

# *2009 Educational Travel Conference*

*February 18-21, 2009*

## **Agenda**

### **Tuesday, February 17**

#### **05:30 PM-09:00 PM ETC Conference Reception Desk Open**

All Attendees

*Grand Ballroom*

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

#### **06:00 PM-08:00 PM ETC 2009 Partner Setup in the International Bazaar**

ETC Partners Only

*Grand Ballroom*

ETC 2009 Partners are invited to set up their Partner Boulevard displays/exhibits in the International Bazaar.

#### **08:00 PM-10:00 PM General Exhibitor Setup in the International Bazaar**

All Exhibitors & Partners

*Grand Ballroom*

All tour operators, suppliers and destinations are invited to set up their desktop displays in the International Bazaar.

### **Wednesday, February 18**

#### **07:00 AM-09:00 PM ETC Conference Reception Desk Open**

All Attendees

*Grand Ballroom*

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

**The ETC 2009 Speaker Handouts available on flash drives are made possible through the support of VisitBritain.**

**The printing of the ETC 2009 Conference Resource Directory is made possible through the support of Saxony Tourism, EIS, Classic Escapes, Trafalgar Tours West, Contiki Holidays, Tourist Office of Spain, and the Philippine Department of Tourism. The ETC 2009 Conference registration bags are made possible by Saxony Tourism.**

**The printing of the ETC 2009 Mini-Agenda/BiZ Passport is made possible through the support of Avalon Waterways, Bushtracks African Expeditions, Contiki Holidays, and Trafalgar Tours West.**

#### **08:00 AM-04:30 PM 8th Annual! Seminars on Wheels (SOW)**

##### **SOW 1 Water & Culture of New Orleans: A Very Behind-the-Scenes Tour**

All Attendees - Pre-Registration Required

*Mardi Gras Ballroom E*

*Ticketed Function*

The 8th Annual Seminars on Wheels Water & Culture program will provide you with an unparalleled educational opportunity to understand New Orleans: the history and importance of water, the levee system, and the cultural icons of today. Take a behind-the-scenes look at life in New Orleans as interpreted through public works projects, new as well as established cultural institutions and cuisine. Gather in Mardi Gras Ballroom E as our morning begins with Dr. (Brigadier General) Gerry Galloway's short, incisive lecture on the Mississippi River flood control

and the hurricane protection systems in New Orleans--what failed during Katrina, and why and what is being done to deal with future challenges. This analysis will be based on the technical U.S. national academy and international review team studies, the history of decisions made on hurricane protection over the last 50 years in New Orleans, Dr. Galloway's seven years as a member of the Mississippi River Commission, and his current service as a member of the Louisiana Governor's Advisory Commission on Coastal Restoration and Protection. Following the lecture, Dr. Galloway will personally conduct a field tour of the flood and hurricane protection systems in collaboration with the U.S. Army Corps of Engineers and the City of New Orleans.

While enjoying a boxed lunch at the creative and new Southern Food and Beverage Museum, and lecture by President Elizabeth Williams, learn about the distinct and diverse cuisine of New Orleans and savor a prepared local specialty dessert: Bread Pudding New Orleans-style.

Wind down the day with a walk through the French Quarter en route to The Historic New Orleans Collection for a private tour of The Collection properties that include the Louisiana History Galleries, and the Counting House exhibition space that showcases "A Closer Look: The Antebellum Photography of Jay Dearborn Edwards, 1858-1861." Partake of tea and King Cake in The Collection's Counting House, and hear a commentary by John Magill on the history of Mardi Gras before walking back through the French Quarter to the New Orleans Marriott Hotel.

Meet in the Mardi Gras Ballroom E at 8:00 a.m. for a pre-tour lecture by Dr. Galloway. Comfortable shoes and clothing are recommended for this Seminar on Wheels.

*Speaker(s)* Gerald Galloway, Glenn L. Martin Professor of Engineering, University of Maryland  
John Magill, Curator Historian, Williams Research Center  
Elizabeth Williams, President, Southern Food and Beverage Museum

*Tour Escort(s)* Irene Ziegler, Study Abroad Coordinator, University Of New Orleans

### **SOW 2 Historic Plantation Tour: The Old River Road**

All Attendees - Pre-Registration Required

*Off Site*

*Ticketed Function*

The 8th Annual Seminars on Wheels Historic Plantation Tour provides a closer look at the architecture of 19th-century life along the historic Plantation Road, where wealthy planters built great estates. While the slave system they embodied was destroyed by the Civil War, the remaining stately houses, from New Orleans to Baton Rouge, continue to capture the imagination. Explore the history, culture, and architecture of this world apart while examining a cast of bygone characters, from New Orleans residents to planters, from slaves to free blacks. Ride along the River Road and visit Evergreen (a privately owned home open only to special groups), Laura Plantation, and Houmas House, where you will enjoy a special private lunch. Admire the architecture of these homes and discover their fascinating history as you set romantic ideas aside and consider what plantation life was like for all who lived and worked on the plantation. Instructor Jerry McCurdy and guide Annette Incardona are uniquely suited to sharing the history and culture of this fascinating area of Louisiana, a great contrast to the city life of New Orleans.

Bus loading at 8:15 a.m. with departure at 8:30 a.m. sharp. Comfortable shoes and clothing are recommended.

### **08:00 AM-03:30 PM Partner and General Setup in the International Bazaar**

All Exhibitors & Partners

*Grand Ballroom*

All ETC 2009 Partners, tour operators, suppliers and destinations are invited to set up their desktop displays in the International Bazaar. Final setup must be completed by 3:30 p.m. The International Bazaar is closed to exhibitors from 4-5 p.m.

**08:00 AM-04:30 PM 21st Annual! Travel Planners' Jumpstart Seminar: The Nuts and Bolts of Nonprofit Travel**

Travel Planners Only - Pre-Registration Required

*La Galeria 6*

*Ticketed Function*

Special Training Session

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

*Trainer(s)*

Michelle Bell, Assistant Director, University Of Arkansas Alumni Association

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

Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo

Rodrigo Esponda, Director - Chicago, Mexico Tourism Board

Bo Fridsberg, Vice President Sales, Hurtigruten formerly Norwegian Coastal Voyage

James Friedlander, President & CEO, Academic Arrangements Abroad

Nick Fritz, Managing Director, Protours

Janice Jeng, Vice President Sales & Marketing, USI Travel Insurance Services

Paul McDonagh, Business Development Executive, VisitBritain

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

Jessica O'Keefe, Director of Sales, Egyptair

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

Judi Wineland, Owner, Thomson Safaris

**The 21st Annual Jumpstart Seminar Manual and Jumpstart Online Materials are made possible through the support of USI Travel Insurance Services. (Visit them at Booth 11.)**

