

2010 Educational Travel Conference

February 03-06, 2010

Agenda

Saturday, January 30

05:00 PM-09:00 PM ETC Domestic Rhode Island Educational: Newport to Providence!

All Attendees - Pre-Registration Required

Off Site

Rhode Island, despite its size, is extremely diverse and offers great educational opportunities for life-long learning, experiential travel, and innovative domestic program offerings. This Domestic Educational is designed to give you an overview of what is available for specialty touring, time to brainstorm and share ideas on domestic program development, operations and marketing, and an invitation to provide feedback to the Rhode Island Tourism Division on what new or existing tour programs should be marketed to the educational travel niche.

With expert guides, explore the new Inner Space Center at the University of Rhode Island, built and designed with the guidance of Dr. Robert Ballard with a grant from the National Geographic Society, tour the architectural masterpieces that are the Gilded Age Mansions of Newport, taste Rhode Island foods and sip local wines.

Some of the features of this trip include guest speaker Dr. Michael Bell, the official Rhode Island folklorist; a study of Rhode Island's role in constitutional freedoms; a discussion of religious freedoms in colonial America and current parallels at Touro Synagogue; and a history of Rhode Island's slave trade and African American heritage. You'll enjoy a behind-the-scenes tour of Brown University, and a curator-led tour of the Rhode Island School of Design Museum of Art. Highlights of Newport include the Newport Redwood Library, the Newport Art museum and the famous, architecturally-rich Newport mansions.

Designed as an ETC Educational, participants contribute to facilitated daily de-briefings on sites visited, provide a post-tour impression summary plus trip survey, and share up to 25 photos taken on the Educational. These materials will form the nexus of a post-trip report for the Rhode Island Tourism Division and will be accessible online through the ETC member-only site for the benefit of all members.

This domestic educational designed exclusively for ETC is made possible through the support of the Rhode Island Tourism Division.

Tuesday, February 02

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

All Attendees

Westin Hotel/Narragansett Ballroom Foyer

All attendees and speakers check in here upon arrival to collect badge and conference materials, lunch and event tickets, or to register on site. Plan ahead! Mine these resource materials and make the most of your concentrated period of time at ETC 2010 in sessions and touring the International Bazaar.

Take time now to review the information presented in the Conference Resource Directory (CRD), a compilation of all individuals and organizations represented at ETC 2010, as well as a full conference agenda with speaker and session details. If you did not already complete your personal agenda online prior to arrival, review the full complement of session offerings included in Tab 2 of the CRD.

Before you spend time in the International Bazaar on Thursday, 10 a.m.-12 noon, and Friday, 9:30-11:30 a.m., review the abbreviated organizational profiles of all companies listed in the ETC 2010 Conference Resource Directory (Tabs 3-7), and identify which travel partners best match your program needs. The BiZ Passport includes the full layout of the International Bazaar as well as the locator numbers for the display locations of the destinations, operators, and suppliers in the International Bazaar and Partners' Boulevard, the official location for ETC 2010 conference sponsors.

If you plan to join the colleague Dine Around on Wednesday, 8:30-10:00 p.m., make your reservations now at the Dine Around Desk adjacent to the ETC Conference Registration Desk. A number of outstanding restaurants were chosen for their diverse menu selections, so rest assured your palate will be in for a satisfying treat. Each restaurant is offering discounts and special offers exclusively to ETC delegates. Representatives from the Providence Convention and Visitors Bureau are available at the Dine Around Desk and will be able to phone in your reservation to the restaurant of your choice. Please make your reservations no later than Wednesday at 5 p.m. to guarantee the restaurant and seating of your choice.

The ETC Community website has been made possible through the support of the China National Tourist Office, the Hong Kong Tourism Board, the Japan National Tourism Organization, the Korea Tourism Organization, the Macau Government Tourist Office, the Philippine Department of Tourism, and the Tourism Authority of Thailand.

Wednesday, February 03

07:15 AM-08:30 PM ETC Conference Reception Desk Open

All Attendees

Westin Hotel/Narragansett Ballroom Foyer

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This year, the Speaker Handouts are available on ETC's member website for your convenience and as a year-round resource. When you are logged into the member website, click on the "Resources" tab to get to the Speaker Handouts page. This page is also accessible to members directly at this URL: <http://travelearning.com/content/index/ETC2010SpeakerHandouts?subCat=>.

Kick off your first night in Providence and participate in the ETC 2010 no-host Dine Around, Wednesday, February 3. This evening is not only going to be a great opportunity to network with colleagues, but also a wonderful way to experience the array of culinary art and talent of Providence, a city that is home to more degreed chefs than any other city in the U.S. A number of outstanding restaurants were chosen for their diverse menu selections, so rest assured your palate will be in for a satisfying treat. Adjacent to the Conference Registration Desk, at the Dine Around Desk, you can peruse the menus of all of the restaurants participating in the Dine Around, review

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Spend a few more minutes today between 11 a.m. and 8 p.m. to view and bid on the wonderful items offered at this year's Silent Charity Auction. The viewing tables will be located by the ETC registration tables in the Westin Providence Hotel's Narragansett Ballroom Foyer. The bidding will end on Friday, February 5, at 3:30 p.m., with payment due by 6 p.m. The proceeds from this auction are awarded to Responsible Tourism Showcase honorees recognized at ETC annually. Thank you for supporting the ETC Responsible Tourism Showcase by participating in this auction!

The printing of the ETC 2010 Conference Resource Directory is made possible through the support of Academic Arrangements Abroad, Avalon Waterways, Classic Escapes, EIS, International Expeditions and Saxony Tourism.

The printing of the ETC 2010 Mini-Agenda/BiZ Passport is made possible through the support of the Israel Ministry of Tourism.

07:30 AM-03:30 PM Seminar on Wheels Programs (SOW)

All Attendees - Pre-Registration Required

Off Site

This year at ETC 2010, we continue our popular tradition of operating field seminars. Providence, a cultural capital, as well as nearby Rhode Island towns, will serve as our learning lab. With a strong focus on creating innovative and out-of-the-ordinary tour programs, this year's Seminar on Wheels (SOW) tours focus on how to create domestic tour products, access resources, find key study leaders, and schedule behind-the-scenes visits, not only in Providence but anywhere in the USA. The ETC 2010 SOW programs focus on one of the fastest growing niche tourism products, culinary travel, as well as an insider's exploration of this exciting contemporary arts capital and new ideas for developing art and culture programs. On one of the two SOW programs, participants will be offered--for the first time--the choice of taking an afternoon experiential learning program specially designed for ETC members.

Assemble in the Westin Hotel's Narragansett Ballroom Foyer by 7:15 a.m. to be on your appropriate bus for departure at 7:30 a.m.

Creating Authentic Culinary Programs

Ticketed Function

Culinary tours are one of the hottest trends in travel (who doesn't like to eat and drink?), but often we miss the opportunity to learn why certain foods are served in various destinations, the socio-economic influences on food, and food's influences on society and economies. Join local expert Chef Cindy Salvato in learning how to create authentic culinary experiences that explore the history and ethnic influences in an area's foodways with Bristol and Providence serving as our learning labs. Examples will include 17th-century maple sugaring, the role of molasses in the Slave Trade, and an authentic Italian lunch. The afternoon offers two options: (1) Learn how to make grilled pizza from scratch and homemade pink vodka sauce during an experiential cooking class. (No pressure—you'll just be preparing lunch for colleagues!); (2) Savor an Italian neighborhood market tour with Chef Cindy Salvato. You will meet local shopkeepers, who have been in the neighborhood for generations, and sample their products along the way. Over coffee and biscotti, both groups will wrap up the day with a late afternoon debriefing to share experiences gleaned from the two very different experienced tour options. Be sure to dress in warm "layers" and wear comfortable shoes!

Using Art, Architecture and Literature to Experience Local Culture

Ticketed Function

Why has so much talent found its way here? What attention is being given to arts and culture in Providence today? Rhode Island has one of the highest concentrations of visual artists in the U.S.,

and Providence is a creative, culture-filled city. It is home to artists, writers, and architects, as well as a renowned art school (Rhode Island School of Design), the second oldest Art Club in the U.S., and libraries with literary stories to spare. The 18th and 19th century buildings on the city's most historic street, Benefit Street, bear witness to a 50-year commitment to historic preservation, while the Downcity landscape is a reminder of Providence's heyday as an industrial giant.

This program celebrates talent, ingenuity, and creativity, and explores their impact on the Greater Providence area. Much of a city's history is told through its architecture, literature, and cultural institutions—and certainly these three factors weigh on the “feel” of a community. During this seminar with local faculty Barbara Barnes of the Rhode Island Historical Society, interpret landmarks and legends to better understand how a city develops its unique personality. Meet artists, gallery owners, an architect, and an author who will lead a fascinating walking tour.

Dress in warm "layers" and wear comfortable walking shoes.

07:30 AM-03:30 PM The Sustainable Tourism Lab: Volunteer with the Broad Street Heritage Project

All Attendees - Pre-Registration Required

Off Site

The 2010 Service-Learning Day is calling all educational travel program leaders to lend their expertise in landscaping a real American tourism destination in revival. Join Andrew Pierson, Broad St. Initiative Coordinator, and Dr. Robert Billington, founder of the not-for-profit Blackstone Valley Tourism Council (BVTC), in the “Broad Street Regeneration Initiative.” This Initiative was awarded a Preserve America grant to transform this major commercial area of North America's first industrialized site into a sustainable, geotourism destination.

The Broad Street Regeneration initiative is in part spearheaded by BVTC, which earned the 2008 Tourism for Tomorrow Destination Award for its progress in revitalizing the nine communities along Rhode Island's Blackstone River Valley. Once the birthplace of America's Industrial Revolution, the region had become known as home to the Western Hemisphere's first polluted (declared “dead”) river, abandoned businesses, high unemployment and disenfranchised local communities following the affects of de-industrialization. BVTC took a destination stewardship approach to preserving the area's natural, cultural and historical heritage and “awakening” the communities to their new economic potential.

Today, we'll tap into your educational tourism expertise and imagination as you assist with tourism development ideas and programming, marketing strategies, and “whole place-making” activities. The morning begins with a 15-minute ride to Pawtucket guided by Dr. Billington. Next, you'll take a walking tour to get an overview of Broad Street. The area is home to businesses, residences, churches, schools, industry, parks and government—and many of the buildings are reflective of the street's history with a number listed on or eligible for the National Register of Historic Places. You'll also learn about environmental efforts, such as plans for leveraging a recent EPA brownfields grant to turn cleanup areas into sustainable reuse sites.

ETC volunteers will assist Broad Street with a community gardening project (yes, in February!) and then reconnect for lunch at a local ethnic restaurant and participate in a brainstorming workshop on sustainable, educational tourism development for the Broad Street area. In the afternoon, you'll meet with local business owners, entrepreneurs, and artisans to lend your talent and knowledge in small-group consultations. The day will conclude with a guided bus ride back to the Westin Providence Hotel.

Assemble in the Westin Hotel's Narragansett Ballroom Foyer by 7:15 a.m. to be on your appropriate bus for departure at 7:30 a.m. Be sure to dress in warm "layers" and wear comfortable shoes!

Tour Escort(s)

Robert Billington, President, Blackstone Valley Tourism Council

Andrew Pierson, Broad Street Initiative Coordinator, Blackstone Valley Tourism Council

08:00 AM-03:30 PM Travel Planners' Jumpstart Seminar: The Nuts and Bolts of Nonprofit Travel

Travel Planners Only - Pre-Registration Required

Westin Hotel/Narragansett Ballroom C

Ticketed Function

Panel

Don't re-invent the wheel! Jumpstart is a full, pre-conference-day training seminar delivering a nuts-and-bolts introduction to nonprofit travel planning. An excellent and diverse faculty will lead the training with a hands-on, practical approach to the "real world" of educational travel. The intensive curriculum has been carefully tailored to address the specific programming and marketing needs of both start-up programs and those travel planners new to an existing travel program. This Jumpstart training is invaluable for ANY travel planner who is new to the niche market of educational travel or those in need of critical updates in the travel world.

In the morning, a series of in-depth training modules provides the nuts-and-bolts basics you can really use--giving you 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 great in-depth information on risk management, contracts, and preferred travel itineraries, and the role of various partner companies and entities in the business.

There will be ample time for great networking with colleagues during lunch and a valuable Q & A session. The afternoon will be filled with small group interaction and real-world examples, plus a new section on how to continue your learning in specially chosen sessions throughout the conference. Learn and interact with colleagues representing similar affinity programs from like institutions. Bring your questions and real world situations, and come away with useable solutions and an increased in-depth understanding of our dynamic and rewarding marketplace.

