

Jumpstart 2009

Preliminary Agenda

The Concepts, the Community and the Conference

Welcome and Introductions

The CONCEPTS

What is Educational Travel?

- Define the product, the experience, the goals

Why Have a Travel Program?

- What is the premise for a travel program - Constituent engagement, educational outreach, social responsibility, offer service, programming, revenue generation, or development?
- What is right for *your* institution and *your* organization? How will it flavor all that you do?

How to get started, or move forward

- The Fundamentals
 - Mission – Institutional and programmatic
 - Objectives
 - Goals – realistic, flexible and track able
 - Running a travel program as a business – taking the “glitz” out of running a travel program
 - Institutional support – what you must have
 - Understanding your constituent base and the market place: Who are they and what do they want?

Nuts and Bolts – Forms and more Forms. (And why you need them)

- Tour Agreement and Contracts
- Faculty and Host Policies
- Budgets
- Passenger Information Forms
- Evaluation Forms

Marketing your program and your trips

- Direct marketing for travel programs
 - Operator/institution partnerships
 - List management - Using your database as a valuable tool – how big is it
 - Maximizing marketing to ensure better response

- Sharing lists– with operators – how and should you share it with the appropriate list qualifiers
- Different mail strategies
- On-line marketing
 - Web and email strategies
- Maximize existing marketing channels
 - Newsletters
 - Institution publications
- “Grass roots” marketing opportunities

LUNCH 12:00-1:30 with Roundtable discussions

(Q&A in small tables organized by focus of institution, each with assigned moderators)

Risk Management – Protection in an uncertain world.

Protect your travelers, your institution and your reputation

- Travel Insurance
- IRS regulations
- State Department Warnings
- Emergency Response Plans
- When the unexpected happens

The COMMUNITY

- The Partners that make up the supply chain, how to navigate the travel industry, what different partners bring to the table and why each is important to your travel program
 - Suppliers/ Operators
 - Destinations
 - Inbound operators
 - Define role played in the educational travel market and how partnerships are structured.
 - Who are the key relationships for each partner and why?
 - Partnerships and risk – understanding the “other” side – and the expectations of what works and what doesn’t work
 - Models of partnerships -- How are approaches of your organization different from others?
 - What are the benefits of working with operators vs. direct buy – as the Internet makes it easier for travelers to go direct to suppliers.
 - What expectations do you bring to the professional relationships?
 - Balancing pre-departure material

the CONFERENCE

- What sessions will help you get the most from the conference
- Networking effectively
- Conference Resource Directory – the authoritative resource for conference contacts
- Jumpstart Manual – use it for all its worth!
- After the conference – what now?
- Educational Travel Community- the people, the website and other resources, post conference.
- International Bazaar – don't let it overwhelm you, it's a really fun place!