**08:00 AM-04:30 PM 2nd Annual! Voluntourism Experience: Giving Back to New Orleans - Hands on a Home**

All Attendees - Pre-Registration Required

*Off Site*

*Ticketed Function*

ETC delegates are rolling up their sleeves to give back to ETC's host city--New Orleans. Working with OnSite Relief, a small non-profit organization founded by Hurricane Katrina volunteers, ETC/OnSite Relief volunteers and team members will engage in painting, scraping, installing insulation and drywall, landscaping, texturing, taping, installing floors, installing appliances, tiling, and much more to rebuild a family's house in the Ninth Ward. On average, it takes 8-12 weeks and about \$10,000 worth of building supplies to completely rebuild a house that has been gutted to the studs, so while today's work will only represent one step in rebuilding a family's house it will be an invaluable contribution. As the service project wraps up, OnSite Relief founder and project manager Justin Bhagat will lead a guided tour of the lower Ninth Ward areas where the levees breached during Hurricane Katrina. This educational tour will provide a deepened appreciation for the people and culture of the Ninth Ward by helping volunteers understand the catastrophic flooding this area suffered and how reconstruction and recovery is progressing. Along the way, volunteers will see the Musicians' Village, conceived of by Harry Connick, Jr. and Branford Marsalis, to provide local musicians the opportunity to own a home in a thriving community of committed individuals and families. A homeowner assisted by OnSite Relief, may join the tour to

discuss his or her personal experience of post-Katrina life in the Ninth Ward. A facilitated lunchtime discussion on voluntourism and a final debriefing will help provide context and educational value for the day's service.

Meet in the lobby at the front of the New Orleans Marriott Hotel at 8 a.m. You will need a photo ID to board the bus along with your session ticket. You also will have had to complete and mail a hard copy of your signed releases for Travel Learning Connections (ETC) and Onsite Relief to the TLC office. You will not be able to join the tour without these two signed waivers, a photo ID, and a session ticket. Don't forget to wear sturdy shoes and clothes that can get dirty. We strongly recommend you do not carry any accessories or valuables, and please do not bring your conference badge.

*Facilitator(s)* David Clemmons, Founder/Co-Director, VolunTours  
Elisa Sabatini, Director, Los Ninos

**10:15 AM-10:30 AM 21st Annual! Travel Planners' Jumpstart Seminar: Coffee Break**

Jumpstart Attendees Only

*La Galeria 6*

*Ticketed Function*

**The Jumpstart Seminar refreshment break is made possible through the support of International Seminar Design. (Visit them at Booth 6.)**

**12:00 PM-01:00 PM 21st Annual! Travel Planners' Jumpstart Seminar: Lunch**

Jumpstart Attendees Only

*Lafayette*

*Ticketed Function*

**The Jumpstart Seminar luncheon is made possible through the support of International Seminar Design. (Visit them at Booth 6.)**

**04:00 PM-04:55 PM Geographic Huddles: Destinations, Operators and Suppliers Networking within Regions**

Destinations, Operators and Suppliers Only

Collegial Roundtable

Networking huddles provide an opportunity for delegates from different geographic regions or countries represented in the International Bazaar to gather, discuss issues and network with peers prior to the official opening of the Conference. Discussion topics are determined by the destination hosts for each geographic huddle. Other geographic huddles may be scheduled at the request of regional delegates.

**Asia**

*Balcony I*

*Facilitator(s)* Linda Ho, Assistant Marketing Manager, Hong Kong Tourism Board

**Britain**

*Balcony J*

*Facilitator(s)* Paul McDonagh, Business Development Executive, VisitBritain

**Central and South America and the Caribbean**

*Balcony L*

*Facilitator(s)* Rodrigo Esponda, Director - Chicago, Mexico Tourism Board

**Middle East**

*Balcony M*

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

**04:00 PM-05:00 PM      New! "Sneak Preview" of the International Bazaar: For Travel Planners Only**

Travel Planners Only

*Grand Ballroom*

At the specific request of travel planners: time to tour the International Bazaar, pick up brochures, and network with fellow planners. The International Bazaar will be closed to exhibitors at this time.

**05:00 PM-05:30 PM      ETC 2009 Conference Overview: Navigation to Networking**

All Attendees & Especially Newcomers

*Mardi Gras Ballroom A-E*

Panel Presentation

This fast-paced, information-packed briefing is presented by Advisory Council members and conference delegates who have collectively spent over thirty years attending ETC. Learn how the Conference operates from this entertaining orientation on the Conference's educational sessions, the best uses and review of the Conference Resource Directory and other handout materials, including the BiZ Passport and the Speaker Handout flash drives, and receive last-minute programming updates. Speakers give tips on how to network effectively at ETC in the International Bazaar and highlight featured ETC 2009 sessions for newcomers, special events, social venues and Conference protocols. Get a running start at ETC by attending this briefing!

*Speaker(s)*            Susan Goodale, Programs Director & Gaucho Getaways Coordinator, UC Santa Barbara Alumni Association  
Charlotte Jewczyk, Manager of Travel Trade Market Development, Newfoundland & Labrador Tourism  
Jessica O'Keefe, Director of Sales, Egyptair  
Joseph Small, President, AHI Travel

**The ETC 2009 Speaker Handouts available on flash drives are made possible through the support of VisitBritain. (Visit them at Booth 2.)**

**The printing of the ETC 2009 Conference Resource Directory is made possible through the support of Saxony Tourism, EIS, Classic Escapes, and the Tourist Office of Spain, (visit them at Booth 12A-D); Trafalgar Tours West, Contiki Holidays, (visit them at Booth 19A); and the Philippine Department of Tourism (visit them at Booth 15). The ETC 2009 Conference registration bags are made possible by Saxony Tourism. (Visit them at Booth 12D.)**

**The printing of the ETC 2009 Mini-Agenda/BiZ Passport is made possible through the support of Avalon Waterways, Bushtracks African Expeditions, Contiki Holidays, and Trafalgar Tours West. (Visit them at Booth 19A,B,C.)**

**05:30 PM-06:15 PM      Mentor Meet and Greet: Newcomers Connect with Their Assigned Mentors**

Newcomers & Mentors Only

Collegial 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. Roundtables are facilitated by ETC veterans from like organizations.