Each attendee will receive a 225+ page Jumpstart Manual prepared especially for participants attending the Jumpstart Seminar. The manual includes key documents and policies vital for year-round reference to help maintain a strong travel program.

Trainer(s)

Jennifer Chesterman, Business Development Manager, EIS

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

Jordan Cook, Director of Marketing, International Seminar Design

Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo

Rodrigo Esponda, Director Midwest USA, Mexico Tourism Board

James Friedlander, President & CEO, Academic Arrangements Abroad

Roberta Moore, Director, Alumni Continuing Education and Travel, Dartmouth College

Kevin O'Neal, President & COO, USI Travel Insurance Services

Jackie Olson, Director, Cal Discoveries Travel, CAL Alumni Association

Judi Wineland, Owner, Thomson Safaris

The 22nd annual Jumpstart Seminar Manual and Jumpstart online materials are made possible through the support of USI Travel Insurance Services.

The Jumpstart lunch and refreshments are made possible through the support of International Seminar Design.

09:30 AM-11:00 AM Executive Pre-Forum Roundtable: Travel Program Nuts & Bolts Review

Pre-Registration Required

Westin Hotel/Bristol

Ticketed Function

Roundtable

This session is designed for those currently overseeing travel programs. If you are new to this responsibility, and would like a crash course on the Nuts and Bolts of educational travel, a special session will be offered at 9:30 to 11:00 a.m.

Facilitator(s) Duncan Beardsley, Retired Director Stanford Travel/Study Program, Generosity in Action
Steve Ridgway, President, Travel Concepts
Carolyn Sheaff, Retired Director of the BEAR TREKS Travel Program, California Alumni Association, ETC Emeritus Council

11:30 AM-06:00 PM Executive Forum: Strategies for Strengthening - or Saving! - Your Institution's Travel Program

Pre-Registration Required

Westin Hotel/Bristol

Ticketed Function

Panel

Successful leaders in educational travel will present a series of discussions specifically designed to assist alumni association and non-profit chief executives and senior managers on how best to re-align, or even strategically reposition, their travel programs in a radically changing educational travel environment.

Re-evaluating, Re-vamping, Re-committing Topics:

- What is the current state of the affinity group travel industry? An overview of changes and strategies.
- Outsourcing: pros and cons.
- Marketing and Communications: Print-to-Internet revolution or evolution?
- When is social networking right for you?
- Are you effectively showcasing your institution? Do your travelers know what to expect? Do you know whether their expectations are being met or exceeded?
- Is there more for you to watch, care about, and monitor than the bottom line? Are you on top of related risks and liabilities? Do you understand the partnership responsibilities you have to your program's tour operators?
- Travel Program mission: development vs. affinity? Ensuring that your travel program responds to the strategic objectives of your institution.
- Staffing: Preparing for turnover; eradicating the chasm that exists between some chief executives and their travel director.

Each attendee will receive a 250+ page Executive Travel e-Manual prepared especially for participants attending the Executive Forum. The manual includes key documents and policies vital for year-round reference to help maintain a strong Educational Travel Program.

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

Speaker(s) Lois Geller, President, Lois Geller Marketing Group
Susan Getgood, Principal, GetGood Strategic Marketing
Jeffery Johnson, President, CEO and Publisher, Iowa State University Alumni Association
Philip Lovejoy, Deputy Executive Director, Harvard Alumni Association
Steve Ridgway, President, Travel Concepts
Ann Rockwell Roe, Director of Business Operations, Brown University
James Sano, President, Geographic Expeditions
Robert Woods, Jr., Principal, Stewart Woods & Associates

The Executive Forum lunch and refreshments are made possible through the support of Go Next.

03:30 PM-06:30 PM New! Getting Back to Business - Time to Meet Exclusively With Your Established Business Partners

Pre-Registration Required

Westin Hotel/Narragansett Ballroom A,B

Ticketed Function

Roundtable

Maximize your time at ETC 2010 and discuss ongoing business with your current partners and suppliers before the conference begins. Travel planners have expressed the need for more time to

meet with their established partners, but not at the expense of missing ETC educational sessions, colleague breakfasts, or reducing their time in the International Bazaar to preview/meet potential new suppliers. The purpose of back-to-business meetings is to provide dedicated time to meet at length with the individuals and companies you are already doing business with.

It is the independent responsibility of partners, planners, and suppliers alike to set up their own meetings with partners before arriving at the conference and to reserve in advance a roundtable. This is not an open session. Only individuals with business meetings independently scheduled in advance of ETC are offered ticketed access.

05:45 PM-06:30 PM Mentor Meet and Greet: Newcomers Connect with Their Mentors

Newcomers & Mentors Only

Westin Hotel/Narragansett Ballroom C

Roundtable

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. U.S. tour operator, destination, inbound operator, and supplier roundtables are facilitated by ETC veterans from similar organizations.

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

Janet Moore, Owner, Distant Horizons

06:45 PM-07:15 PM Selling To The U.S. Educational Market: A Supplier's Guide

All Attendees

Westin Hotel/Narragansett Ballroom A,B,C

Panel

Collectively, more than 450 attendees are at ETC 2010 representing over 40 countries. This session, intended for the almost 100 newcomers to ETC, provides an overview of the U.S. educational travel market for travel suppliers. Veteran tour operators will share a few basics to help suppliers successfully navigate this conference and this niche in the travel world. Specifically, the session will focus on who are participants at ETC, what distinguishes the content of educational travel from mass tourism, and the basic financial/operational parameters tour operators seek when they receive proposals. Short and succinct--all attendees are welcome to listen in!

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

James Sano, President, Geographic Expeditions

Joseph Small, President, AHI Travel

07:15 PM-07:50 PM ETC 2010 Conference Welcome & Overview Plus RT Showcase Honoree Awards

All Attendees

Westin Hotel/Narragansett Ballroom A,B,C

Panel

Gather with colleagues for a conference welcome to the Ocean State. Rhode Island Tourism Division's Director, Mark Brodeur, gets the evening underway on behalf of the many industry colleagues who contributed to making the ETC 2010 Providence venue possible this year. ETC's Founder and Executive Advisory Council members fast forward on what you can expect from the power-packed days ahead at ETC 2010--from exciting new agenda features to important information about the International Bazaar to a preview of stellar special events ETC has planned in Providence. Unique to this year's opening, an entertaining ETC retrospective is shared by three members of ETC's first 1987 Executive Advisory Council: Diana Lee Crew, Gaby Whitehouse, and Todd Nielsen. And, a special highlight for our community, Duncan Beardsley awards ETC's 2010 Responsible Tourism Showcase Honorees: Gibb's Farm in Tanzania, the Abraham Path Initiative in the Middle East, and Kenai Fjords Glacier Lodge in Alaska. Their awards are made possible by the annual ETC Silent Charity Auction (SCA). We thank all colleagues for their wonderful 2010 SCA donations, which are listed on the "Table of Contents" Tab 1 in the Conference Resource Directory.

Speaker(s) Duncan Beardsley, Retired Director Stanford Travel/Study Program, Generosity in Action
J. Mara DelliPriscoli, ETC Founder/President, TLC
Rodrigo Esponda, Director Midwest USA, Mexico Tourism Board
Susan Goodale, Programs Director & Gaucho Getaways Coordinator, UC Santa Barbara Alumni Association
Janet Moore, Owner, Distant Horizons
Pauline Ranieri, Director, UW Alumni Tours, University Of Washington Alumni Assoc.

07:50 PM-08:30 PM Opening Keynote: “Never Let a Good Crisis Go to Waste” -- Lessons for Tapping into the Hearts and Minds of Today’s Consumer

All Attendees

Westin Hotel/Narragansett Ballroom A,B,C
Plenary

If you believe today’s business challenges are being fueled simply by the economy, you’re not paying attention. Picking up on the words of the U.S. president's chief of staff, our presenter provides a view on why you need to think differently and how you can turn current challenges into future opportunities. This fast-paced session provides a high-level review of the ETC 2009 Regional Roundtable White Paper and highlights key trends in the marketplace and their impact on educational travel. Head of Boston-based ISM, Gary Leopold, will get you to start thinking about your products, services, marketing, and operations in new and innovative ways. He illustrates why your ability to recognize and respond to the fundamental shifts going on in the business is key to your future success.

Moderator(s) Todd Andrews, Vice President of Alumni Relations , Brown University

Speaker(s) Gary Leopold, President and CEO, ism. travel & lifestyle marketing

08:30 PM-10:00 PM ETC Partner Invitational Dinners (Pre-Conference invitations are provided by host partners to their guests)

By Invitation Only

Off Site

08:30 PM-10:00 PM Gourmet Providence: Dine and Network with Colleagues

All Attendees

No-Host Dine Around

Kick off your first night in Providence and join your colleagues and mentors in the ETC 2010 no-host Dine Around, Wednesday, February 3. This evening is not only going to be a great opportunity to network with colleagues but also a wonderful way to experience the array of culinary art and talent of Providence, a city that is home to more degreed chefs than any other city in the U.S. A number of outstanding restaurants were chosen for their diverse menu selections, so rest assured your palate will be in for a satisfying treat.

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09:45 PM-11:00 PM Invitational VIP Reception (Speakers, Partners, Advisory and Emeritus Councils)

By Invitation Only

Westin Hotel/Providence Ballroom

Ticketed Function

This popular "night cap" reception for all of ETC 2010's sponsoring partners, presenters, emeritus, and advisory council members is an avenue for long-lasting supporters of the ETC community to re-connect and relax with colleagues before the fast-paced ETC agenda commences.

This event is hosted by ETC and The Westin Providence Hotel.

Thursday, February 04

07:00 AM-10:00 AM Partner & General Setup in the International Bazaar

All Exhibitors & Partners

RICC Ballroom

All ETC 2010 partners, tour operators, suppliers, and destinations are invited to set up their desk displays in the International Bazaar. Final setup must be completed no later than 10 a.m.

07:30 AM-07:30 PM ETC Conference Reception Desk Open

All Attendees

Westin Hotel/Narragansett Ballroom Foyer

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The audio/visuals for today's sessions are made possible through the support of AHI Travel, Collette Vacations, Geographic Expeditions, Odysseys Unlimited, and Variety Cruises.

08:00 AM-10:00 AM Travel Planner Benchmarking, Shop Talk, and CHILEAN Breakfast: Building A Case For Your Travel Program's Existence (Roundtables Grouped By Program Mission)

Travel Planners Only

Roundtable

Benchmark: "a standard by which something can be measured, evaluated, or judged." While travel planners have traditionally been required to develop and complete annual performance reports with regard to their travel program, the concept has become increasingly important in today's challenging economic environment. What key components are critical in your reporting? What other factors might you want to consider reporting upon that you are not already? Can an aggregate report produced by ETC be of assistance to you and how? What would that report look like? Share your thoughts about annual reporting and benchmarking against your own prior performance as well as the overall industry. This is also the first time ETC is offering the chance for you to bring your questions and discussion items forward to a group according to program mission!

This morning's Chilean refreshments are made possible through the support of Chile Tourism.

Money - Revenue Driven Programs

Westin Hotel/Washington

Facilitator(s) Allie Hill, Director, Emory Travel Program, Emory Alumni Association
Jackie Olson, Director, Cal Discoveries Travel, CAL Alumni Association

Education -- Engagement and Learning

Westin Hotel/Kent

Facilitator(s) Kevin Conley, Director of Alumni Travel, University of Virginia
Joan Curts, Director of Travel, Indiana University Alumni Association

Cultivation: Undertaking Cultural Change In A Downturn Economy

Westin Hotel/Newport

Facilitator(s) Aleksandra Matic, Associate Director of Member Travel, Art Institute Of Chicago
Discussion Leader(s) Melissa Gresh, Director of Alumni Travel Program , MIT Alumni Association
Jeffery Johnson, President, CEO and Publisher, Iowa State University Alumni Association
Philip Lovejoy, Deputy Executive Director, Harvard Alumni Association
Robert Woods, Jr., Principal, Stewart Woods & Associates

09:00 AM-02:00 PM Enjoy the Complimentary Cappuccino Bar - A Taste of PERU!

All Attendees

RICC Ballroom

Catch the buzz ... enjoy a full-service espresso stand serving complimentary lattes, steamers, espresso, and hot chocolate in the International Bazaar. Stop by and order your favorite brew from Marcos--back by popular request! For you java connoisseurs, learn more about Peru's coffee-growing regions and featured coffee varieties displayed at PromPeru's pavilion (6). Don't forget to leave your business card behind to enter the Peruvian gift basket raffle!

