this session provides an opportunity to share what works! As Part III of the Cruise Forum ship owners, tour operators and travel planners will respond to the following questions and more. What marketing, branding and programming considerations go into running a great cruise program? What considerations go into shared departures? Who owns the marketing and branding on shared ships? What types of ships sell? What exclusive and enriching lifestyle programs are attracting boomers and inter-generational cruises? Is cruising becoming more about land then water programs?

Presenters focus on the nuts and bolts of affinity cruise development and marketing issues, including growth in experiential activities and family friendly considerations as well as site inspections; defining characteristics of ships, and evaluating ships for different groups. Discussion covers choosing partners while maintaining a distinct identity; balancing the educational content with excursions, unique activities and free time; and the challenges of faculty selection and collaboration on board. Audience participation is a big part of this session - so come prepared to ask questions and get involved in the discussion!

Moderator(s) Mary Brophy, Vice President, Academic Arrangements Abroad
Steve Lembke, Vice President, Elderhostel Programming Worldwide, Elderhostel

Speaker(s) Meg Annacone, Asst. Director-National Trust Tours, National Trust for Historic Preservation
Michael Goren, Chairman, Variety Cruises, Variety Cruises
Nancy Grow, President, Alumni Travel Group
Elizabeth Player Jones, Associate Director, Stanford Alumni Association
Hans Rood, President, Hurtigruten formerly Norwegian Coastal Voyage

Respondent(s) Catherine Greene, Director of Travel Programs, Miami University Alumni Association
Karen Kuttner Capato, Vice President of Affinity & Charter Sales, Lindblad Expeditions

The ETC 2008 Cruise Forum made possible through the support of Pearl Seas Cruises and Port of Halifax.

ETC Community Focus Group #D

Pre-Registration Required

Boardroom

Ticketed Function

Focus Group

Help us set the direction for the future of the ETC community online! This is the final focus group at ETC 2008 which will help identify the type of demand for future resources within the ETC community online, and determine how to strengthen educational outreach and year round networking between colleagues. This series of facilitated conversations will help outline the desired social networking needs online, define what we as a community stand for, determine the relevance and the role of ETC community members in response to global issues, and if we need to expand our voice beyond the annual conference. Facilitated by Cheryl Hargrove, President, The HTC Group, these facilitated conversations will be kept quite small to allow for interactive collegial discussion. All focus groups require pre-registration. If you wish to join a Focus group on site, check at the ETC reception desk to see if there are any available slots.

Facilitator(s) Cheryl Hargrove, President, The HTC Group

ETC 2008 Community Website improvements made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba.

Online Marketing Forum: Part 2: Pushing Web 2.0 to the Limit: Making virtual marketing work for you

All Attendees

Harborside Ballroom A & B

Panel Presentation

Ten years ago we were all wondering if we should have a Web site. Today, some of the new questions are: What can MySpace, Facebook and other social networking sites do for my business? What is a virtual world and should I be there? Where are the GenXers and Millennials roaming – and where do boomers fit in the online communication strategies? This session will help answers these questions and many other burning questions about marketing in the 21st century through the latest technology tools and resources. Take a trip to a place you've never been, open your mind to the possibilities and be prepared to be wowed!

Cybergrll, Aliza and media maven, C.C., will combine forces to present the cutting edge of Web 2.0, pushing social networks and online communications to the next level. Presenters cover the pros and cons of podcasting with tools like Utterz; videocasting with tools such as Seesmic; microblogging such as Twitter and Jaiku; photo sharing such as Flickr; and virtual worlds such as Second Life. Understand the right and wrong ways of integrating these tools into your comprehensive, interactive marketing campaigns. With a focus on the tangible, actionable and practical, speakers strike the right balance between "Wow" and Do! - sharing ideas you can take home and put into practice immediately and affordably.

Moderator(s) Ward Cameron, Director, Ward Cameron Enterprises
Speaker(s) C.C. Chapman, Partner, The Advance Guard
Aliza Sherman, Founder, Cybergrl
Respondent(s) Steven Herron, Strategic Marketing Manager, HyperDisk Marketing
The ETC 2008 Online Marketing Forum made possible through the support of PromPeru.

05:45 PM-07:30 PM Community Gala: Walking Through Mexico - A regional culinary experience!