*Lead Mentor(s)*            Karen Anthony, Director, Alumni Travel, University of Notre Dame  
Janet Moore, Owner, Distant Horizons

**Travel Planners**

Travel Planners Only

*Balcony K*

**Destinations**

Destinations Only

*Balcony I*

## **US Operators**

US Tour Operators Only

*Balcony J*

## **Inbound Operators**

Inbound Operators

*Balcony L*

## **Travel Suppliers**

Suppliers Only

*Balcony N*

### **06:30 PM-07:25 PM Water, Security and Changing Global Water Policies: From Katrina's Floods and Hurricanes to International Shores**

All Attendees

*Mardi Gras Ballroom A-E*

Signature Plenary

We are in New Orleans, a city which has been at the strategic heart of the North American continent since our earliest history. The Spanish, French and British and the young United States all struggled to control its strategic location and to hold back its waters. In the Civil War, the union armies also understood its importance. It is the terminus for the great highway into over two thirds of the North American continent--the Mississippi--with branches into the Missouri, the Ohio and other great rivers. Flood management and hurricane protection have been central to maintaining this strategic place through which much of the agricultural exports of the US and many other critical goods pass. This city in the great delta at the mouth of the Mississippi has always depended on management of water and engineering; as you look around you this becomes obvious. And yet, the whole world has watched a mega disaster unfold right here in the world's richest country. So what happened, what is being done and why? And what does this foretell for other rich and poor countries throughout the world that are subject to similar mega disasters as well as other areas within the US? This global briefing brings together two experts on the forefront of water policy and how they relate to strategic issues faced by the US and the World. Jerry DelliPriscoli will outline issues and debates concerning water which have now emerged to high priority around the world. Gerry Galloway will comment on how these issues are mirrored in current debates in the US over water polices. There will be time for Q&A.

*Moderator(s)* Peter Voll, Senior Vice President, High Country Passage

*Speaker(s)* Jerome DelliPriscoli, Senior Advisor, Institute for Water Resources USACE

*Respondent(s)* Gerald Galloway, Glenn L. Martin Professor of Engineering, University of Maryland

### **07:30 PM-08:15 PM ETC 2009 Conference Welcome**

All Attendees

*Mardi Gras Ballroom A-E*

Signature Plenary

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

**The winter launch of the ETC "Community" website has been made possible through the support of the Hong Kong Tourism Board, the Tourism Authority of Thailand, the Japan National Tourism Organization, the Macau Government Tourist Office, the Korea Tourism Organization, the Singapore Tourism Board, and Tourism Malaysia. (Visit them at Booth 15.)**

### **08:15 PM-09:45 PM Community Welcome Mixer: Celebrate Mexico!**

All Attendees

*Grand Ballroom*

*Ticketed Function*

The Mexico Tourism Board is sponsoring tonight's official opening of the International Bazaar - your opportunity to meet and greet acquaintances and business colleagues. Many tasty regional dishes from different states of Mexico (full menu is featured in Tab One), a Mexican band ensemble, and the annual signature Margarita Bar kick-off a festive ETC 2009 in New Orleans.

**This evening's Community Welcome Mixer is made possible through the support of the Mexico Tourism Board. (Visit them at Booth 18.)**

**09:45 PM-11:00 PM     Invitational VIP Reception**

By Invitation Only

*Riverview*

*Ticketed Function*

This popular "night cap" reception for all of ETC 2009's sponsoring partners, presenters, emeritus and advisory council members is an avenue for longstanding supporters of the ETC community to re-connect and relax with colleagues before the fast-paced ETC agenda commences Thursday morning.

**This event is hosted by ETC and the New Orleans Marriott Hotel.**

## **Thursday, February 19**

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

*Grand Ballroom*

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

Be sure to visit the Silent Charity Auction adjacent to the ETC Conference Registration Desk to review the great items on display and make your bid! Auction items donated for the ETC 2009 Silent Charity Auction will be displayed from 6 p.m. February 18 through 11:45 a.m. February 21. The proceeds from this auction are awarded to Responsible Tourism Showcase honorees recognized at ETC annually.

**The audio/visuals for today's sessions are made possible through the support of Odysseys Unlimited, AHI Travel, Geographic Expeditions, Travel Dynamics International and Variety Cruises. (Visit them at Booth 1A-E.)**

**07:00 AM-07:45 AM     New! "Preview" of the International Bazaar: For Travel Planners Only**

Travel Planners Only

*Grand Ballroom*

At the specific request of travel planners, time has been scheduled for planners only to tour the International Bazaar and pick up brochures. The International Bazaar will be closed to exhibitors at this time.

**07:00 AM-06:15 PM     Enjoy the Complimentary Cappuccino Bar!**

All Attendees

*Grand Ballroom*

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

**The Cappuccino Bar is made possible through the support of International Expeditions and TCS Expeditions. (Visit them at Booth 20A/B.)**

**07:30 AM-08:45 AM     Doing More, With Less: Travel Planner Roundtables and Breakfast Buffet  
(Discussions Grouped by Size or Type of Program and Experience Level)**

Travel Planners Only

*Collegial Roundtable*

A myriad of new pressures, from increased workloads and growing financial pressures, are requiring organizations to seek new solutions to defend their travel programs. Looking inward at the realities and impacts of the downturn economy on their programs - budget cutbacks, staff layoffs and dormant travel enrollments - travel planners from like-sized, or type, travel programs share candidly how they are coping. Strategies, tips and solutions, from internal organization to external partnerships, are brought forth on how to ride the storm and stay intact. Roundtable facilitators will set the agenda based on feedback received from colleagues prior to the Conference.

**Travel planner breakfast buffet this morning is made possible through the support of Chile Tourism. (Visit them at Booth 17.)**

### **Travel Planners Managing a Full-Time Travel Staff (Of Three or More Persons)**

*Beauregard*

Roundtable exclusive to travel directors who are managing a travel staff of three or more persons. Individual members of their travel staff should attend the roundtable for programs with 40+ tours.

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

### **Travel Planners with Programs of 40+ Tours**

*Balcony L*

*Facilitator(s)* Laura Turner, Travel Program Manager, Alumni Assn. Of University Of Michigan

### **Travel Planners with Programs of 20-40 Tours**

*Balcony M*

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

### **Travel Planners with Programs of 19 Tours and Under**

*Balcony N*

*Facilitator(s)* Michelle Bell, Assistant Director, University Of Arkansas Alumni Association

### **MAC - Museums, Art and Cultural Institutions**

*Balcony K*

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

### **07:45 AM-08:45 AM CA Sellers of Travel Law Roundtable: Where and Why It Applies to Nonprofits and Tour Operators Selling to California Residents**

All Attendees

*La Galeria I*

Solo Speaker Seminar

Does everyone who sells travel to California residents need to have a CST permit? Who is a "seller" of travel? Should every piece of paper that leaves your office have your CST number on it? Is a website that lists "tours" without a permit creating a prima facie criminal violation? Why should you take affirmative action to protect yourselves and comply? The need for purveyors in the educational travel industry to know how to work with this law is imperative. A dynamic and lively discussion delivers a cogent analysis of this California Seller of Travel Law and delves into many aspects of violations of the Law, which has both misdemeanor and felony provisions. Mr. Anolik predicts that "over half of the those organizations involved with affinity travel are probably violating the criminal provisions of the California law." If you do not know why, this may be a session not to miss!

The sellers of travel law will also be part a larger legal discussion in the Friday, Feb. 20th session on Tactical Risk Management Strategies: How to Protect Travelers, Sponsors, and Operators Given Today's Travel Realities.