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

10:00 AM-12:00 PM ETC International Bazaar: CELEBRATE CHILE! Business to Business Networking

All Attendees

RICC Ballroom

This is the first of five officially scheduled times in the International Bazaar, ETC's Community "networking central," to meet face-to-face with your travel partners, new and old. So don't miss this opportunity at the International Bazaar to take part in a high-energy business exchange featuring the tabletop displays of all U.S. tour operators, inbound tour operators, travel suppliers and destination representatives. Learn what is new in destinations, assess new tour operator product offerings, and keep your travel programs ahead of the curve!

Travel planners are invited to tour the International Bazaar and visit informally with tour operators, destinations and travel suppliers from around the world. This year more than 40 countries are collectively represented by overseas colleagues from the following geographic regions--Middle East/Africa, Australia/South Pacific, Europe, Asia, and North and South America. The U.S. tour operators are located in one main section within the International Bazaar. The overhead regional banners and individual company tabletop locators listed in the BiZ Passport make it easy to navigate and locate the company representatives you wish to meet.

Plan carefully to maximize your two-hour spin through the International Bazaar! If you participated in Speed Networking prior to the Conference, three scheduled meetings times will be announced every 15 minutes to signal the start of each of your pre-scheduled meetings: 1) 10:15-10:30 a.m.; 2) 10:50-11:05 a.m.; and 3) 11:30-11:45 a.m. If you didn't plan these meetings in advance, drop by travel purveyors to confirm a time to meet.

New this year, Niche Travel & Regional Initiatives will be scheduled in the Bazaar Briefings

corner of the International Bazaar. For newcomers and seasoned veterans alike, a trip through the Bazaar at first glance is overwhelming given the limited time to research the breadth and diversity of travel offerings featured. Designed to facilitate quick downloading of facts and tips, these new Bazaar Briefings will give you a chance to zero in on travel providers specific to the topic featured, find out what's selling, and make critical connections fast and efficiently for planning travel programs. Grab a chair at the roundtables and bring a taste of Chilean cuisine with you to enjoy during the Briefings. Kept short and strictly to 15 minutes, hear the top new ideas for domestic travel (that are selling!) 10:30–10:45 a.m., and glean 15 key timely and unique insights on travel in Latin and South America, 11:15–11:30 a.m. Take-away resource materials include country maps!

A special highlight today in the International Bazaar is a culinary demonstration by renowned Chilean Chef Cristian Rebolledo. Stop by, talk recipes, glean tips, and tantalize your palate with very special Chilean delicacies such as sea bass ceviche with cilantro, Chilean pork roll with red hot chile, fresh salmón carpaccio and capers, and quinoa cakes with vegetables and yogurt. (Full menu featured in Tab 1 of the CRD.) Take note, so you'll know what specialty dishes to order on your next trip to Chile.

Stop by the ETC web station located in the heart of the Asia Now pavilion (17A-G)--sponsors of the ETC member website--to learn more about ETC's new destination pages online. Visit with Sherry Schwarz, ETC's Web Content and Publications Manager, to learn about the new ETC Community resources now available to you online. Anyone who tours the new "test" pages and offers their suggestions about what type of content and information they are seeking on destinations will be entered into a raffle to win an Asia Now gift basket!

Featured today at the Speakers Corner, from 10:00 a.m. to 12:00 p.m. in the International Bazaar, SEO & SEM expert Mike Murray is available for one-on-one consultation on how to improve your Search Engine Optimization and enhance Search Engine Marketing. He will be available, on a complimentary basis, to review your website and answer your questions. Stop by and take advantage of this opportunity available only today in the Bazaar.

Don't miss the opportunity to stay connected at ETC by checking your e-mail at the ETC Cyber Station.

This morning's specialty Chilean cuisine, refreshments, and culinary demonstration are made possible through the support of Chile Tourism. (Visit Team Chile and Pablo Moll, General Manager of Chile Tourism, at Booth 16.)

This morning's Chilean refreshments are made possible through the support of Chile Tourism.

10:30 AM-10:45 AM ETC International Bazaar Niche Travel Initiatives -- Domestic Tours

All Attendees

RICC Ballroom

Roundtable

This is your time to zero in on domestic travel suppliers represented at ETC 2010. Find out what's selling and make critical connections quickly and efficiently for planning future travel programs. These Bazaar Briefings are not designed as a platform for sales pitches but rather to deliver informative, timely, and relevant updates on regional travel, trends, and niche topics--and to offer expertise on where the educational travel community can successfully broaden program offerings despite the challenging economy. Co-facilitated by travel planners and operators, this Bazaar Briefing is delivered in a series of 10 one-minute bullet points and strictly limited to 15 minutes. Sit down, enjoy a sampling of Chilean cuisine, make new contacts, and hear about some domestic travel initiatives (that are selling!) in the face of a downturn economy.

11:15 AM-11:30 AM ETC International Bazaar Regional Programming Initiatives -- Latin America

All Attendees

RICC Ballroom

Roundtable

This is your time to zero in on travel providers in Latin and South America represented at ETC 2010. Find out what's selling and make critical connections quickly and efficiently for planning future travel programs. Sit down, enjoy a sampling of Chilean cuisine, and glean timely and practical travel insights. Take-aways include country maps, new contacts, and a segmented list of the Latin and South America travel suppliers.

11:30 AM-12:45 PM Boxed Lunch Pickup

Westin Hotel/Narragansett Ballroom Foyer

If you ordered a boxed lunch, you have a ticket to collect your lunch. Box lunches are not sold on site.

12:30 PM-01:30 PM Mid-Day Keynote -- The Da Vinci Principle: How the K.I.S.S. Rule Powers Great Communications

All Attendees

Westin Hotel/Narragansett Ballroom A,B,C

Plenary

"Simplicity is the ultimate sophistication," said Leonardo, and if he didn't know, who did? Our challenge in marketing is that simplicity is hard and complexity is easy. Simplicity requires confidence, knowledge, organization, understanding, thought, and...inspiration. Simplicity is how you get to the heart of the matter, to the one diamond-hard strategic statement that will drive your communications. Simplicity is the source of great creative and compelling offers.

The Da Vinci Principle applies to your overall marketing mix and to every detail of research, planning, budgeting, list and media selection, creative approach and execution, and testing. Simplicity used to be a little easier, back when we marketers controlled our communications flow. We pushed information out. Now everything's flipped around completely: consumers are in control and they pull information out. At first glance, it appears that the culprit is the Internet, but that's just the conduit for the phenomenon we call social media.

We, who had mastered both the art and the science of direct mail, databases, list and media selection, and response management, now find that all that stuff is only part of what's going on in our world. Our clients can bypass us. In a minute, they can find more, and perhaps better, trips online. They can read real reviews and compare prices and value; they can even design their own trips. They're in charge. And the question we now have to answer immediately in every communication is simple: why you? Part of the answer is brand. It's not just, say, Prague. It's Prague plus you. So how do you create a memorable, reliable, and consistent brand in a super cluttered, ephemeral environment you no longer control?

This session will explore great strategy and how to create one that's the first of its kind: Where to invest your social media time to build relationships with your best prospects; how to talk to your prospects over time, both before and after they've booked travel with you; and how to maximize the content you have through your catalog, website, social media, and newsletters. Along the way, you'll come up with some great "lagniappes" of your own that will make you memorable to your audience.

Geller will give you a lively review of real-time marketing examples both from the affinity niche and business at large. She'll highlight how successful, simplicity-based programs are and where and why they are most effective. We'll hear about her social media programs, and how one drives traffic to another. You'll have fun at this entertaining, interactive presentation. You might even see your own program up on the big screen and an idea will help you turn it into the marketing version of the Mona Lisa.

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

Speaker(s) Lois Geller, President, Lois Geller Marketing Group

This mid-day keynote is made possible through the support of Papua New Guinea Tourism Promotion Authority and the Tourist Office of Spain.

01:45 PM-03:15 PM Concurrent Educational Sessions I

All Attendees

Evolving Business Models: Repositioning For Success

RICC Rotunda

Town Hall

The business models are changing, and it will not be a return to "normal" in the affinity niche. How are companies and organizations re-positioning for success in this downturn economy? This is your opportunity to learn from six CEOs--leaders in the Educational Travel industry--what IS happening in today's real world. The town hall meeting format is structured for CEOs to answer YOUR questions. Should the bottom line be revenue or affinity...or both? Have the type and length of trips travelers select changed in the current environment? Do you need a different business model? Are commercial operators taking over our cultural and educational markets? What types of tour operator--travel planner partnership structures and pricing strategies are/are not working--and why? Understand the tour operator dilemma and what business challenges they are up against in this economy--and how this will change the outdated business/marketing models currently in place with affinities. Re-thinking more trips in favor of more travelers on fewer trips? Come prepared to ask your question!

This "Town Hall" forum will provide succinct presentations and extensive time for questions and answers from the audience. This is your chance to hear all the theories, learn what really worked, and find out how to apply the lessons to your organization.

Moderator(s) Duncan Beardsley, Retired Director Stanford Travel/Study Program, Generosity in Action
Steve Ridgway, President, Travel Concepts

Speaker(s) J. William Diebenow, President, World Leaders Travel
Jeffery Johnson, President, CEO and Publisher, Iowa State University Alumni Association
Sven Olof Lindblad, President and Founder, Lindblad Expeditions
David Parry, Chairman, Academic Travel Abroad
James Sano, President, Geographic Expeditions
Daniel Sullivan, Jr., President & CEO, Collette Vacations

Respondent(s) Norman Howe, Owner & Creative Director, Horizon & Co.
Roberta Moore, Director, Alumni Continuing Education and Travel, Dartmouth College

This Industry Forum is made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland and Labrador Tourism, Tourisme Quebec, and Travel Manitoba.

Peter Greenberg & Press: Airfare Deals & Secrets

RICC 555 A&B

Panel

Whether you are booking for a group or individual tickets, everyone wants to know how to get the best possible airfare price. What are the options travelers and institutions have for whittling down airfares?

This session will take a hard look at this question and at others including:

1. How do you get the cheapest prices on group tickets?
2. Is it better to list group program prices without airfare?
3. How far in advance should tickets be booked?

4. What is the best day and time to purchase a flight online?
 5. What's the best way to get free upgrades?
 6. If you decide to list your group trip without airfare, it might be beneficial to:
 - A. inform your travelers of the online shortcuts to making the most of their frequent flier miles, and
 - B. inform them where they can find online travel promo codes for flight discounts.
 7. What is the latest situation with baggage fees?
- Come to this session to get these answers, and more.

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

Speaker(s) Anne Banas, Executive Editor, Smarter Travel Media
 Reid Bramblett, Travel Expert, ReidsGuides.com
 John DiScala, Editor-in-Chief, JohnnyJet.com
 Peter Greenberg, Travel Editor, CBS NEWS
 George Hobica, President and Founder, Airfarewatchdog.com
 Martin Lumbye, Partner, Momondo.com

Great Guides: The Human Touch in Touring

RICC 556 A&B

Panel

The quality of the tour guide is often the difference between an outstanding travel program and the terrifying alternative. A great guide is not only a logistical specialist but an effective teacher, collaborator, and traveling companion as well. But how can you ensure that your group will have a great guide? What are the qualities that you should look for? Is guide selection exclusively the operator's responsibility? How can you assure effective collaboration between the host/faculty and the guide once the tour begins? These are among the many questions we'll address in a panel discussion with two outstanding guides, a tour operator, and a travel planner.

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

Speaker(s) Mark Garland, Travel Program Coordinator, Audubon Naturalist Society
 Amir Orly, Guide, Israel Academic Tours
 Rita Royal, President, Royal Adventures

Respondent(s) Susan Adie, Naturalist, Expedition Leader, Travel Consultant, Expedition Cruise Planning and Logistics

Publish or Perish! The Catalog Self-Help Clinic

RICC 557

Lite Clinic

How can you make your catalog work harder for you? Are you telling people why your travel company is unique? Are you offering UGC? How does your offer compare to those offered by other companies? How do you get people to request your catalog? Are you articulating the benefits of your trips, and telling people about the experience? This session will cover some new strategies and others that you might have tested in the past. Joggle your creative mind in this session, as you learn new ways to drive traffic and convert leads to purchasers. We'll have a hands-on workshop for direct mail and catalogs in the second half of this session. Catalogs are your stores...let's make them more captivating!