All Attendees

Harborside Ballroom C

Ticketed Function

A hidden Mexico awaits your exploration during this lively and educational evening of networking and light dining. Experience a few of the distinctly different regions and cultures of Mexico through a wonderfully diverse culinary table and welcoming hosts in traditional dress representative of the Yucatan Peninsula, Central and South (Oaxaca and Puebla) Mexico, the Colonial Cities and the North. Authentic recipes will be prepared and interpreted for each of the four regions, as featured in the ETC Cookbook. The famous margarita bar is back again serving wonderful mango and lime libations. Adding an experiential element to the evening's festivities, qualify for some great travel prizes by playing an easy and entertaining traditional Mexican game LOTERIA. Upon arrival at the reception you will get a card with random questions to answer – with nine different images on the card directly related to the answers. After reading the short “tales and myths” on each region, stopping by the interpretive tables, and answering questions on the LOTERIA card, the first person to complete the game correctly wins the first prize – and the second and third, the subsequent prizes. The LOTERIA begins at 6:50 PM sharp!

This evening's Community Gala made possible through the support of the Mexico Tourism Board.

08:00 PM-09:30 PM ETC Partner Hosted Hospitality Rooms & Private Invitational Dinners: Hotel & Independent Venues (Buses depart no earlier than 8:00 pm)

By Invitation Only

Off Site

An official part of the ETC program, private dinners by sponsoring partners are scheduled for this evening. Pre-conference invitations are provided by host sponsors to their partners in travel. Departures for evening venues scheduled no earlier than 8:00 pm.

Taste of Baltimore: Dine Around (no host) BACVA concierge desk will be situated in lobby to assist with restaurant selections

All Attendees

Off Site

With the support of the Baltimore Convention and Visitors' Association (BACVA) a concierge desk will be provided in the hotel lobby to assist ETC delegates with locating dinner venues. Inquire here about best restaurant suggestions, directions and local entertainment options.

Thursday, February 07

07:00 AM-02:00 PM ETC Reception Desk Open

All Attendees

Grand Ballroom Registration

All delegates check in here upon arrival to collect your badge and conference materials, lunch and event tickets, or to register on site. The ETC reception desk serves as your central information resource throughout the conference as well as the place to purchase Session Audio CDs and to view/bid/pay for the Silent Charity Auction items. Bids close for the Silent Charity Auction today at 11:00 am sharp, and Session Audio CDs sales close at 2:00 pm.

Audio visual and session CD's made possible through the support of Odysseys Unlimited, AHI International Corporation, Geographic Expeditions, Travel Dynamics International, Pacific Delight Tours and Victoria Cruises.

ETC Presenter Desk Open

All Presenters

Harborside Ballroom Registration

Presenter support and general information desk for all guest and attendee moderators, facilitators and speakers. All presenters are directed to check-in here upon arrival to pick up presenter materials, last minute program updates (if any), and to confirm audio-visual session requests and schedule pre-session tie down meetings with fellow panelists and moderators in the presenter ready room. Presenter desk closes today at 2:00 PM.

07:00 AM-12:30 PM Presenter Ready Room Open

All Presenters

James

A ready room reserved exclusively for all presenters. Moderators/facilitators and session presenters can book this room for pre-session briefings. Check in at the ETC Presenter Desk to sign up and reserve a meeting time. The Presenter Ready room closes today at 12:30 pm.

Biz Networking Room Open

All Attendees

Iron

A room reserved for colleagues to hold ad hoc networking meetings and/or discussions meetings during the conference. Use the sign up sheet posted on the door to reserve the room for your meeting. The Biz Networking room closes today at 12:30 pm.

07:00 AM-01:00 PM Enjoy The Complimentary Cappuccino Bar

All Attendees

Grand Ballroom Foyer

Catch the buzz...Enjoy a full service espresso stand serving complimentary lattes, steamers, espresso and hot chocolate in the International Bazaar (located at Display #16.) Don't miss the opportunity to stay connected at ETC by checking your email at the ETC Cyber Station while enjoying a cup of coffee. Cappuccino bar closes today at 1:00 pm.

The Cappuccino Bar made possible through the support of International Expeditions and TCS Expeditions.

07:45 AM-08:45 AM

Breakfast Roundtables

All Attendees

"Wake up" and "gear up" for this power packed final half day of ETC sessions and networking venues. Enjoy wonderful Chilean culinary breakfast treats and the opportunity to network with colleagues in special focus roundtable discussions led by guest speakers.

Breakfast this morning made possible through the support of Chile Tourism and Embassy of Chile.

Parent Power Tools: Will baby change doing business?