*Facilitator(s)* Jackie Olson, Director, CAL Discoveries Travel, California Alumni Association

*Speaker(s)* Alexander Anolik, President, Anolik Law Corporation

### **07:45 AM-08:45 AM Revisiting Cuba Travel: Imminent Change and Exciting Opportunities**

All Attendees

*La Galeria 5*

Panel Q&A/Collegial Roundtable

For decades Cuba has been a forbidden fruit for US travelers, and with each passing year the special interest traveler becomes more intrigued to see this Caribbean island nation. In 2003, US educational and cultural travel to Cuba peaked with 84,500 participants ranging from high schools

to Elderhostel, alumni associations, and world affairs councils. In 2004, such travel was largely curtailed by the former Administration's policies. Legislation is currently before Congress to end all restrictions and the new Administration is considering restoration of non-tourist travel. This timely presentation will help ETC members to revisit potential programming to the hottest "new" destination, if and when government policies allow for travel to Cuba.

*Facilitator(s)* Sandy Doss, Vice President, Holbrook Travel

*Speaker(s)* John McAuliff, Executive Director, Fund for Reconciliation and Development

**07:45 AM-08:45 AM Worldwide Voluntourism Projects Roundtable: A Focus Group for All Interested**

All Attendees

***La Galeria 6***

Collegial Roundtable

This is an open session, Q&A format, for ETC members to participate in an important discussion on the presentation of "voluntourism" on the ETC website. Discussion includes identifying what learning tools, information, and resources in the field of voluntourism would be beneficial to ETC's constituents, what voluntourism communication mediums will best serve the ETC community (i.e. webinars, articles, weblogs, forums, etc.), and what research on voluntourism would be beneficial for publication and presentation on the ETC website and/or at the annual ETC Conference.

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

Elisa Sabatini, Director, Los Ninos

*Respondent(s)* Rodrigo Esponda, Director - Chicago, Mexico Tourism Board

**07:45 AM-08:45 AM Business-to-Business Networking: Destination, Operator and Supplier Meetings**

Destinations, Operators and Suppliers Only

***Grand Ballroom***

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

**09:00 AM-10:15 AM Morning Plenary - Trekking Through a Virtual World: Experiences of Engagement**

All Attendees

***Mardi Gras Ballroom A-E***

Keynote Plenary

Our world has never been so connected and yet cultures and environments so disconnected from our daily lives. Can we surf through virtual worlds and trek through real worlds and end up with a richer travel experience? Gerry Ellis has navigated both the back roads and superhighways in search of opportunities to help us all understand and feel the joy of this marvelous planet. "Education is the most power tool for changing a person's perspective - and mind - and travel is the greatest teacher." Gerry explores how boarding a plane and the internet can be shared journeys and help change the world. Enjoy a beautifully illustrated, amusing and insightful talk as Gerry shares his passion for global understanding with colleagues who come to this Conference for inspiration as well as hard information.

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

*Speaker(s)* Gerald Ellis, President and CEO, GLOBIO

**This morning's keynote plenary presentation is made possible through the support of the Jordan Tourism Board. (Visit them at Booth 8.)**

**10:15 AM-12:15 PM Learn About ETC's Community Website: Hear What Valuable and New Resources Are Yours to Access Today**

All Attendees

***Grand Ballroom***

Stop by ETC's website desk located in the International Bazaar's Cyber Cafe to explore ETC's COMMUNITY WEBSITE and see how it can serve you and your program or company. From trusted current and updated industry news to colleague-to-colleague networking to educational

travel research, the online "Educational Travel Community" will be your source for getting the critical information you need from wherever and whenever you need it! Meet with ETC content manager Sherry Schwarz to demo the features of the new site and take it for a spin: set up your organizational or personal profile (if you haven't already), sign up for the ALL, NACZ and MAC listserves, find out what "My Task Manager" is and why you'll love it, and learn how to utilize the "forum," and post a job, calendar event or announcement. Whether you want to spend only a few minutes, or longer, we'll be delighted to show you the many ways you can reap the time-efficiency tools of communicating and sharing with colleagues online and the educational benefits of accessing rich resources, profiles, and archived Conference content such as directories, speaker handouts, industry statistics, and data reports--all of which will soon be archived in ETC's online Library.

What's most important is that this is your opportunity to give voice to your ideas and help shape the online "ETC TRAVEL COMMUNITY." We will be taking note of your feedback and suggestions to make "your" site as useful as it can be for you and your business. Let us know what type of information you are seeking on destinations, operators, planners, trends, marketing, and research and whether you have survey suggestions. Are there social networking tools missing from the site that you'd like available? What type of webinars will support your professional learning year-round? Are there news flashes that would aid your work? Also weigh in on the type of educational travel videos, stories, and slide shows you would enjoy throughout the year.

Visitors to ETC's website desk will get a sneak peek at ETC's new quarterly webzine "Experiences"--a member-only publication. Some of your colleagues have already written for "Experiences": read their articles, and find out which longstanding community member is featured in the inaugural issue (plus, make a nomination for next issue's ETC member profile). When you stop by the ETC website desk, be sure to let us know if you are interested in contributing articles and photos for "Experiences." We'll be keeping a list of editorial ideas, prospective contributors and columnists, and Editorial Board members in order to follow up with you after the Conference.

Member access to this WEBSITE is covered in 2009 by your Conference registration fee. So make sure to stop by and learn how to take immediate advantage of this wonderful, professional and beneficial resource.

**The winter launch of the ETC "Community" website has been made possible through the support of the Hong Kong Tourism Board, the Tourism Authority of Thailand, the Japan National Tourism Organization, the Macau Government Tourist Office, the Korea Tourism Organization, the Singapore Tourism Board and Tourism Malaysia. (Visit them at Booth 15.)**

**10:15 AM-12:15 PM      ETC International Bazaar and Chilean Cuisine: Business-to-Business Networking and Silent Charity Auction**

All Attendees

*Grand Ballroom*

This is the first of three 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, and assess new tour operator product offerings to keep your travel programs ahead of the curve!

A special highlight today in the International Bazaar is a culinary demonstration of Chardonnay Olive Oil Popcorn by a renowned Chilean chef, Cristian Rebolledo. Stop by, talk recipes, glean tips and tantalize your palate with very special Chilean delicacies such as Easter Island Tuna Fish with Corn Puree and Sweet Carmenere Sauce to Fruit Foam with Rosa Mosqueta (rose hip) Infusion. (Full menu featured in Tab One.) Take note, so you'll know what specialty dishes to order on your next trip to Chile.

Featured today at the Speakers Corner, from 10:15 a.m. to 11:15 a.m., adjacent to the Jordan Tourism Board (Booth 8), will be this morning's keynote speaker, Gerry Ellis. Stop by and follow

up with any questions you may have for Gerry following his plenary presentation.

Also today, in the International Bazaar, travel attorney Alexander Anolik is available for one-on-one legal clinics in the Cyber Cafe. He will have available, on a complimentary basis, disclosure notices and legal forms for tour operators. And, stop by the ETC website desk and visit with Sherry Schwarz to learn about the new ETC Community resources now available to you online.