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

Speaker(s) Lois Geller, President, Lois Geller Marketing Group

01:45 PM-02:30 PM IT Seminar -- SEO & SEM: What Does It Take To Succeed?

All Attendees

Westin Hotel/Narragansett Ballroom C

Special Interest Group Seminar

Learn how to leverage natural Search Engine Optimization (SEO) to connect with more website visitors and discover how to reach new customers through paid search--also known as Search Engine Marketing (SEM) or Pay-Per-Click. Say goodbye to myths and mystique. This session is packed with practical tips and insights about the tactics you can use to improve your ROI. It's about crafting the right keyword, content, design, and link strategies suitable for your website. Get the tools and wisdom you need to make profitable choices and avoid costly mistakes. We'll even cover the best ways to easily measure your success so you know whether you're heading in the right direction. Use the sage advice offered in this session to help your travel business or organization generate new leads and sales from people who increasingly rely on the Internet. Critiques of a few ETC member websites will make this session even more relevant.

Moderator(s) Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Speaker(s) Michael M. Murray, VP, Online Marketing, Fathom SEO

Respondent(s) Christopher Penn, CMO, Edvisors

02:30 PM-03:15 PM IT Seminar -- Measuring Website Success: On A Thin Budget

All Attendees

Westin Hotel/Narragansett Ballroom C

Special Interest Group Seminar

Are you in charge of determining how successful your website is? How well do you promote your tours and resources online? In this session, Christopher Penn, Chief Media Officer of Edvisors, Inc., will show you three incredible tools for measuring the success of your website efforts and for making the most of your limited technology on a budget so thin that you'd miss it if you blink. After this session, you'll be ready to stop guessing about your Web presence and start measuring!

Moderator(s) Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Speaker(s) Christopher Penn, CMO, Edvisors

Respondent(s) Michael M. Murray, VP, Online Marketing, Fathom SEO

03:00 PM-06:00 PM Enjoy the Complimentary Cappuccino Bar - a Taste of PERU!

All Attendees

RICC Ballroom

Catch the buzz ... enjoy a full-service espresso stand serving complimentary lattes, steamers, espresso, and hot chocolate in the International Bazaar.

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

03:15 PM-04:15 PM ETC International Bazaar: CELEBRATE CHILE! Business to Business Networking

All Attendees

RICC Ballroom

The second of five official times in the International Bazaar, ETC's Community "networking central," to meet face-to-face with your travel partners, new and old. Don't miss this opportunity at the International Bazaar to take part in a high-energy business exchange featuring the tabletop displays of all U.S. tour operators, inbound tour operators, travel suppliers, and destination representatives. Learn what is new in destinations and assess new tour operator product offerings to keep your travel programs ahead of the curve!

And, stop by the ETC website desk located inside the Asia Now team pavilion (17A-G)--sponsors of the ETC member website--and visit with Sherry Schwarz to learn about the new ETC Community resources now available to you online. Anyone who tours the new destination "test" pages and offers their suggestions about what type of content and information they are seeking on destinations will be entered into a raffle to win an Asia Now gift basket!

Enjoy a signature cocktail from Asia hosted by the Asia Now team's seven country partners from

China, Hong Kong, Japan, Korea, Macau, the Philippines, and Thailand.

Featured this afternoon at the Speakers Corner, in the International Bazaar, is today's marketing keynote speaker Lois Geller. She is available for one-on-one consultation on how to improve your direct marketing connections. Stop by and take advantage of this opportunity available only today in the Bazaar.

This afternoon's refreshments are made possible through the support of Chile Tourism. (Visit Team Chile and Pablo Moll, General Manager of Chile Tourism, at Booth 16.)

This afternoon's Chilean refreshments are made possible through the support of Chile Tourism.

03:30 PM-03:45 PM ETC International Bazaar Regional Programming Initiatives -- Middle East/Africa

All Attendees

RICC Ballroom

This is your time to zero in on active/adventure travel suppliers represented at ETC 2010. Find out what's selling, and make critical connections quickly and efficiently for planning future travel programs. This Bazaar Briefing is not designed as a platform for sales pitches, but rather it is designed to deliver informative, timely, and relevant updates on active/adventure travel, trends, and niche topics--and to offer expertise on where the educational travel community can successfully broaden program offerings despite the challenging economy. Co-facilitated by travel planners and operators, this Bazaar Briefing is delivered by a series of 10 one-minute bullet points and strictly limited to 15 minutes. Sit down, enjoy your afternoon Chilean refreshments, make new contacts, and hear about some active/adventure travel initiatives (that are selling!).

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

All Attendees

Press Perspectives: Trends, What's Hot and What's Not

RICC 555 A&B

Panel

The media landscape and the outlets and methods for garnering press coverage are changing rapidly. In the last year alone, some of the most well-known and most beloved print publications have disappeared. The evolving media landscape affects all of us trying to get publicity coverage for our organizations, tour companies, destinations, and the like. We struggle with the dwindling number of magazines, newspapers, and books and the rise of less-established media with unproven reach. In this session, panelists explore these changes and attempt to answer the pressing questions of the best way to get the word out, what media offer the most effective methods for getting your story told (and heard), and tips for getting into these outlets, including how to make your pitch for destination and trends features and for special-interest focused issues, inserts, sections, and series.

Over 50% of this session is devoted to roundtable discussion one-on-one with individual press personalities--a great way to start getting more access to the press.

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

Speaker(s) Reid Bramblett, Travel Expert, ReidsGuides.com
 Jayne Clark, Travel Reporter, USA Today
 Valarie D'Elia, Travel Reporter, NY1
 John DiScala, Editor-in-Chief, JohnnyJet.com
 Susan Farewell, Editor-in-Chief, FarewellTravels.com, Farewell Travels: Select Escapes
 Peter Greenberg, Travel Editor, CBS NEWS
 Jeff Greif, Founder and Editor-in-Chief, Travelsquire.com
 Scott Haas, Psychologist, Food and Travel Writer, www.shrinkinthekitchen.com
 George Hobica, President and Founder, Airfarewatchdog.com
 Martin Lumbye, Partner, Momondo.com
 Thom Meintel, Editor-at-Large, Travelsquire.com

Tour Innovation & Initiatives: Successful Programming In A Downturn Economy

RICC Rotunda

Town Hall

Recession? What recession? In spite of the lagging economy, there are numerous pockets of opportunity for robust travel sales. But, you have to know what's hot! This discussion focuses on Trends, Gaps, and Expiration Dates...learn why some colleagues had their best year in 2009, and why 2010 tours are selling out with second departures. Colleagues share true innovation in programming and tapping new markets and offerings--younger alumni trips and real time engagement, domestic offerings with a new twist, lower priced trips for luxury clients, city destinations with shorter stays, active and adventure programs for young and old alike--designed to appeal to new audiences as well as retain repeat travelers. Learn the research behind these new initiatives, from the compelling results of member surveys to new directions ahead for educational travel to discussion of the risks and realities involved in tour innovation and successes gleaned by stepping ahead of the pack.

This "Town Hall" forum will provide succinct presentations and extensive time for questions and answers from the audience. This is your chance to hear all the theories, learn what really works, and find out how to apply the lessons to your organization.

Moderator(s) Diana Lee Crew, Director of Strategic Partnerships, Immersion Learning
 Scott Williams, Senior Director Alumni Travel Program, University of Illinois Alumni Association
 EXPLORERS

Speaker(s) Rick Baron, Director, Worldwide Accounts, Tauck World Discovery
 Melissa Gresh, Director of Alumni Travel Program , MIT Alumni Association
 Kelly Kroona, Groups Manager, Contiki Holidays
 Karen Ledwin, VP, Programming & Operations, National Geographic Expeditions, National Geographic Society
 Janet Moore, Owner, Distant Horizons
 Kevin O'Neal, President & COO, USI Travel Insurance Services
 Susan Thompson, Associate Director, Washington and Lee University

Respondent(s) Aleksandra Matic, Associate Director of Member Travel, Art Institute Of Chicago

This Industry Forum is made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland and Labrador Tourism, Tourisme Quebec, and Travel Manitoba.

The Power of E-mail Marketing: Enhancing Your Message and Delivery

Westin Hotel/Narragansett Ballroom C

Panel

Did you know that repeat customers spend 67% more than new customers? Building relationships with your current customers and prospects is vital to growing your business. Reach them with

professional e-mail communications that make you look great! If you've ever wondered what e-mail marketing is and how it can help your organization, this seminar is for you. We will cover the basics of e-mail marketing, why it works so well, and how to use it in your business planning and strategy to achieve specific goals. You can master e-mail communications with this comprehensive look at winning strategies for getting and keeping quality subscribers, creating appropriate content, and increasing e-mail deliverability and interaction to build business and drive sales. Glean tips on how to read stats, clean old lists, handle bounces to advantage, get travelers to open e-mails, bypass spam filters, and deal with anti-spam law.

At the average cost of \$450 per person added to proposals and trip costs as allowances for print material, e-mail marketing has become a necessity for success. Learn how travel programs can use e-marketing to promote their trips and help bring overall travel costs down. Let the power of e-mail marketing grow your organization to new heights!

Moderator(s) Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Speaker(s) Corissa St. Laurent, Regional Development Director, Constant Contact

Adding Value? How to Make Your Brand Memorable

RICC 557

Lite Clinic

Brands resonate with people and the best ones (like Jet Blue, MetLife, Coke) remain indelibly in our minds. Yours should too. How can you make this happen on small budgets? If you're an affinity/alumni or museum travel group? If your company and trips sound like everyone else's? Hear 9 1/2 ways you can do it--starting right now! This "branding" clinic will include a look at your catalogs and brochures, and how to make them even better.

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

Speaker(s) Lois Geller, President, Lois Geller Marketing Group

04:15 PM-05:00 PM SEO & SEM: What Does It Take To Succeed? (Repeat Session)

All Attendees

RICC 556 A&B

Special Interest Group Seminar

Learn how to leverage natural Search Engine Optimization (SEO) to connect with more website visitors and discover how to reach new customers through paid search--also known as Search Engine Marketing (SEM) or Pay-Per-Click. Say goodbye to myths and mystique. This session is packed with practical tips and insights about the tactics you can use to improve your ROI. It's about crafting the right keyword, content, design and link strategies suitable for your website. Get the tools and wisdom you need to make profitable choices and avoid costly mistakes. We'll even cover the best ways to easily measure your success so you know whether you're heading in the right direction. Use the sage advice offered in this session to help your travel business or organization generate new leads and sales from people who increasingly rely on the Internet. Critiques of a few ETC member websites will make this session even more relevant.

Moderator(s) Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Speaker(s) Michael M. Murray, VP, Online Marketing, Fathom SEO
Christopher Penn, CMO, Edvisors

05:00 PM-05:45 PM Responsible Tourism Seminar -- Tourism in Antarctica: A Focus on Safety and Environmental Responsibility

All Attendees

RICC 556 A&B

Special Interest Group Seminar

December 2009 celebrated the 50th anniversary of the Antarctic Treaty, which makes it an opportune time to look at tourism on a continent that was formally designated in 1959 as "a natural reserve, devoted to peace and science." How can tourism best be managed? By regulation alone, or through a partnership of the travel industry and government intervention?

This session will explore recent trends in tourism to the White Continent--by small ship, large ship, or by air--and some of the issues that are naturally raised: cumulative impact to the environment, ship safety, the effects of climate change, bio-security, and even the possibilities of permanent tourism infrastructure, pollution, and “extreme tourism” activities. Among the speakers are tour operators who have organized travel to Antarctica for many years and who all belong to the International Association of Antarctica Tour Operators (IAATO), now based in Providence, Rhode Island. IAATO is a member organization founded in 1991 to promote and practice safe and environmentally responsible private-sector travel to the Antarctic.

There will be ample time for questions and discussion. Attendees will leave the session with an appreciation of tourism’s conservation efforts in Antarctica, and how tourism provides an unparalleled educational platform for furthering the public’s understanding of climate change, evolving ecosystems, and wildlife sustainability.

Moderator(s) Steve Wellmeier, Executive Director, International Association of Antarctica Tour Operators

Speaker(s) Ute Hohn-Bowen, Director, Antarpply Expeditions

Sven Olof Lindblad, President and Founder, Lindblad Expeditions

Terry Shaller, Vice President, Development, Travel Dynamics International

Robert Simpson, Vice President, Business Development, Abercrombie & Kent

05:45 PM-06:30 PM E-mail Marketing -- Extended Q&A

All Attendees

Westin Hotel/Narragansett Ballroom C

Roundtable

Drop in and ask your advanced e-mail marketing questions!