All Attendees

Atlantic

Collaborative Exchange

Anyone who is a parent knows things will never be the same after baby. For parents of young children or parents-to-be, nothing can prepare you for the impact of children on your work. Author, WorkitMom.com blogger and women's issues expert Aliza Sherman will lead a lively, interactive discussion about the challenges of balancing work life and home life. She'll also provide a road map to manage both baby and business with concrete tips for improving your juggling act on the tightrope of life so both family and work thrives. Good ideas are solicited from all so come prepared to share your tips!

Facilitator(s)

Aliza Sherman, Founder, Cybergrll

A Passion for Art: What's new in Eastern and Western European museums

All Attendees

Bristol

Collaborative Exchange

Former Curator at the Cleveland Museum of Art and art historian Mariana Carpinisan leads a discussion on what's new in European museums. Great opportunity for discussion of major exhibitions, new installations and ideas for museum, art and cultural programming in 2008/9. Come prepared to share in the discussion!

Facilitator(s) Mariana Carpinisan, Art Historian & Study Leader, Smithsonian Journeys

Doing Programs On Your Own: Liability and marketing tradeoffs

All Attendees

Essex A, B, C

Collaborative Exchange

Is there an enormous risk in going direct? Is there more potential profit or more potential headaches and real liability issues? What does a US tour operator bring to the equation in terms of risk mitigation, marketing and staffing support? This discussion takes a look at the hard questions, advantages and risks of operating one's own programs and/or coordinating programs with operators by sharing financial risk/reward. Discussion includes legal considerations, risk management issues, how to protect group from financial risks of operator and use of United States Courts to resolve any issues. Come prepared with questions ranging from contracts to partnership issues. Tour operator and planner perspectives and legal expertise shared by Jeffrey Miller make for a great discussion and more enlightened understanding on the special liability and legal issues of doing business in an ever changing travel landscape.

Facilitator(s) Jeffrey Miller, Law Offices of Jeffrey R. Miller, Law Offices of Jeffrey R. Miller

Respondent(s) Brett Thompson, Director Travel/Study Programs, Stanford Alumni Association

Judi Wineland, President, Thomson Safaris

08:30 AM-09:00 AM ETC 2008 Partner Breakfast Debriefing

ETC Partners Only

Boardroom

Partners are invited to share their insights and feedback on ETC 2008, format and program delivery, with the ETC Advisory Council.

09:00 AM-10:15 AM Concurrent Educational Sessions

All Attendees

Direct Marketing: On a shoestring

All Attendees

Harborside Ballroom A & B

Solo Speaker Seminar/Workshop

Marketing budget down? Marketing expenses up? Attend this session to take a closer look at the ins and outs of Direct Marketing on a Shoestring — or how to squeeze the most value out of every advertising dollar. Alan Rosenspan will show you how to save money on every part of your direct marketing program - and improve response results at the same time. All it takes is a little creative "Shoestring Thinking." Self-confessed tightwad, skinflint (and marketing expert), Alan Rosenspan will share how to save money, think creatively, and improve response on both your prospect and customer marketing. Alan kicks off today's Direct Mail Forum with relevant, practical and timely information that you can put to use right away. You'll learn how to save money on formats, fulfillment, offers and production.

Alan will spend the day at ETC exploring the efficiencies of direct mail and creative copy writing in two follow up sessions: Place Vs. Experience: The language that sells trips; and Confessions of a Control Freak, Practical ideas on how to break the rules and improve direct mail response -

immediately! Rosenspan will announce the winners of the ETC Direct Marketing on a Shoestring Award – both his choice and the "people's choice" at the ETC Closing Luncheon.

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

Speaker(s) Alan Rosenspan, Author, Alan Rosenspan & Associates

The Direct Marketing Forum made possible through the support of Cross-Culture Journeys and ViaTour Software.

Emergency Response Planning: What if the unthinkable happens?

All Attendees

Laurel A, B, C, D

Panel Presentation

Have you ever asked yourself the question, what if the unthinkable were to happen on one of my trips – multiple deaths or injuries; an attack on your group; a missing traveler; a major bus, ship, or airplane accident? Do you have a high level of confidence that your organization and your partners will respond not only professionally, but in a manner that will be validated in a court of law and ultimately by the family and friends of the traveler.