Travel planners are invited to tour the International Bazaar and visit informally with tour operators, destinations and travel suppliers from around the world. Inbound operators, travel suppliers and destinations are organized by geographic region and/or focus. U.S. tour operators are located in their own section within the International Bazaar. The overhead regional banners and company listings in the BiZ Passport make it easy to navigate and locate company representatives you wish to meet. There is also a large map of the International Bazaar at the Grand Ballroom entry doors.

Make the most of this concentrated period of time touring the International Bazaar by planning ahead! Before you spend time in the International Bazaar, review the abbreviated organizational profiles of all companies listed in the ETC 2009 Conference Resource Directory, and identify which travel partners best match your program needs, present and future. If you participated in speed networking prior to the Conference, four scheduled meeting times will be announced every fifteen minutes to signal the start of each of your pre-scheduled meetings.

**This morning's specialty Chilean cuisine, refreshments, and culinary demonstration are made possible through the support of Chile Tourism. (Visit them at Booth 17.)**

**11:30 AM-12:30 PM International Bazaar: Deli Lunch Pick-Up**

All Attendees

*Grand Ballroom*

*Ticketed Function*

If you pre-registered for this deli lunch option, your ticket was provided with your registration badge.

**12:15 PM-01:15 PM Afternoon Plenary - Creating Relevant Connections: Generational Marketing**

All Attendees

*Mardi Gras Ballroom A-E*

*Signature Plenary*

Generational-targeted marketing is a cutting-edge tool that businesses must use to reach and motivate the travelers of today and tomorrow. Understanding the various American generations puts you on the leading edge in developing your marketing strategies and planning new products. Ann Fishman provides critical keys to understanding generational differences and using that information strategically to connect with members and alumni, and to close travel sales. This is a presentation which provides powerful insights and data on how and why each generation is different, what they expect from your educational travel and marketing campaigns, and how generational characteristics influence trends in consumer motivation. Join Ann Fishman as she takes us on a journey demonstrating the impact of generations on our industry. By the end of this journey, you will be able to use this information to better understand current consumers and to reach out in new ways to potential consumers - through generational knowledge. Your take-away souvenirs of this experience will be knowing how to define each of the six generations and how to better reach them.

*Moderator(s)* Duncan Beardsley, Director, Generosity in Action

*Speaker(s)* Ann Fishman, President, Generational Targeted Marketing

**01:30 PM-03:00 PM Navigating Uncertainty Track - Part I**

All Attendees

## **Recreating or Rebuilding Travel Programs Under Pressure: Travel Planner Veteran Viewpoints**

*La Galeria 2, 3*  
Collaborative Exchange

The first of four provocative, lively sessions mirroring the conference 2009 theme--proactive strategies for a downturn economy--this solutions-oriented session focuses on strategic planning and business models for nonprofit travel programs in challenging times. Designed to facilitate candid, lively interactive discussion, veteran travel planners kick-off the session with their responses to key questions: How have you weathered the big storms in the past (examples), and how are you approaching this hurricane? What strategies do you have, or should you have, in place to ensure sustainability for the affinity market sector/and their businesses? What innovative marketing strategies have you implemented? Can you identify specific challenges, opportunities, and strategies to survive (and hopefully thrive in the years ahead) in this current time of economic turmoil and political unrest globally? What are the ways to navigate one's business through 2009 and beyond? Are affinities more resilient than other channels in times of uncertainty? What are the predictions for the future for affinity travel and how will we come out of this? How will we look different? What are some of the ways that the affinity/tour operator risk/return equation may have to change; what ways may you have to change your business revenue models (e.g. commission, partnerships, contracts, concessions), and what will be the impact on affinity travel programs? Where does staffing considerations fit in the mix? How do you protect yourself and your travelers in the tragic chance that a company goes "belly up." An open mic discussion with the audience is planned for the majority of the session. Attendees expect to leave with ideas on how to survive, if not more forward positively, in a downturn economy.

*Moderator(s)* Karen Kuttner-Capato, Vice President of Affinity & Charter Sales, Lindblad Expeditions  
Scott Williams, Senior Director Alumni Travel Program, University of Illinois Alumni Association  
EXPLORERS

*Speaker(s)* Karen Anthony, Director, Alumni Travel, University of Notre Dame  
Lynn Cutter, Senior Vice President, National Geographic Society  
Amy Kotkin, Director, Smithsonian Journeys

*Respondent(s)* Lauren Bruck, Director of Travel, Harvard Museum Of Natural History

**This session is part of the ETC 2009 Navigating Uncertainty track made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Tourisme Quebec, Newfoundland and Labrador Tourism, and Travel Manitoba. (Visit them at Booth 16.)**

### **01:30 PM-03:00 PM Educational Sessions (4)**

All Attendees

#### **Using Social Media Marketing Effectively: Strategic Architecture for Engagement (E-Marketing Forum Part I - Session repeated at 3:30 p.m.)**

*Mardi Gras Ballroom A-E*  
Panel Presentation

How can you create a community architecture that engages your alumni/members quickly, reflects your brand's attributes, and supports your marketing objectives? Online community is essentially a mental construct sparked via cultural cues--individuals tuning in on the same wave-length, liking it, connecting with each other, getting involved, and coming back for more. Your social media marketing plan needs to include integration with every member touchpoint you currently have, and a clear understanding (and resourcing) of the role your organization will play in the virtual conversation with and among your members. In this session, presenters discuss key elements of strategic planning for such an environment, along with the factors required to support it. Expert practitioners focus on creating, managing, moderating online communities in the service of business objectives, an integrated marketing strategy, and measurable objectives. "It's all about the people"--regardless of whether the vehicles are blogs, boards, profiles, wikis, clubs, photos, or video. In this session, learn how to kick-off a dialog with people, how to support your

member/alumni relationships with each other, how to speak to them, but also how to listen and respond to them.

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

*Speaker(s)* Shonali Burke, ABC, Communications Consultant

Maria Niles, CEO, ConsumerPop Marketing

Jenna Woodul, Executive Vice President, Chief Community Officer, LiveWorld, Inc.