Discussion Leader(s) Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Corissa St. Laurent, Regional Development Director, Constant Contact

05:45 PM-06:30 PM Press Interviews -- Extended Q&A

All Attendees

RICC 555 A&B

Roundtable

More one-on-one meeting time with the press.

Discussion Leader(s) Marian Goldberg, Principal, Goldberg on Travel: Marian Goldberg Marketing Communications

05:45 PM-07:15 PM ETC Official Partner Invitational Receptions: Pre-Conference Invitations Are Provided by Host Partners To Their Guests

By Invitation Only

Westin Hotel/Third Floor Meeting Rooms

An official part of the ETC program, the invitational partner-hosted cocktail parties will take place in the third-floor meeting rooms of the Westin Providence Hotel.

06:15 PM-07:15 PM Emeritus Council Meeting

ETC Emeritus Council Only

Westin Hotel Executive Boardroom

07:45 PM-08:15 PM Evening Keynote -- The Power of Curiosity: Creating Real World Experiences

All Attendees

Westin Hotel/Narragansett Ballroom A,B,C

Plenary

“How can television be better?” It was a question that John Hendricks, Chairman and Founder of the Discovery Channel, asked himself more than 25 years ago. Today, the answer can be found in the rich constellation of networks and media services that make up the number one nonfiction media brand in the world. The media empire of Discovery Communications was built on a simple foundation—helping Discovery’s 1.5 billion cumulative subscribers around the globe to satisfy their curiosity and explore their world. An avid, life-long consumer of knowledge himself, Hendricks will share the story of how his own personal journey of curiosity not only revolutionized the television landscape but also empowered individuals in 175 countries to satisfy their own curiosity.

Personal travels to such diverse lands as the American West, Africa, Alaska, Asia, the Middle East, and beyond, have touched and inspired Hendricks, as well as reinforced his belief that the world is changing and those engaged in serving the community of the curious, must change with it. Hendricks will share his story and his insights in an evening that promises to be compelling and instructive for all those in the business of creating real-world learning experiences for the curious traveler.

Moderator(s) Gary Leopold, President and CEO, ism. travel & lifestyle marketing

Speaker(s) John Hendricks, Chairman and Founder, Discovery Channel and Experius Academy

This evening's plenary presentation is made possible through the support of MIR Corporation and Nomadic Expeditions.

08:15 PM-08:30 PM Torch Walk and Lighting Ceremony of WaterFire

All Attendees

Westin Hotel/Narragansett Ballroom Foyer

A city that had fallen into ruin, Providence, “now burns brightly again—thanks in part to WaterFire, a burgeoning festival that combines ritual, reverence and urban vitality,” writes Carol Rotella, in a "Washington Post" article. The brainchild of artist Barnaby Evans, WaterFire is a popular environmental art installation that consists of a series of up to 100 bonfires blazing above the surface of the three rivers that pass through the middle of downtown Providence, in Waterplace Park, complete with accompanying world and classical music. Started as a small, one-time First Night event in 1994, WaterFire has become part of the rediscovery of the natural rivers in Providence for community recreation. Generating millions of dollars for the city of Providence and bringing in hundreds of thousands of visitors, WaterFire is an event of epic proportions and demonstrates how art has played a central role in the redevelopment of Providence. This exhibition is lit tonight solely for the benefit and enjoyment of ETC delegates. Welcome to Providence!

ETC 2010 delegates will experience this phenomenal art installation on the occasion of an exclusive winter night lighting of WaterFire for ETC 2010 preceded by a ceremonious torch walk from the Westin Providence Hotel. WaterFire's sparkling bonfires, the fragrant scent of aromatic wood smoke, the flickering firelight on the arched bridges, the silhouettes of the firetenders passing by the flames, the torch-lit vessels traveling down the river, and the enchanting music from around the world will engage all the senses and emotions.

Assemble in the Westin Hotel's Narragansett Ballroom Foyer so we can depart for the WaterFire ceremony as a group. We'll be in the evening air for only 15 minutes, but dress warmly! The weather in February will be cold. Rain and snow are possibilities, so please be prepared in appropriate dress.

This evening's WaterFire exhibition is made possible through the support of artist Barnaby Evans, WaterFire, and the Rhode Island Department of Tourism.

08:30 PM-09:45 PM Community Dinner and Dancing at Waterplace Restaurant

All Attendees

Off Site

WaterFire will be visible long into the evening from the Community Dinner venue at Waterplace Restaurant, which offers superb views of the River Basin. Enjoy some of Providence's finest cuisine, while having the opportunity to reconnect with colleagues and business partners. Waterplace Restaurant is one of Providence's signature culinary haunts. Executive Chef Angie Armenise has created a menu for ETC featuring unique presentations using only the best ingredients available. A fun evening and great dining is planned for all with lots of time for colleague networking. Enjoy the backdrop of stunning images of Dubai, Saudi Arabia, and the Middle East projected throughout the restaurant this evening--many of the photos were taken by your colleagues on tour. If you bring your dancing shoes along, stay on for the Waterplace Restaurant disco and enjoy after-dinner dancing from 9:45 p.m. onward!

ETC offers special thanks to its Sponsoring Partners in making the Community Dinner possible: Desert Adventures, Distant Horizons, Dubai Tourism, Emirates, Saudi Arabian Airlines, and TCS and Starquest Expeditions.

Friday, February 05

07:30 AM-07:00 PM ETC Conference Reception Desk Open

All Attendees

Westin Hotel/Narragansett Ballroom Foyer

All attendees and speakers check in here upon arrival to collect badge and conference materials, lunch, and event tickets, or to register on site. Plan ahead! Mine these resource materials and make the most of your concentrated period of time at ETC 2010 in sessions and touring the International Bazaar!

Take time now to review the information presented in the Conference Resource Directory (CRD), a compilation of all individuals and organizations represented at ETC 2010 as well as a full conference agenda with speaker and session details. If you did not already complete your personal agenda online prior to arrival, review the full complement of session offerings included in Tab 2 of the CRD.

Before you spend time in the International Bazaar today, 9:30-11:30 a.m., review the abbreviated organizational profiles of all companies listed in the ETC 2010 Conference Resource Directory (Tabs 3-7), and identify which travel partners best match your program needs. The BiZ Passport includes the full layout of the International Bazaar as well as the locator numbers for the display locations of the destinations, operators and suppliers in the International Bazaar and Partners' Boulevard, the official location of ETC 2010 conference sponsors.

Help us raise dollars for an important cause! Stop, view, and bid on the wonderful items offered at this year's Silent Charity Auction today between 7:30 a.m. and 3:30 p.m. The viewing tables will be located by the ETC registration tables in the Westin Providence Hotel's Narragansett Ballroom Foyer. The bidding will end today at 3:30 p.m., with payment due by 6 p.m. The proceeds from this auction are awarded to Responsible Tourism Showcase honorees recognized at ETC annually. Thank you for supporting the ETC Responsible Tourism Showcase by participating in this auction!

The audio/visuals for today's sessions are made possible through the support of AHI Travel, Collette Vacations, Geographic Expeditions, Odysseys Unlimited, and Variety Cruises.

08:00 AM-09:30 AM Morning Keynote -- Baby Boomer Men & Women: The Next Marketing Frontier

All Attendees

Westin Hotel/Narragansett Ballroom A,B,C
Plenary

Marketing to Baby Boomer Men:

With six thousand passing the half-century mark every day in the U.S., Boomer men are changing what it means to be over 50. They'll continue to redefine such enterprises as housing, healthcare, media, financial services, and, of course, educational travel. They'll set new benchmarks for late-life accomplishments and social and political impact. They'll bring a badly needed positive perspective to male aging.

In his fast-paced multimedia presentation--featuring an entertaining blend of classic rock music, marketing case studies, consumer research, and advertising videos--author Brent Green reveals the demographic, sociological, and cultural forces that are shaping a future filled with business opportunities for the travel industry. Economic success awaits businesses and professionals who crack the Boomer male marketing code, and Green gives his audiences a profound emotional understanding of why and how.

Learn how Baby Boomer men are changing segmentation and message strategies for farsighted businesses, transforming mainstream marketing practices. Discover ways in which marketers are using generational and gender marketing to achieve more relevant brand identity and competitive advantages. Find out what Boomer males are emphasizing in their lives to become more actualized, engaged, and satisfied.

Marketing to Baby Boomer Women:

Vibrant conversation and online polling--from topics like fashion & education to technology & travel---give VibrantNation.com an up-to-date pulse of what Boomer Women want and what truly matters to them. In this presentation, you will better understand what motivates "Vibrant Women"--the healthiest, wealthiest, best-educated generation of women in history. Join author Dr. Carol Orsborn, senior strategist with the leading online community for women 50+, as we take a deep dive into both this important consumer's psyche and pocketbook.

Access an up-to-date read on the Boomer Woman and what she is doing and saying online in regards to educational travel. Familiarize yourself with the segments of the Boomer Woman consumer as pertains to the travel market, and learn how to tailor your marketing messages to each appropriate developmental stage. Gain insight into this consumer's decision-making styles, preferences, and habits through a custom travel survey to be revealed for the first time during this keynote address.

Moderator(s) Diana Lee Crew, Director of Strategic Partnerships, Immersion Learning

Speaker(s) Brent Green, President, Brent Green & Associates

Carol Orsborn, Senior Strategist, VibrantNation.com

This plenary presentation is made possible through the support of Contiki Holidays, Hurtigruten formerly Norwegian Coastal Voyage, Innovation Norway - Tourism, and Saudi Arabian Airlines.

09:30 AM-02:30 PM Enjoy the Complimentary Cappuccino Bar - A Taste of PERU!

All Attendees

RICC Ballroom

Catch the buzz ... enjoy a full-service espresso stand serving complimentary lattes, steamers, espresso, and hot chocolate in the International Bazaar. Stop by and order your favorite brew from Marcos--back by popular request! For you java connoisseurs, learn more about Peru's coffee-growing regions and featured coffee varieties displayed at PromPeru's pavilion (6). Don't forget to leave your business card behind to enter the Peruvian gift basket raffle!

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

09:30 AM-11:30 AM ETC International Bazaar: CELEBRATE MEXICO! Business to Business Networking

All Attendees

RICC Ballroom

This is the third of five officially scheduled times in the International Bazaar, ETC's Community "networking central," to meet face-to-face with your travel partners, new and old. Don't miss this opportunity at the International Bazaar to take part in a high-energy business exchange featuring the tabletop displays of all U.S. tour operators, inbound tour operators, travel suppliers, and destination representatives. Learn what is new in destinations, assess new tour operator product offerings, and keep your travel programs ahead of the curve!

Travel planners are invited to tour the International Bazaar and visit informally with tour operators, destinations and travel suppliers from around the world. This year more than 40 countries are collectively represented by overseas colleagues from the following geographic regions: Middle East/Africa, Australia/South Pacific, Europe, Asia, and North and South America. The U.S. tour operators are located in one main section within the International Bazaar. The overhead regional banners and individual company tabletop locators listed in the BiZ Passport make it easy to navigate and locate the company representatives you wish to meet.

Plan carefully to maximize your two-hour spin through the International Bazaar! If you participated in Speed Networking prior to the Conference, three scheduled meetings times will be announced every 15 minutes to signal the start of each of your pre-scheduled meetings: 1) 10:00–10:15 a.m.; 2) 10:20–10:35 a.m.; and 3) 11:00–11:15 a.m.

New this year, Niche Travel & Regional Programming Initiatives will be scheduled in the Bazaar

Briefings corner of the International Bazaar. For newcomers and seasoned veterans alike, a trip through the Bazaar at first glance is overwhelming given the limited time to research the breadth and diversity of travel offerings featured. Designed to facilitate quick downloading of facts and tips, these new Bazaar Briefings give you a chance to zero in on travel providers specific to the topic or destination featured, find out what's selling and make critical connections fast and efficiently for planning travel programs. Grab a chair at the roundtables and bring a taste of Mexican cuisine with you to enjoy during one of this morning's Regional Programming briefings. Kept short and strictly to 15 minutes, glean 15 key timely and unique insights on travel in Asia, 9:45-10:00 a.m., and Europe, 10:45-11:00 a.m. Take-away resource materials include country maps!

A special highlight today in the International Bazaar from 9:30-10:00 a.m. is a culinary demonstration on crafting tortillas, the rich and diverse mainstay of Mexican cuisine, by RICC's Chef Anthony Haskins. Stop by, talk recipes, and glean tips on making Mexican dishes including Flautas (Tacos Dorados), Sopas, Enchiladas, and Quesadillas. (Full menu featured in Tab 1 of the CRD.) Take note, so you'll know what specialty dishes to order on your next trip to the different regions of Mexico.