Our panel of experts will focus on assessing your organization's emergency preparedness – the roadmap to manage a critical incident, including assigning roles and responsibilities, training, field protocols, working with the media, communicating with the family, critical incident stress counseling for staff, trip members, and the family, and how to evaluate your response. This session is followed by a second Risk Management session titled "Beyond The U.S. State Department" at 12:45 p.m. today.

Moderator(s) James Sano, President, Geographic Expeditions

Speaker(s) Sandie Dawe, Strategy and Communications Director, VisitBritain

David Mair, Director of Client Relations, MEDEX Global Group

Jeffrey Miller, Law Offices of Jeffrey R. Miller, Law Offices of Jeffrey R. Miller

Alexander Toth, Director, Office of the President, Elderhostel

Photography on Tour: Digital tips and techniques

All Attendees

Dover B,C

Roundtable Discussion

National Geographic photographer and photojournalist, Pablo Corral, offers an informal discussion on how to frame and enhance your digital photography, both amateur and professional. This is a special opportunity to spend some quality time in dialogue with one of the most provocative and inspired photojournalists today. Recently appointed a Knight Fellow and resident professor at the University of Miami School of Communication, Pablo will be running professional photo workshops, lectures and exhibits in the USA, South America and Asia for one year.

Moderator(s) Roberta Moore, Director, Alumni Continuing Education & Travel, Dartmouth College

Workshop Leader(s) Pablo Corral, Photojournalist, www.pablocorralvega.com

Blogging for Business: Best practices

All Attendees

Essex A, B, C

Panel Presentation

Whether you are passionate or dubious of blogs, come prepared to glean tips and insights from colleagues and practitioners creating successful people connections online. This session on making blogs work for you covers the basic elements of a blog – what it is and how it differs from a typical website - and how blogs can be effectively leveraged to market travel and “sell” the experience of affinity group travel. Learn what causes blogs to fail and how you can avoid those pitfalls. Aliza Sherman, author of "The Everything Blogging Book," will kick off the presentation with the basics of blogs and blogging - the what, how, who, why and when - to make sure everyone is on the same (home) page! To better assess the wisdom of a blog for your marketing efforts, C.C. Chapman plays the devil's advocate focusing on many good reasons why not to blog and/or blogging might

not work for you. Journalist Everett Potter and ETC colleagues share insights behind the success of their blogs and concrete examples of effective blogs. Glean insights on finding your own voice, turning negatives into positives, what is working, as well as challenges and security issues ahead in the business of blogging.

Moderator(s) Ward Cameron, Director, Ward Cameron Enterprises

Speaker(s) C.C. Chapman, Partner, The Advance Guard

Everett Potter, Author, Everett Potter's Travel Report

Aliza Sherman, Founder, Cybergrrl

Roxanne Shiels, Director of Alumni Education and Travel, Penn State Alumni Association

10:15 AM-11:30 AM ETC International Bazaar: Brunch in the Bazaar and Business to Business Networking, Wine Tasting with Meghan Dotter, Wines of Chile - Silent Charity Auction bids close at 11:00 am sharp

All Attendees

International Bazaar

The "last chance!" to meet face to face with your travel partners, new and old, in the International Bazaar - ETC's "networking central." Make sure you have met with all travel partners on your "must see" list this year. If you participated in speed dating prior to the Conference, four scheduled meeting times will be announced every fifteen minutes to signal the start of each pre-scheduled "date."

As featured in the ETC 2008 Cookbook, enjoy a sumptuous brunch featuring authentic cuisine of the northern and southern regions of Chile, hosted by today's refreshment table sponsors Chile Tourism and the Embassy of Chile (located at Display #18.) Wine connoisseur, Meghan Dotter, from Wines of Chile (the main wine exporter association from Chile) will conduct a wine tasting from 10:15 – 11:30 am in the International Bazaar Foyer. Drop by to sample some incredible delicacies of Chile, and to qualify for a drawing of prizes including specialty culinary gift baskets with Carica (Chilean papaya), Merkén (Chilean spice made with chili peppers, coriander seeds and salt), Ulmo Honey (100% natural honey from primary forests endemic Ulmo tree flowers the extreme south of Chile), Merkén Olive Oil; Chilean wines and cookbooks.

A book signing and sale by today's featured speakers -- renowned photojournalist, Pablo Corral (his book on the Andes not currently available in the US) at the speaker's corner (located at Display #4.) Drop by and chat with direct mail guru, Alan Rosenspan at the speaker's corner (located at Display #5.)