**This session is part of the ETC 2009 E-Marketing Forum made possible through the support of PromPeru. (Visit them at Booth 4.)**

### **Tapping Emerging Markets: The New Multicultural Travelers and Future Growth of Your Business**

*La Galeria 5*

Panel Presentation

Who's driving profits in a downturn economy? Which customers represent new sources of revenue and will keep your travel programs on the leading-edge? Demographic shifts taking place in the U.S. and globally are requiring companies to better understand the emerging "majority" in America. Marketing educational travel towards these rapidly growing, and largely untapped, market segments requires insights on what is unique about their travel experiences and interests. These insights are critical to positioning educational travel packages in a relevant and compelling way. Focusing on the changing consumer landscape, this session explores segment marketing as a business opportunity; what the emerging multicultural consumer means to your business; and what you can expect from multicultural customers in terms of greater loyalty, increased referrals and higher grosses. Delivering an abbreviated travel industry Multicultural Marketing 101, expert practitioners provide numerous ways to segment in the ever expanding diversity marketplace-- Hispanic, African-American, and Gay and Lesbian markets--and provide positive proof that forward thinking travel companies should make segment-specific marketing a business imperative. Specific strategies and tactics will be discussed for identifying your high-potential travel prospects and reaching them effectively. A myriad of best practices from other companies and brands that are effectively reaching and retaining multicultural consumers are shared. Attendees will leave with a better perspective of both the challenges and opportunities of developing targeted offerings for diverse segment customers and strategies to develop diverse segmented marketing programs in a most cost-effective way.

*Moderator(s)* Laura Sonderup, Managing Director and Senior Strategist, Hispanidad

*Speaker(s)* Kelly McDonald, President, McDonald Marketing

Betty Young, Director - Diverse Segment Marketing, American Airlines

Margaret Young, President, Mill Square Group

### **Communicating the Voluntourism Experience: A Compelling Market Advantage for Educational Travel (Responsible Tourism Forum - Part I)**

*La Galeria 6*

Panel Q&A

Once you have determined to incorporate voluntourism into your operations as a travel planner or supplier, and have developed the relationships necessary to bring the product to market, how do you convey the message to your respective stakeholder audiences and the media? The tangible and intangible aspects of voluntourism are most readily conveyed by word-of-mouth once a program is fully operational, but in the start-up phase word-of-mouth is not readily available. What approaches have travel planners and suppliers taken in delivering internal and external communications regarding their voluntourism initiatives? What evaluation tools were established to measure success, and has that success been measured in a comparable manner to other initiatives? What approaches have been, in fact, successful? We will address these questions and additional topics related to conveying the voluntourism experience during this session.

<i>Moderator(s)</i>	David Clemmons, Founder/Co-Director, VolunTours
<i>Speaker(s)</i>	Pam Bucur, Reservations Manager, Amazon Explorama Lodges Roberta Moore, Director, Alumni Continuing Education & Travel, Dartmouth College Sue Stephenson, Vice President, Community Footprints, The Ritz-Carlton Hotel Company, LLC Kathleen Sullivan, Senior Director, Spirituality and Service, University of Notre Dame
<i>Respondent(s)</i>	Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo Elisabeth Hakim, US Coordinator, PromPeru Beverly Watson, President and CEO, Global Imprints

**This session is part of the ETC 2009 Responsible Tourism Forum made possible through the support of Greenland Tourism and Business Council, and WildChina. (Visit them at Booth 10A/B.)**

### **Staffing Global Classrooms: The Right Lecturer for the Right Itinerary**

*Mardi Gras Ballroom F-H*

Panel Presentation

When Dr. Frankenstein assembled his "creature," he needed a brain. The same is true for travel programs. The wrong brain can wreak havoc, the right one can give a trip extraordinary life. In this session we'll learn how to select the right study leader from your faculty or educational staff, how to prepare the leader for both the destination and the audience, and how a leader can establish effective rapport with travelers. No one formula works, and personalities are inevitably different, but the right jolt of energy can produce wondrous results. You'll hear from a mad scientist turned travel planner; Igor's niece, who found work on private jets; and the Monster himself!

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

*Speaker(s)* Gerald Ellis, President and CEO, GLOBIO  
Robert Fure, Director of Special Programs, Washington and Lee University  
Heidi Tefft, Director of Sales, Starquest Expeditions

### **03:00 PM-03:30 PM ETC International Bazaar: Refreshments and Chilean Treats**

All Attendees

*Grand Ballroom*

For an energy boost this afternoon, enjoy delicious Pisco Sour Cheese Cake and Chilean pastries (Alfajores Y Empolvados) with a variety of Chilean jams.

**This afternoon's refreshments are made possible through the support of Chile Tourism. (Visit them at Booth 17.)**

### **03:30 PM-05:00 PM Navigating Uncertainty Track - Part II**

All Attendees

#### **Weathering the Perfect Storm: From the CEO Perspective**

*La Galeria 2, 3*

Collaborative Exchange

The second of four provocative, lively sessions in response to the conference 2009 theme-- proactive strategies for a downturn economy--this is a solutions-oriented session designed to facilitate candid, lively interactive discussion with three CEOs dealing positively with tough economic times. The format will solicit CEO responses to key questions: What are some of the challenges that you/we are facing in these tough economic times? In this downturn economy, what type of "economic stimulus plan" do you have in place? What were some of the effective marketing strategies that you implemented after 9/11, for example: Can we anticipate any changes between the affinity/tour operator relationship (e.g. concessions, marketing, commission, risk management)? What are some of the strategies that we can put in effect to ensure sustainability for the affinity market sector? Whereas, many companies are implementing a number of initiatives to contain costs and maximize efficiency, what strategies do you anticipate implementing? With the breadth of this financial crisis, and need to face the reality that some of our tour operators may go

"belly up," what are the signals and what are the questions to ask to be certain that the travel planner's constituency's money is protected and their trip is a go? What are some of the other ways that we can double check and/or provide protection to our travelers and protect the travel planner's commission as well? An open mic discussion with the audience is planned for the majority of the session. Attendees will expect to leave with ideas on how to survive, if not move positively forward, in a downturn economy.

*Moderator(s)* Duncan Beardsley, Director, Generosity in Action  
Karen Kuttner-Capato, Vice President of Affinity & Charter Sales, Lindblad Expeditions

*Speaker(s)* George Papagapitos, President, Travel Dynamics International  
Joseph Small, President, AHI Travel  
Theodore (T.C.) Swartz, CEO and President, Starquest Expeditions

*Respondent(s)* Scott Fitzsimmons, Executive Vice President, Zegrahm Expeditions

**This session is part of the ETC 2009 Navigating Uncertainty track made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Tourisme Quebec, Newfoundland and Labrador Tourism, and Travel Manitoba. (Visit them at Booth 16.)**

### **03:30 PM-05:00 PM Educational Sessions (5)**

All Attendees

#### **Using Social Media Marketing Effectively: Strategic Architecture for Engagement (E-Marketing Forum Part I - Repeat session)**

*Mardi Gras Ballroom A-E*

Panel Presentation

How can you create a community architecture that engages your alumni/members quickly, reflects your brand's attributes, and supports your marketing objectives? Online community is essentially a mental construct sparked via cultural cues--individuals tuning in on the same wave-length, liking it, connecting with each other, getting involved, and coming back for more. Your social media marketing plan needs to include integration with every member touchpoint you currently have, and a clear understanding (and resourcing) of the role your organization will play in the virtual conversation with and among your members. In this session, presenters discuss key elements of strategic planning for such an environment, along with the factors required to support it. Expert practitioners focus on creating, managing, moderating online communities in the service of business objectives, an integrated marketing strategy, and measurable objectives. "It's all about the people"--regardless of whether the vehicles are blogs, boards, profiles, wikis, clubs, photos, or video. In this session, learn how to kick-off a dialog with people, how to support your member/alumni relationships with each other, how to speak to them, but also how to listen and respond to them.