Stop by the ETC web station located in the heart of the Asia Now pavilion (17A-G)--sponsors of the ETC member website--to learn more about ETC's new destination pages online. Visit with Sherry Schwarz, ETC's Web Content and Publications Manager, to learn about the new ETC Community resources now available to you online. Anyone who tours the new "test" pages and offers their suggestions about what type of content and information they are seeking on destinations will be entered into a raffle to win an Asia Now gift basket!

Featured today at the Speakers Corner, from 9:30-11:30 a.m. in the International Bazaar, two top travel attorneys, Sam Erkonen and Rodney Gould, are available to field your legal questions of the day. Also, trends expert Carol Orsborn will be available to sell and sign her book, "The Year I Saved My Downsized Soul: A Boomer Woman's Search for Meaning...and a Job," published by VN Books in September 2009. Stop by and take advantage of these opportunities available only today in the Bazaar.

Don't miss the opportunity to stay connected at ETC by checking your e-mail at the ETC Cyber Station.

This morning's specialty Mexican cuisine is made possible through the support of the Mexico Tourism Board. (Visit Team Mexico and Rodrigo Esponda, Director Midwest USA, Mexico Tourism Board, at Booth 11.)

This morning's Mexican refreshments are made possible through the support of the Mexico Tourism Board.

09:45 AM-10:00 AM ETC International Bazaar Regional Programming Initiatives -- Asia

All Attendees

RICC Ballroom

Roundtable

This is your time to zero in on travel providers in Asia represented at ETC 2010. Find out what's selling and make critical connections quickly and efficiently for planning future travel programs. These Bazaar Briefings are not designed as a platform for sales pitches, but rather to deliver informative, timely, and relevant updates on regional travel, trends, and niche topics--and to offer expertise on where the educational travel community can successfully broaden program offerings despite the challenging economy. Co-facilitated by travel planners and operators, this Bazaar Briefing is delivered by a series of 10 one-minute bullet points and strictly limited to 15 minutes. Sit down, enjoy a sampling of Mexican cuisine, make new contacts, and glean timely and practical travel insights in travel to Asia. Take-aways include country maps, new contacts, and a segmented list of the ETC Asian travel suppliers.

10:45 AM-11:00 AM ETC International Bazaar Regional Programming Initiatives -- Europe

All Attendees

RICC Ballroom

Roundtable

This is your time to zero in on travel providers in Europe represented at ETC 2010. Find out what's selling and make critical connections quickly and efficiently for planning future travel programs. Sit down, enjoy a sampling of Mexican cuisine, and glean timely and practical travel insights. Take-aways include country maps, new contacts, and a segmented list of the ETC European travel suppliers.

11:30 AM-01:00 PM Concurrent Educational Sessions I

All Attendees

Making The Most of Social Media Marketing: Are You There Yet?

RICC Rotunda

Panel

You've probably heard by now that you're missing the boat if you're not participating in social media, but all too often companies only dip a toe in the water--or dive in headfirst--without a real strategy. Either way, without a plan, it's hard to define whether your efforts have been successful. Hear how affinity travel companies can use some of the social media strategies and tactics that have been successful in other industries and provide guidance about the goals and objectives for using social media. This session will help organizations understand: Why you should care about social media and what's the data, not the hype, that makes this strategy important? What are some of the best social media avenues for travel organizations to pursue? How can you set reasonable goals and measure tangible results? Most importantly, this session will make sure that when you ask, "Am I there yet?" about your social media strategy, you'll know where "there" actually is!

Moderator(s) Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Speaker(s) Elisa Camahort Page, Co-Founder, COO, BlogHer

George Snell III, Senior Vice President, Digital and Social Media, Weber Shandwick

Respondent(s) Tom Rowe, Director of Web Marketing, Visit Baltimore

This session is made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland and Labrador Tourism, Tourisme Quebec, and Travel Manitoba.

Consumer Travel Trends: Engaging Boomers and The X and Y Travelers

Westin Hotel/Narragansett Ballroom B,C

Panel

Take a journey with four expert marketers to learn today's best strategies for attracting and retraining Boomers and the X and Y Travelers. Test the latest research about these demographics against real-life examples and find out how segmentation messaging plays both an overt and covert role in marketing materials and strategies. Author Brent Green provides an insider's look at a case study produced for a major men's magazine demonstrating the most effective approaches for reaching today's Boomer men.

Carol Orsborn takes the strategies covered in her keynote address for a test drive. As a Boomer herself, Orsborn assesses the travel opportunities that have crossed her desk and tests them against her own decision-making process. What decisions did she make, and why? What lessons are there for those who not only hope to reach but also motivate the influential Boomer woman consumer? Orsborn will be joined by VibrantNation.com Founder and CEO Stephen Reilly to share what they've discovered from a recent online survey about Boomer Women's travel habits: what motivates the healthiest, wealthiest, best-educated generation of women in history--including where they are going, who they are traveling with, what they plan to spend, what educational and experiential components are most important to them and more! Reilly also focuses on niche consumers carrying significant weight in today's marketplace from African Americans to Hispanics

to GLBT travelers to women ages 50-75.

Heather Hardwick Rhodes, Vice President of Menlo Consulting Group, a market research and strategy consulting firm that exclusively serves the travel and tourism industry, provides a different perspective delving into the increasing value of attracting and retaining a younger traveler base--the X and Y generation travelers, who account for one-third of all international travelers, yet represent less than half that in terms of international affinity or non-profit travel. Don't miss this chance to understand what appeals to this generation, why it values educational travel even more than older generations, and how its motivations differ from those of Boomers and older travelers. As the most "connected" generation, learning how to reach this demographic through digital and mobile technologies is as crucial as knowing how these young travelers feel about escorted group travel and why they're leading the way in consuming adventure travel, ecotourism, voluntourism, and special interest travel. This is a powerful session loaded with practical and tactical marketing and need-to-know traveler trends information.

Moderator(s) Kelly Kroona, Groups Manager, Contiki Holidays

Speaker(s) Brent Green, President, Brent Green & Associates

Heather Hardwick Rhodes, Vice President, Menlo Consulting Group, Inc.

Carol Orsborn, Senior Strategist, VibrantNation.com

Stephen Reily, Founder and CEO, VibrantNation.com

New Pre-Travel Medical Screening and Education: Best Practices

RICC 556 A&B

Panel

We all know too well that a major medical incident or a disruptive passenger can dramatically affect the outcome of a tour. And yet, there is no travel industry standard with respect to educating and screening prospective travelers--especially for destinations where the availability of advanced medical care and evacuation are limited.

This interactive session will cover the following pithy questions: What are your obligations to warn and inform your travelers of the travel health risks? What resources are available to assess and educate your travelers about the risks? Who should perform the traveler screening? What should be evaluated and how should this assessment be conducted? Do you need to pay attention to health privacy laws? What are some of the state-of-the-art screening tools for medical and psychiatric conditions? How does one compassionately reject a prospective traveler due to medical reasons? Do you need to be aware of any ADA issues? This session will provide key updates that you definitely don't want to miss!

Moderator(s) James Sano, President, Geographic Expeditions

Speaker(s) Samuel Erkonen, Attorney, Partner, Howe & Hutton, Ltd

Rodney E. Gould, Attorney, Rubin, Hay & Gould, P.C.

Dr. Davidson Hamer, Associate Professor of International Health and Medicine; Director of the Travel Clinic, Boston University Schools of Public Health and Medicine, Boston Medical Center

Respondent(s) Kevin Brenker, Global Accounts Director, iJet International

Travel Databases: For Thin Budgets and The Technologically Challenged

RICC 557

Lite Clinic

Looking for inspiration on technological advancements to help manage marketing, publicity, contacts, travelers, etc.? For many institutions "doing more with less" has been the paradigm for some time. Now more than ever, limited resources, escalating costs, and passenger expectations require us to be even more efficient while still driving the travel program to the next level. This session is designed to be a demo-clinic on integrated program management systems, which have been primarily designed in-house. Participants will walk away inspired to explore technology solutions within their institutions. Particular focus will be on interrelated details of affinity travel

management; e.g. marketing, web-production, alumni database interface, financial accounting, interest and registration tracking, and much more. Don't miss this tutorial on developing a database for mid- to small-sized travel programs--crafted by a travel planner with a minimal budget and great ideas.

Moderator(s) Pauline Ranieri, Director, UW Alumni Tours, University Of Washington Alumni Assoc.

Speaker(s) Mary Ann Hankel, Program Manager, Alumni Travel, Dartmouth College

Roberta Moore, Director, Alumni Continuing Education and Travel, Dartmouth College

Respondent(s) Kris Jameyson, Associate Director, Cal Discoveries Program, CAL Alumni Association

11:30 AM-12:15 PM Innovative Itinerary Development Seminar -- Spotlight on Educationals and the 2009 Israel Educational

All Attendees

RICC 555 A&B

Special Interest Group Seminar

Destination-sponsored Educationals through ETC provide unique opportunities for planners to acquaint themselves with a destination, to evaluate a broad range of possibilities for their own programs, and to help destination sponsors better understand the expectations of educational tours. In June of 2009, the Israeli Ministry of Tourism sponsored an Educational to Israel. Thirteen planners participated in the intense, 12-day tour of the country. This session will report on the trip from several perspectives, including the 202-page educational report produced for the benefit of the ETC community. You'll hear from a planner and the Educational guide on what they learned from the experience and the direct and lasting benefits to their programs; and, you'll hear from a destination representative about the value of Educationals for destinations and why it is important for destinations to design/offer these programs. Come discover how these two-way exchanges serve to incubate new program offerings and directly impact tourism development in-country.

Moderator(s) Abby Jansen, Associate Director Travel Program, Northwestern University Alumni Association

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

Michal Itzik, Director, Northeast Region, Israel Ministry of Tourism

Amir Orly, Guide, Israel Academic Tours

Sherry Schwarz, Website Content and Publications Manager, Educational Travel Community

12:15 PM-01:00 PM Innovative Itinerary Development Seminar -- Adventure and Thematic Travel: For All Ages

All Attendees

RICC 555 A&B

Special Interest Group Seminar

Adventure is a loaded word that may be perceived as riskier or less comfortable than it really is. Combined with a theme, a soft adventure program may add the spark your repertoire of trips needs to attract a new market segment. This session will help you better understand active and adventure travel options and the power of combining these with a theme. There's no end to creative possibilities in either the cultural or natural history realm, such as culinary walking tours or whitewater trips, archeology, yachting, walking historic coastlines, or astronomy and active exploration. Come explore the power of thematic adventure travel. Learn how to tailor themes to expand your program's reach and appeal to a wider range of travelers from the "younger" crowd to senior travelers.

Moderator(s) Charlotte Jewczyk, Manager of Travel Trade Market Development, Newfoundland & Labrador Tourism

Speaker(s) Peter Grubb, President, ROW Adventures

Piotr Kostrzewski, Owner/Director, Cross Cultural Adventures

12:30 PM-01:30 PM Boxed Lunch Pickup

Westin Hotel/Narragansett Ballroom Foyer

If you ordered a boxed lunch, you have a ticket to collect your lunch. Box lunches are not sold on site.

01:15 PM-02:00 PM Mid-Day Keynote -- Getting To Yes In Difficult Times: Why Negotiation Is Today's Greatest Challenge

All Attendees

Westin Hotel/Narragansett Ballroom A,B,C

Plenary

What is power in negotiation? Why persuade those who do not want to negotiate? How can you get to a lasting "Yes?" Best-selling author William Ury ("The Power of A Positive No: Save the Deal, Save the Relationship and Still Say No" and "Getting To Yes: Negotiating Agreement Without Giving In") brings over 40 years of global negotiations to bear in illustrating how cooperative negotiation will help in the travel business, and vice versa. Learn three key steps for setting up a negotiation for success and how to say "no" without losing the relationship or the deal. Glean tips on inventing creative options for mutual gain and discovering what the other side really wants.

Moderator(s) Kristina Nemeth, Director of Travel, Commonwealth Club Of California

Speaker(s) William Ury, Co-Chair and Founder, Abraham Path Initiative

02:15 PM-03:45 PM Concurrent Educational Sessions II

All Attendees

Marketing In Hard Times: What Is, What Was, and What Could Be

RICC Rotunda

Town Hall

Tough times call for difficult and timely decisions. In this honest, hard-hitting, open-forum session you will learn how some of the best minds and leaders in our industry not only have protected their organizations during this potentially crippling economic crisis but actually have taken advantage of the downturn. Learn how these leaders marketed their businesses prior to the crisis; what they had to change and what they elected to change as a result of the crisis; how the crisis actually benefited some organizations; what plans they will return to once the crisis subsides; and what they feel we all need to do to ensure sustainability in this industry.