Be sure to finalize your bids at the Silent Charity Auction! Silent Charity Auction bidding ends at 11:00 am sharp. The proceeds from this auction are awarded to Responsible Tourism Showcase honorees recognized at ETC annually. Payment and collection of items can be arranged at the ETC Reception Desk located at the Grand Ballroom registration desk next to the auction display from 11:00 am - 1:00 pm.

This morning's brunch is made possible through the support of Chile Tourism and Embassy of Chile.

11:30 AM-03:00 PM International Bazaar Breakdown

All Attendees

International Bazaar

All exhibitors must have their exhibits broken down and all items removed from the International Bazaar by 3:00 pm. Any items left in the bazaar at this time will be discarded by hotel staff as they turn the room around for another conference arriving this evening. Please make sure your items to be shipped are clearly marked.

11:30 AM-12:30 PM Morning Signature Plenary: Pablo Corral - Photography As Dialogue: A Testimony of Travel Encounters

All Attendees

Harborside Ballroom A & B

Signature Plenary

The vast majority of people take photographs simply to remember. When we press the shutter, we are saying these are the people I love; I wish this moment would last. Acclaimed National Geographic Photographer, Pablo Corral, shares his personal and professional insights into the meaning of creating connection and revealing a powerful story through the camera lens. From South America to Eastern Europe to Australia, Pablo takes us on a photographic odyssey that enriches, strengthens and inspires the work of creating travel “experiences” for our members/alumni, opens the eyes of the heart to new places, and invites us to look at ourselves through the mirror of other people’s experiences. Pablo’s extraordinary work is a reflective commentary on the miracle of life – the constant possibility of being and living with other human beings, the possibility of dialogue, of conversation. Just as every encounter is unique, unrepeatable, all lead us to a new place within ourselves. Pablo’s evocative photo poems are the testimony of his encounters which allow us to remember that one sees clearly only with curiosity, with empathy, and with affection.

Moderator(s) Anthony Bowen, Director of Ecommerce, Trafalgar Tours West

Speaker(s) Pablo Corral, Photojournalist, www.pablocorralvega.com

This morning’s signature plenary presentation made possible through the support of Trafalgar Tours West.

12:45 PM-02:00 PM Concurrent Educational Sessions

All Attendees

Place Vs. Experience: The language that inspires trips

All Attendees

Essex A, B, C

Panel Presentation

Glean a better understanding of the power of marketing the experience, rather than the destination. There is a poetry to promoting travel, which is often lacking in the translation of most travel brochures and communications as presented to travelers. Our discussion explores the kind of language and descriptors that attract people to the mystery of travel that is only theirs to uncover. Blogs, Social Networking, Experiential Travel, Itineraries, Photo Essays and Inviting Brochures are all language experiences -- and all will have a place at this discussion table.

Moderator(s) Helen Nodland, Strategic Development, North America, Explora Lodges In Chile

Speaker(s) Robert Fure, Director of Special Programs, Washington and Lee University

Alan Rosenspan, Author, Alan Rosenspan & Associates

Michael Sanders, President/Founder, Environmental Adventure Company

Respondent(s) Pablo Corral, Photojournalist, www.pablocorralvega.com

Aliza Sherman, Founder, Cybergrl

Thomas Swick, Travel Editor, South Florida Sun-Sentinel

The Direct Marketing Forum made possible through the support of Cross-Culture Journeys and ViaTour Software.

Beyond the U.S. State Department: State-of-the-art risk assessment, traveler communication, and proactive legal/insurance mitigation strategies

All Attendees

Laurel A, B, C, D

Panel Presentation

A quick scan of today’s headlines should serve as a sobering reminder that we offer travel to destinations with identified and hidden risks. How does a travel organization professionally assess the security, health, physical, financial, and operational risks associated with any tour? Who is responsible for this task in your organization? What is their level of training and background? What role do your partners play in your risk management scheme? Have you even asked your

partners for their risk management plan? Knowing that one cannot completely eliminate all the risks, how does one inform the traveler of the risk? What are your legal obligations – your duty-of-care? How can you best approach mitigating your risks with the buffet of insurance products now available in today’s world? This fast, focused, and timely session will incorporate current geopolitical situations such as Kenya to illustrate best risk management practices.