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

*Speaker(s)* Shonali Burke, ABC, Communications Consultant  
Maria Niles, CEO, ConsumerPop Marketing  
Jenna Woodul, Executive Vice President, Chief Community Officer, LiveWorld, Inc.

**This session is part of the ETC 2009 E-Marketing Forum made possible through the support of PromPeru. (Visit them at Booth 4.)**

#### **Programming and Marketing for Diverse Audiences: Expanding Your Traveler Base and Competitive Edge**

*Mardi Gras Ballroom F-H*

Panel Presentation

Are you ever struck by the fact that the faces of travelers in your program brochures represent a rather homogeneous group? Likely, you want to reflect a wider range of travelers but just are not

seeing meaningful diversity among your participants. Given current challenges in our industry, reaching out to new audiences can be not only a way to live up to your organizational mission but also keep your traveler database fresh and growing. In this session, hear from colleagues about successful - and not so successful - attempts to reach out to traditionally under-represented racial and ethnic minorities and gain insightful tips about how to approach content development and to create marketing messages that will appeal to a more diverse audience. At the same time, learn how to build support within your institution for your efforts - and why diversity programming is a business imperative as well as an engagement imperative if you wish to increase revenues within your alumni travel program.

*Moderator(s)* Leslie Jennings Rowley, Executive Manager, Princeton Journeys, Office of the Alumni Association of Princeton University

*Speaker(s)* Kelli Palmer, Assistant to the President, University of Virginia  
Remy Shaber, Service Tour Coordinator, Association of Yale Alumni  
Laura Sonderup, Managing Director and Senior Strategist, Hispanidad

### **Offering Eco-Groovy Travel: Why Partnering on Conservation Initiatives Attracts Travelers, Creates Economic Advantage and Furthers Travel Philanthropy (Responsible Tourism Forum - Part II)**

*La Galeria 6*

Panel Presentation/Q&A

Looking to put the groove into your travel programs? Learn how building partnerships with local conservation organizations, scientists, and researchers can enhance travelers' experiences and deepen their understanding of the places they visit. Statistics show that ecotourism is growing faster than the tourism industry as a whole. Adding environmentally responsible, nature-based, and experiential components to your tour offerings can provide your travelers' with the "real" connection they seek when traveling to learn, and the knowledge they need to make a difference. Glean a special insight into the growing sector of responsible tourism as founders of mission-driven conservation initiatives share case studies demonstrating what ecotourism in practice really means--what it takes to develop trips, overcome logistical challenges in remote places, forge meaningful and lasting connections with local communities, train guides, and promote the tours to travelers. By connecting with conservation and "responsive travel" partners, you can program and facilitate a win-win environment for all involved, attract a loyal following of repeat travelers, and help conserve fragile cultures, habitats, and species. More than half of this session will be dedicated to Q&A discussion, following a mini-series of five-minute briefings on different conservation initiatives.

*Moderator(s)* David Clemmons, Founder/Co-Director, VolunTours  
Heather Hardwick, Vice President, Menlo Consulting Group, Inc.

*Speaker(s)* Margaret "Peg" Abbott, Owner, Naturalist Journeys  
Gerard Caddick, President and CEO, Terra Incognita Ecotours  
Dominique Callimanopulos, Founder, Elevate Destinations  
Gerald Ellis, President and CEO, GLOBIO  
Brad Nahill, Director, SEE Turtles  
George Wendt, President, O.A.R.S.(Outdoor Adventure River Specialists)  
Mei Zhang, Founder, WildChina

**This session is part of the ETC 2009 Responsible Tourism Forum made possible through the support of Greenland Tourism and Business Council, and WildChina. (Visit them at Booth 10A/B.)**

## **Making a Strong Case for Nonprofit Travel Programs: High Mission, High Revenue Results**

*La Galeria 5*

Panel Presentation

Travel planners are under increased scrutiny to articulate the value of their educational travel programs. The questions being posed by institutional executives to travel program directors are explored in this candid discussion: Is your travel program delivering value, or is the institution reconsidering the financial and staffing resources allocated to the program? What is the best and highest use of the organization's enrichment specialists within the travel program as presently configured? How does one measure the financial performance of an affinity travel program? What are the short- and long-term development opportunities associated with an affinity travel program? When measured, is it really meaningful? Are there lost opportunities, especially with major donor fundraising and planned gifts? What role can affinity travel play in cultivating an organization's donors? How does one design an affinity travel program to not only achieve high mission results, but high revenue/development results? With a focus on how to best leverage your travel program, this session will highlight some of the tactical strategies travel planners and operators are deploying to achieve high mission and high revenue results--with an emphasis on exploring the nexus between affinity travel and development.

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

*Speaker(s)* Barry Adams, President and CEO, The University of Houston Alumni Association  
Melissa Gresh, Alumni Travel Program Director, MIT Alumni Association  
Robert Woods, Jr., Principal, Stewart Woods & Associates

## **Connecting to Baby Boomers, the Silent Generation and the World War II Generation: A New Way to Reach Three Generations of Experienced Travelers (Pre-registration required for this ticketed workshop limited to 50 persons.)**

*Ticketed Function*

*La Galeria 1*

Solo Speaker Workshop

Combine your expertise on marketing educational travel with Ann Fishman's expertise on America's more experienced travelers in this hands-on, highly-interactive workshop, and develop concrete ideas for marketing educational travel to three generations of experienced travelers. Limited to 50 participants, in this session Ann presents new information about the Baby Boomers, the Silent, and the World War II generations and serves as a catalyst to enable participants to create specific marketing and communication strategies to take home.

*Moderator(s)* Judi Wineland, Owner, Thomson Safaris

*Speaker(s)* Ann Fishman, President, Generational Targeted Marketing

## **05:00 PM-06:15 PM ETC Official Partner Invitational Cocktail Parties: Pre-Conference Invitations Are Provided by Host Partners**

By Invitation Only

*Balconies I - N*

An official part of the ETC program, the invitational partner-hosted cocktail parties will take place in the Balcony rooms located on the fourth floor.

## **06:15 PM-06:30 PM ETC Parade Assembly**

All Attendees

*Hotel Lobby*

*Ticketed Function*

Get ready for ETC's first Mardi Gras night! Delegates assemble in the hotel lobby for ETC's own thirty-minute Mardi Gras walking parade along the same parade route that will be used by Mardi Gras' major three parades this very evening. On-time departure from the hotel is critical to avoid a collision with the official Mardi Gras parades coming down to Canal Street! It is advised to wear informal layered clothing, if the weather is chilly, and not to carry valuables. Bring an umbrella if the weather is questionable. Tonight is definitely a major photo opportunity for all interested in

capturing the sheer brilliance and craziness of the evening's festivities and floats.