This "Town Hall" forum will provide succinct presentations and extensive time for questions and answers from the audience. This is your chance to hear all the theories, learn what really works, and how to apply these lessons to your organization.

Moderator(s) Karen Kuttner-Capato, Vice President of Affinity and Charter Sales, Lindblad Expeditions
Steve Lembke, Vice President of Institutional Advancement, Exploritas / Elderhostel

Speaker(s) Steve Born, Vice President, Marketing, Travel Learning Connections/Abroad View Magazine
Lynn Cutter, Senior Vice President, National Geographic Society
Amy Kotkin, Director, Smithsonian Journeys
Joseph Small, President, AHI Travel

Respondent(s) Mary Brophy, Vice President, Academic Arrangements Abroad
Roberta Moore, Director, Alumni Continuing Education and Travel, Dartmouth College

This Industry Forum is made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland and Labrador Tourism, Tourisme Quebec, and Travel Manitoba.

Ask The Experts: New Legal, Security, Liability and Travel Considerations For Educational Travel

RICC 556 A&B

Panel

Interested in getting the legal scoop on electronic passenger releases? What loopholes exist in your pandemic planning? Do you really have the right to use photos from tourist boards, travelers, or hotels in any way you want? Are your emergency plans up-to-date and tested? Events like the failed underwear bomber this past Christmas and the cataclysmic earthquake in Haiti remind us that significant events that could impact our business and our travelers can happen at any time.

Making sure you have dotted the I's and crossed the T's is essential. Glean timely updates on new security risks, evolving operational considerations, and pandemic planning in light of shifting trends in today's travel climate. Discussion points focus on a wide range of best practices and real-world experiences, from political hot spots and consumer travel barriers to key points for liability disclosure and digital releases, as well as proper supplier selection and trademark and copyright infringement issues on the Web.

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

Speaker(s) Kevin Brenker, Global Accounts Director, iJet International
Samuel Erkonen, Attorney, Partner, Howe & Hutton, Ltd
Rodney E. Gould, Attorney, Rubin, Hay & Gould, P.C.
Greg Takehara, Senior Vice President, The Berkely Group

Respondent(s) John Galvin, Chief Financial Officer, Collette Vacations
Heather Hardwick Rhodes, Vice President, Menlo Consulting Group, Inc.
Kevin O'Neal, President & COO, USI Travel Insurance Services

Social Media In Action: Case Studies

RICC 557

Panel

Social Media is not an exact science. And just as social media is citizen journalism, it's the community of experts that teach us the real strategies and pitfalls. During this session, practitioner and travelers will share actual case studies on how success was gained from a variety of interesting perspectives. Hear how an alumni group of women travelers utilized social media post-tour to keep in touch as well as galvanize support for responsible tourism projects, and how a destination used social media to create raving fans. Additional case studies explore how citizen journalism has dictated the way we now create our promotional messages, which have to be authentic and direct in their promotional value. Listen to these amazing success stories and glean tidbits of caution from those who have been there. This session is a great hands-on complement to this morning's "Making the Most of Social Media" session.

Moderator(s) Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Speaker(s) Deborah Midanek Bailey, President, Solon Group
Tom Rowe, Director of Web Marketing, Visit Baltimore

Respondent(s) Elisa Camahort Page, Co-Founder, COO, BlogHer
Susan Farewell, Editor-in-Chief, FarewellTravels.com, Farewell Travels: Select Escapes
George Snell III, Senior Vice President, Digital and Social Media, Weber Shandwick

Web Video Made Easy: Expanding Website Reach By Adding Visual Content - Yourself!

Westin Hotel/Narragansett Ballroom C

Lite Clinic

With a few simple, low- or no-cost tools, and a willingness to break new ground, you can propel your program into the world of YouTube and beyond, creating and using video in new ways to energize your program, attract customers, and ensure timely outreach to media and your travelers. Identify the tools: cameras, lighting, and sound, and the online video sites that best meet your objectives. Learn how to post trip photos and videos, as well as details on upcoming programs and integrate video into your everyday communications activities, expanding your reach and improving your programs with proven, fun tips and techniques. Discover ways to capture, edit, and disseminate your videos at little or no cost and with minimal training or headaches. Understand how easy it is to capture, edit, and upload video to the web--because we will be doing it, in real time, in this clinic using video captured on site at ETC!

Moderator(s) Chloe Wicks, Information Systems Specialist, Tulane University

Speaker(s) Steve Garfield, Author, Video Producer, SteveGarfield.com

02:15 PM-03:00 PM Sustainability Seminar -- ETC 2010 RT Showcase Honorees and 2010 Geotourism Challenge

All Attendees

RICC 555 A&B

Special Interest Group Seminar

The three 2009 Geotourism Changemaker Challenge Winners, selected from more than 600 global entries, will join ETC's 2010 ETC Responsible Tourism Showcase Honorees for a lively discussion on trends and issues impacting sustainable tourism, sharing their own personal motivations and insights on turning information into innovation. They'll also offer industry recommendations to help support and strengthen this segment. Join these innovative social entrepreneurs in tourism--from Alaska, Cambodia, Costa Rica, Spain, Tanzania, and the Middle East--and glean some great tips on trip programming and sustainable tourism development in action. In this facilitated discussion, the audience, including nine Geotourism finalists, will be invited to take an active part in the conversation sharing their comments, questions, and concerns.

Moderator(s) Cheryl Hargrove, President, Hargrove International

Speaker(s) Kirk Hoessle, President, Alaska Wildland Adventures

Alex Khajavi, CEO and Founder, NatureAir

Daniela Papi, Founder, PEPY

Jordi Lopez Ramot, Founder, Wikiloc

Judi Wineland, Owner, Thomson Safaris

03:00 PM-03:45 PM Responsible Tourism Seminar -- Educational Travel In The Middle East: Traveling The Ancient Path of Abraham

All Attendees

RICC 555 A&B

Special Interest Group Seminar

Dr. William Ury will tell the story of his latest initiative, a Harvard University founded project to rediscover the ancient path taken four thousand years ago by Abraham/Ibrahim, father of the monotheistic tradition. Parts of the Path have opened in the past few years in Turkey, Jordan, Israel, and Palestine with work beginning in Egypt, Syria & Lebanon. Connecting such world heritage sites as Aleppo and Damascus, Urfa and Jerusalem, the Path promises to become one of the most outstanding cultural itineraries in the world. Those seeking innovative program development ideas with a community-based, sustainable tourism bent have an unusual opportunity to get an inside look at a pioneering new cultural tourism initiative in the Middle East. By retracing this journey, the Path provides a place of meeting and connection for people of all faiths and cultures. The Path also serves as a catalyst for sustainable tourism and economic development; a platform for cultural and environmental preservation; and a focus for the energy and idealism of young people. Dr. Ury will discuss how the Abraham Path can make a signal contribution to peace and prosperity in the Middle East. Please bring your questions and ideas and help co-create this path for the ages.

Moderator(s) Cheryl Hargrove, President, Hargrove International

Speaker(s) William Ury, Co-Chair and Founder, Abraham Path Initiative

03:30 PM-06:30 PM Enjoy The Complimentary Cappuccino Bar - A Taste of PERU!

All Attendees

RICC Ballroom

Catch the buzz ... enjoy a full-service espresso stand serving complimentary lattes, steamers, espresso, and hot chocolate in the International Bazaar.

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

03:45 PM-04:30 PM ETC International Bazaar: CELEBRATE MEXICO! Business to Business Networking

All Attendees

RICC Ballroom

The fourth of five official times in the International Bazaar, ETC's Community "networking central," to meet face-to-face with your travel partners, new and old. Don't miss this opportunity at the

International Bazaar to take part in a high-energy business exchange featuring the tabletop displays of all U.S. tour operators, inbound tour operators, travel suppliers, and destination representatives. Learn what is new in destinations, and assess new tour operator product offerings to keep your travel programs ahead of the curve!

Enjoy Mexico's specialty refreshment table of Mini Flan and Sopaipillas (fried dough with honey and sprinkled sugar).

Featured this afternoon at the Speakers Corner, in the International Bazaar, William Ury, author of "Getting To Yes," is available to discuss some key negotiation techniques for the deals that are worth pursuing. Stop by and take advantage of this opportunity available only today in the Bazaar.

And, stop by the ETC website desk located inside the Asia Now team pavilion (17A-G)--sponsors of the ETC member website--to visit with Sherry Schwarz and learn about the new ETC Community resources now available to you online. Anyone who tours the new "test" pages and offers their suggestions about what type of content and information they are seeking on destinations will be entered into a raffle to win an Asia Now gift basket! Drawing is held at 4:15 p.m.

Be sure to finalize your bids at the Silent Charity Auction--the bidding will end at 3:30 p.m. today with final payments processed until 6 p.m. Payment and collection of items can be arranged at the ETC Conference Reception Desk.

This afternoon's refreshments are made possible through the support of the Mexico Tourism Board. (Visit Team Mexico and Rodrigo Esponda, Director Midwest USA, Mexico Tourism Board, at Booth 11.)

This afternoon's Mexican refreshments are made possible through the support of the Mexico Tourism Board.

04:00 PM-04:15 PM ETC International Bazaar Niche Travel Initiatives -- Cruises

All Attendees

RICC Ballroom

Roundtable

This is your time to zero in on cruise suppliers represented at ETC 2010. Find out what's selling and make critical connections quickly and efficiently for planning future travel programs. These Bazaar Briefings are not designed as a platform for sales pitches but rather to deliver informative, timely, and relevant updates on regional travel and trends in cruising--and to offer expertise on where the educational travel community can successfully broaden program offerings despite the challenging economy. Co-facilitated by travel planners and operators, this Bazaar Briefing is delivered by a series of 10 one-minute bullet points and strictly limited to 15 minutes. Sit down, enjoy the afternoon Mexican refreshments, and make some new contacts for cruising!

04:30 PM-06:30 PM ETC International Bazaar Business to Business Networking: Destination, Supplier, Operator Meetings

Destinations, Operators and Suppliers Only

RICC Ballroom

Networking time in the International Bazaar for destinations, operators, and suppliers to schedule ad hoc business meetings with each other.

04:30 PM-06:30 PM Travel Planner Benchmarking, Shop Talk, Mexican Hot Chocolate and More! (Roundtable Grouped By Program Size or Institutional Affinity)

Travel Planners Only

Roundtable

"What's hot and what's not" regarding destinations is always a popular discussion during this roundtable, however, today's discussion will forge one step further to help ETC compile some aggregate information on program operations based on the questions you bring to the session and those posed by the facilitators. Potential areas for discussion include your program's host philosophy and management, post trip reunions, communication with other organizations on a shared departure, membership requirements for participation, and much more! Is there information

that would be of benefit to you on an annual basis if compiled by ETC from your Profile? What are the answers to the questions for which you'd like an industry overview?

This afternoon's Mexican refreshments are made possible through the support of the Mexico Tourism Board.

Travel Planners with Programs of 40+ Tours

Westin Hotel/Providence Ballroom I

Facilitator(s) Jere Davis, Travel Director, Texas Exes (U of Texas Alumni)
Pauline Ranieri, Director, UW Alumni Tours, University Of Washington Alumni Assoc.

Travel Planners with Programs of 30-40 Tours

Westin Hotel/Providence Ballroom II

Facilitator(s) Clark Oldroyd, Alumni Travel Director, Univ. of Colorado At Boulder Alumni Assn.
Kiera Reilly, Director, Alumni Travel, University Of Pennsylvania

Travel Planners with Programs of 20-30 Tours

Westin Hotel/Providence Ballroom III

Facilitator(s) Susan Goodale, Programs Director & Gaucho Getaways Coordinator, UC Santa Barbara Alumni Association
Karen O'Neill, Travel Director, Massachusetts Audubon Society

Travel Planners with Programs of 19 Tours and Under

Westin Hotel/Providence Ballroom IV

Facilitator(s) Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo
Susan Thompson, Associate Director, Washington and Lee University

MAC - Museums, Art & Cultural Programs

Westin Hotel Executive Boardroom

Facilitator(s) Aleksandra Matic, Associate Director of Member Travel, Art Institute Of Chicago

NACZ - Natural History, Aquarium, Conservation and Zoo Programs

Westin Hotel/Blackstone

Facilitator(s) Elizabeth Miles, Event, Travel & Sponsor Coordinator, Tennessee Aquarium

06:30 PM-08:00 PM ETC Official Partner Invitational Receptions: Pre-Conference Invitations are Provided by Host Partners To Their Guests

By Invitation Only

Westin Hotel/Third Floor Meeting Rooms

An official part of the ETC program, the invitational partner-hosted cocktail parties will take place in the third-floor meetings rooms of the Westin Providence Hotel.