Moderator(s)

James Sano, President, Geographic Expeditions

Speaker(s)

Jeffrey Miller, Law Offices of Jeffrey R. Miller, Law Offices of Jeffrey R. Miller

Jacquelyne Olson, Director, CAL Discoveries, California Alumni Association

Greg Takehara, Sr. Vice President, The Berkely Group

Laura Winthrop, Vice President, International Support and Analysis, Control Risks Group

Sharing Tips: Traveling to emerging destinations

All Attendees

Dover B,C

Collaborative Exchange

This session explores the growing trend among travelers seeking itineraries to developing destinations that are not in the mainstream. As tourism to developing countries continues to expand, development assistance agencies are realizing tourism can be an effective tool for stimulating economic growth, alleviating poverty, conserving biodiversity and environmental resources, and creating employment opportunities for women, indigenous communities, and young people. As a result today there are numerous tourism development projects located throughout the developing world that are investing resources and expertise to help local populations develop effective sustainable tourism products. Case studies shared in this session explore the dynamics of working with development assistance agencies and the tangible benefits to the host communities and the international operators. Walk away with key tips for traveling to emerging destinations, including how best to work with donor agencies in target markets and the challenges and opportunities for a tour operator working in these developing markets. Learn how tour operators can partner with development assistance agencies to lower costs to developing new products, improve the quality of suppliers, develop voluntourism components, make positive local impacts, and market destinations to help sell more trips.

Moderator(s)

Scott Wayne, Principal, SW Associates

Speaker(s)

Piotr Kostrzewski, Owner/Director, Cross Cultural Adventures

Auron Tare, Director, Albanian National Trust

John Terborgh, EcoTourism Specialist, Nature Conservancy

Innovating for Success: Evolving new programs and different price points that attract younger travelers

All Attendees

Boardroom

Collaborative Exchange

Think out of the box, and create a better balance and blend for your program offerings! This roundtable discussion focuses on product evolution and ways travel programs are shifting in terms of markets served. From product concept to case study colleagues share updates, tips and fresh ideas on how (and why) they have offered a wide range of “new” educational components and tour experiences targeted to age groups 25-50 – from corporate educational exchanges, to launching new divisions for student travel, to designing trips hitting lower price points. This is a highly informal collegial exchange! So if you have designed trip prototypes and/or programs appealing to younger travelers – US or international – come prepared to contribute to this lively discussion.

Moderator(s)

Clark Oldroyd, Alumni Travel Director, Univ. of Colorado At Boulder Alumni Assn.

Respondent(s)

Colinne Bartel, Owner, TR.E.E. Tours

Rebekah Cain, Director of Special Projects, EIS

Lynn Cutter, Senior Vice President, National Geographic Society

02:00 PM-03:00 PM Closing Signature Plenary - Alan Rosenspan - Confessions of a Control Freak: Practical Ideas on how to break the rules and to improve direct mail responses - immediately!

All Attendees

Harborside Ballroom C

Signature Plenary Presentation

Confessions of a Control Freak is based on Alan Rosenspan's new book designed to help you beat your control, and get the results you want from your next direct marketing programs. Alan breaks away from the traditional focus on direct marketing theory and give you 10 specific, practical ideas and techniques you can put to use right away. Walk away with insight from case-histories – both successes and failures. Alan will also announce the winners of the ETC Direct Marketing on a Shoestring Award – both his choice and the "people's choice" at ETC 2008!

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

Speaker(s) Alan Rosenspan, Author, Alan Rosenspan & Associates

ETC Closing Luncheon

All Attendees

Harborside Ballroom C

Ticketed Function

Enjoy a relaxing sit down luncheon with colleagues - a great way to conclude three days of nonstop learning and networking. This closing luncheon weaves together the flavorful and diverse cuisine of two of the oldest travel destinations - China and Egypt - central to the Silk Road and cultural interaction connecting east and west. Be on the lookout for some great tabletop surprises!

ETC 2008 Closing Luncheon made possible through the support of Academic Travel Abroad, Hubei Overseas Travel Group and Wings Group Egypt.

05:00 PM-05:00 PM Thank you for attending ETC 2008: See you in 2009!

As an ETC member, take advantage of your online access to the community's resources online throughout the year including downloading speaker papers, from 2008 and years prior, session CD's, training courses including the virtual training for Jumpstart. If there was a session you really loved or a session you would have loved to attend, you can buy CD's for all the sessions online through the ETC Community Online Store.

Watch for the soft launch of the new "face" of the ETC community website this spring - and the ETC 2009 Save The Date postcard!

ETC 2008 Community Website improvements made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland & Labrador Tourism, Tourisme Quebec and Travel Manitoba.