07:45 PM-09:45 PM Enjoy The Complimentary Cappuccino Bar - A Taste of PERU!

All Attendees

RICC Ballroom

Catch the buzz ... enjoy a full-service espresso stand serving complimentary lattes, steamers, espresso, and hot chocolate in the International Bazaar.

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

08:00 PM-09:45 PM Gala Dinner: A Taste of Rhode Island -- "Jeet Yet?"

All Attendees

RICC Ballroom and Foyer

Welcome to Rhode Island and Providence! Rhode Islanders have their own New England accent, and "Hi-Jeet yet?" is just our way of saying, "Hi. Did you eat yet?" Incidentally, the usual response is, "No, joo?" which, when translated, means, "No, did you?" On behalf of the Rhode Island Tourism Division, a big Rhode Island welcome to the Educational Travel Community, and, in the words of the late great Julia Child (who visited and ate in RI frequently), "Bon Appétit!"

Rhode Islanders love their food here and, fortunately, all of the various ethnic influences throughout the state mean never having a boring meal. There are Portuguese, French-Canadian, Indian, Asian, Hispanic, Cape Verdean, Brazilian, Polish, Irish and, of course, Italian influences in Rhode Island's cuisine. And you will get to taste many of them as area restaurants converge to showcase the best of Rhode Island's cuisine.

Rhode Island boasts the fourth largest fishing port by sales volume and the third largest Little Italy in the country. This is where diners started (no, it wasn't New Jersey) as a spin-off business from the Industrial Revolution; and, Providence was the first campus for Johnson and Wales University, one of the finest culinary arts schools in the country. With all this, and the way we practically worship the clam, you know Rhode Islanders take eating very seriously.

The evening's event will allow you to sample some of Rhode Island's favorite foods from around the state and meet some of the characters that make Rhode Island the eclectic culture mecca that it is. Be sure to try the coffee milk--Rhode Island's official state drink--and the Del's Frozen Lemonade, the runner-up. They have been made into specialty drinks just for ETC attendees! And, by the way, if you leave hungry, it's your own fault! Suggested evening attire is business dress.

This festive time in the Bazaar is not to be missed. It's your fifth and "last chance" to meet face-to-face with all the travel partners on your "must see" list this year! This gala party is made possible through the support of the Rhode Island Division of Tourism and Providence's finest area restaurants. (Visit Katrina White, Travel Trade Manager for Rhode Island Division of Tourism, at Booth 17.)

This evening's delicious sampling of Rhode Island cuisine is made possible through the generous support of the Rhode Island Tourism Division.

09:45 PM-11:45 PM ETC International Bazaar Exhibitor Breakdown

Destinations, Operators and Suppliers Only

RICC Ballroom

Partners can dismantle their displays between 9:45 p.m. and 11:45 p.m. only. Exhibit breakdown cannot start prior to 9:45 p.m. Any items left will be discarded by the RICC staff. Please make sure the items that you want to be shipped are clearly marked. Shipping forms will be provided by the RICC staff. Bring your UPS and FedEx shipping numbers.

Saturday, February 06

07:30 AM-01:00 PM ETC Conference Reception Desk Open

All Attendees

Westin Hotel/Narragansett Ballroom Foyer

All attendees check in here upon arrival to collect badge and conference materials, lunch, and event tickets, or to register on site.

Today is ETC casual day! Shed your suits in favor of comfortable travel clothes (jeans acceptable!), as everyone will be traveling home after this morning's sessions.

The printing of the ETC 2010 Conference Resource Directory is made possible through the support of Academic Arrangements Abroad, Avalon Waterways, Classic Escapes, EIS, International Expeditions and Saxony Tourism.

The printing of the ETC 2010 Mini-Agenda/BiZ Passport is made possible through the support of the Israel Ministry of Tourism.

07:50 AM-09:50 AM Travel Planner Benchmarking, Shop Talk, and Peruvian Breakfast: ETC 2010 Game Plan -- Turning Ideas Into Action

Travel Planners Only

Westin Hotel/Bristol

Roundtable

Go home with a plan! This is your final day at ETC and your brain is full of ideas and information from conference presentations, fellow travel planners, and travel partners. Now what? This session

is intended to place all your newfound knowledge on paper and create a working "action plan" that you can take home and implement. Working with fellow travel planners from like-sized programs, you will discuss what topics have been most interesting to you during the conference and how these ideas can be turned into tangible value-adds for your program. Together, we will create an "action plan" that will help you grow and strategically strengthen your travel program. A final document containing the group's ideas will be e-mailed to all participants in the session after the conference.

Gather first in the Bristol Room, where a light Peruvian breakfast and coffee are available starting at 7:45 a.m. Session visionary, Abby Jansen, will share her action plan and explain the context of this session before attendees break into two groups (based on program size) for the roundtable discussions.

This morning's "lite bite" Peruvian breakfast is made possible through the support of PromPeru.

Programs With 25+ Tours

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

Programs with <25 Tours

Facilitator(s) Laura Gruen, Director of Alumni Education, Temple University

08:30 AM-09:50 AM CEO Roundtable -- Innovative Sales Strategies: Best Practices To Attract The Boomers

By Invitation Only

Westin Hotel/Narragansett Ballroom A

Ticketed Function

Roundtable

Admission to this roundtable is predicated on CEOs providing--in advance of the conference--a one-line Sales Strategy/Best Practice submission (the more innovative or wildly successful the better). These success strategies will be compiled prior to the conference and shared only with CEO roundtable participants--so share an idea and get 20 back!

Discussion Leader(s) Brent Green, President, Brent Green & Associates

Heather Hardwick Rhodes, Vice President, Menlo Consulting Group, Inc.

Stephen Reily, Founder and CEO, VibrantNation.com

This morning's "lite bite" Peruvian breakfast is made possible through the support of PromPeru.

08:30 AM-09:50 AM Social Media Primer: Get Schooled On The Essentials

All Attendees

Westin Hotel/Narragansett Ballroom C

Panel

Overwhelmed with all the options in social media? Need to jump start your brain for our savvy advanced sessions? This "nuts and bolts" primer will quickly bring you up to speed on the basics. We will cover the essential language and functionality of the most popular social marketing sites, as well as make you "geek chic" for today's Social Media Track. Why is Facebook one of the most critical strategies? What are Twitter and Micro Blogs, really? Bring your most outlandish questions and put our experts to the test. You will be glad you attended the primer, and you'll feel more confident in today's workshops!

Moderator(s) Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Speaker(s) Megan Garnhum Capone, Founder, Webundance

Susan Getgood, Principal, GetGood Strategic Marketing

Sree Sreenivasan, Professor and Technology Reporter, Columbia University/Morningside Ventures

Respondent(s) Tom Rowe, Director of Web Marketing, Visit Baltimore

10:00 AM-11:00 AM Closing Keynote -- Next Steps in Social Media: Creating a Unified and Successful Platform For Affinity Travel

All Attendees

Westin Hotel/Narragansett Ballroom B,C

Plenary

What do universities and administrators still not understand about the changing media landscape? (Present company excluded, of course!) Glean hot tech marketing updates from a specialist on the cutting edge, and stay ahead of the IT curves. Sreenivasan looks at social-media common errors and omissions that are costing educational institutions the opportunity to connect better with their constituents. This fast-paced look at how the media landscape is changing and what lessons we can learn together in this new world will be one of your best spent hours at ETC!

Moderator(s) Jean Bouffard, Sr Advisor - Mkt Strategy USA & Canada, Tourisme Quebec

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

ETC 2010's closing keynote is made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Newfoundland and Labrador Tourism, Tourisme Quebec, and Travel Manitoba.

11:00 AM-11:15 AM Peruvian Coffee Break

All Attendees

Westin Hotel/Narragansett Ballroom Foyer

Refresh and power-up for this afternoon's intense workshops.

This morning's refreshments are made possible through the support of PromPeru.

11:15 AM-01:00 PM Post Conference Social Media Workshops: Get Your Hands Dirty and Put Our Theories To The Test

All Attendees

Lite Clinics

In a lab environment, the experts from our Marketing and New Media Track will be on deck to guide you through the hands-on portion of the conference. With Web experts from around the country, this hands-on mini-training is a great value for the conference goer. From Facebook to new Micro Blogs, nothing is taboo or off limits to help you understand the tactical approach to these theories.

To Blog or Not? Specific Blogging Tools To Expand Your Member/Alumni Engagement

Westin Hotel/Narragansett Ballroom A

Lite Clinic

This workshop will take you from zero to 60 in about 100 minutes. We'll start with the blogging basics, and then show you how to integrate blogs and social media into your marketing plan to expand member and alumni engagement. Attendees are encouraged to bring their own projects and questions to the session. The more we can make it about YOU, the better.

Facilitator(s) Elisa Camahort Page, Co-Founder, COO, BlogHer

Speaker(s) Megan Garnhum Capone, Founder, Webundance

Susan Getgood, Principal, GetGood Strategic Marketing

Advanced LinkedIn, Facebook and Twitter and Travel: Latest Applications for Connecting With Members/Alumni

Westin Hotel/Narragansett Ballroom C

Lite Clinic

Sure you're on Twitter, or have a Facebook Fan page, but are you making the most of these social media tools for you and your clients? Learn how to Tweet and Facebook your way to branding your travel program. Sree Sreenivasan, one of AdAge's "25 people to follow on Twitter," and Columbia Journalism School's digital-media professor, will co-lead with Jennifer Barbee a workshop on the latest Facebook and Twitter tips, tricks, etiquette, and cautionary tales. Tap into Facebook and other social networking media in a way that will be relevant and useful to your

specific audience. Come prepared to ask lots of questions and share your thoughts and case studies. Travel colleague case studies, and updates on the many new changes within these services, are included in this power-packed session! Meanwhile, before you get to ETC, be sure to read Sreenivasan's constantly-updated Twitter Guide for Newbies & Skeptics at <http://bit.ly/twitterideas>.

Speaker(s)

Jennifer Barbee, President and Chief Creative Officer, Jennifer Barbee, Inc.

Sree Sreenivasan, Professor and Technology Reporter, Columbia University/Morningside Ventures

01:00 PM-01:00 PM ETC 2010 Concludes - See you in 2011 for ETC's 25th Anniversary Conference!

Thank you for attending ETC 2010! Fill out your one-page conference evaluation--it takes no more than four minutes to complete! Great conferences happen because of your candid feedback and critiques.

As an ETC 2010 delegate, one of the benefits you receive post-conference is member-access to the online Educational Travel Community at www.travelearning.com. Once you've logged in with your username and password, you can access all of the audio-recorded ETC 2010 conference sessions through the "Resources" tab. Your password to access the site is valid through December 15, 2010. We highly recommend you take advantage of the full range of new benefits available: maximize member-to-member communications through the ETC member group listservs; post/review job openings, calendar events, and announcements; access member and organizational profiles; download a digital copy of the Community Resource Directory, which lists members of the community and key program features of non-profit travel programs and travel companies, suppliers and destinations; and access member-only web features, such as a quarterly e-zine, white papers, webinars, and industry aggregated statistics produced for and within the educational travel community.

Although the Educational Travel Conference is the one event a year when all our colleagues come together in person for a few special days, we hope you will find the opportunity and need for learning, inspiration, and collaboration met through ETC's website year-round. Plus, join us for one of the Spring 2010 ETC Roundtables being held from April through June in Washington D.C., New York City, Boston, Chicago, Austin, Los Angeles, San Francisco, and Seattle. This year several of these meetings will have a session on e-mail marketing.

Stay tuned to travelearning.com for cyber-buzz about ETC 2011--ETC's 25th anniversary year!

The ETC Community website has been made possible through the support of the China National Tourist Office, the Hong Kong Tourism Board, the Japan National Tourism Organization, the Korea Tourism Organization, the Macau Government Tourist Office, the Philippine Department of Tourism, and the Tourism Authority of Thailand.

01:30 PM-03:30 PM EAC and Emeritus Councils Debriefing Session

Westin Hotel/Narragansett Ballroom A