Plan to be comfortable and casual this evening--JEANS WELCOMED and good walking shoes are a must for the parade trek and standing on the viewing stands to watch the Muses Parade. Bring your Community Dinner ticket with you to the Parade Assembly in order to secure your official "Re-Museable" Mardi Gras bead bag and wrist band (required without exception to enter Michaul's Restaurant at the end of the parade). If you did not register for this event on your Conference registration form prior to the Conference, you will not have a ticket to join this sold-out event.

**06:30 PM-07:00 PM ETC 2009 Second Line Parade: Departs from Hotel Lobby**

All Attendees

*Off Site*

*Ticketed Function*

ETC delegates will don their masks and boas, leaving behind the day's work at the Conference to take to the streets of New Orleans for ETC's very own Mardi Gras parade to Michaul's Live Cajun Music Restaurant on St. Charles Avenue! We will be joined by 8 costumed revelers, 4 police escorts, and a 9-piece brass band, including a grand marshal. Don't miss this departure time or the parade will leave without you.

**07:00 PM-10:00 PM Community Dinner - Mardi Gras Gala at Michaul's Live Cajun Music Restaurant with Private Parade Viewing Stands for Muses Parade**

All Attendees

*Off Site*

*Ticketed Function*

You've never had a Community Dinner like this before! Wild and crazy, and full of New Orleans hospitality, libations and authentic Cajun cuisine. There will be a live Cajun band, Cajun dancers, and a real down-home Cajun/Creole buffet at Michaul's Live Cajun Music Restaurant and Les Bon Temps Music Hall. We'll celebrate, eat and dance long into the evening, and enjoy the exclusive use of parade viewing stands to watch the Muses Parade roll by right in front of Michaul's. With an all-woman Krewe, Muses is one of the premiere Mardi Gras evening parades acclaimed as being "big and sassy" with some of the most original and coveted throws in all of Carnival. Get your special "Re-Museable" Mardi Gras bead bags ready to collect some wonderful mementos of this evening from the wild goddesses as they throw their gifts to you from the floats.

ETC offers special thanks to its Sponsoring Partners for their support in making this Mardi Gras evening venue possible: Academic Arrangements Abroad, Distant Horizons, Dubai Tourism, Emirates, High Country Passage, Saudi Arabian Airlines, Starquest Expeditions and Zahara Tours. (Visit them at Booth 14A-F.)

## **Friday, February 20**

**07:30 AM-06:00 PM ETC Conference Reception Desk Open**

All Attendees

*Grand Ballroom*

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

Be sure to visit the Silent Charity Auction at the ETC Conference Registration Desk to review the great items on display and make your bid! Auction items donated for the ETC 2009 Silent Charity Auction will be displayed from 6 p.m. February 18 through 11:45 a.m. February 21. The proceeds from this auction are awarded to Responsible Tourism Showcase honorees recognized at ETC annually.

The audio/visuals for today's sessions are made possible through the support of Odysseys Unlimited, AHI Travel, Geographic Expeditions, Travel Dynamics International and Variety Cruises. (Visit them at Booth 1A-E.)

**07:30 AM-05:30 PM Enjoy the Complimentary Cappuccino Bar!**

All Attendees

*Grand Ballroom*

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

**The Cappuccino Bar is made possible through the support of International Expeditions and TCS Expeditions. (Visit them at Booth 20A/B.)**

**08:00 AM-06:30 PM 4th Annual! Executive Forum - Full-Day Program**

Forum Attendees Only

*Bonaparte*

*Ticketed Function*

Collaborative Exchange

Designed exclusively for those executives who oversee member and/or donor travel programs, and to whom those running the travel programs report, this forum delivers a quick overview and introduction to the who's who of nonprofit and affinity travel, and the opportunity to meet with peers at the executive level. The forum agenda provides senior executives with an understanding of the overall management and execution of travel programs, how they relate to and build affinity loyalty, critical trends in affinity travel, key risk management issues ahead, skills needed to be an effective travel planner, and how best to lend support to their travel program and staff. Included collateral is an Executive Forum Manual - a 215-page collection of best practice tools for affinity travel.

*Facilitator(s)*

Duncan Beardsley, Director, Generosity in Action  
Carolyn Sheaff, Retired Director of the BEAR TREKS Travel Program, California Alumni Association, ETC Emeritus Council

*Speaker(s)*

Barry Adams, President and CEO, The University of Houston Alumni Association  
Augusto de la Torre, Chief Economist for Latin America and the Caribbean, World Bank  
Peter Greenberg, NBC Travel Editor, Today Show  
Jeffery Johnson, President, CEO and Publisher, Iowa State University Alumni Association  
Amy Kotkin, Director, Smithsonian Journeys  
James Sano, President, Geographic Expeditions  
Charlotte Travieso, Director Alumni Affairs, Tulane University  
Peter Yesawich, Chairman and Chief Executive Officer, Ypartnership

**08:00 AM-09:30 AM What's Selling, Where and Why? Discussions Grouped by Regional or Focus Affiliation**

Travel Planners Only

Collegial Roundtables

Despite the serious slowing of trip enrollments, travelers are still researching and buying trips. Colleagues share insights on what is clinching the deal - the offer, the destination, the itinerary, the discounts. Examine the balance of domestic-to-international trips that are booking into next year, as well as the price-to-value ratios. Roundtable facilitators will set the agenda based on feedback received from colleagues prior to the Conference.

**NACZ Group - Natural History, Aquarium, Conservation, Zoos**

*Balcony N*

*Facilitator(s)*

Roberta DeVries, Travel Planner and Program Manager, Philadelphia Zoo

**Pac Ten Conference**

*Balcony I*

*Facilitator(s)*

Christel Paillet, Director, Alumni Travel, UCLA Alumni Association

## **Big Ten and Big Twelve Conferences**

***Balcony J***

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

## **Ivy League Conference**

***Balcony L***

*Facilitator(s)* Judith Cushingam, Director for Education, Association of Yale Alumni

## **Big East and Atlantic Coast Conferences and Other Alumni Travel Planners without Regional Affiliation**

***Balcony M***

*Facilitator(s)* Ann-Louise Aguiar, Manager of Alumni Education and Travel, University of North Carolina GAA

## **MAC - Museums, Art and Cultural Institutions**

***Balcony K***

*Facilitator(s)* Janet Hester, Travel Planner, Hershey Story Travel

### **08:15 AM-09:30 AM Peter Greenberg: Tough Times, Great Travels**

All Attendees

***La Galeria 2, 3***

*Ticketed Function*

Solo Seminar Speaker

Peter shares the good, bad and ugly with his insights on understanding the psychographics of travel in a challenging economy and finding the silver lining.

*Moderator(s)* Mary Brophy, Vice President, Academic Arrangements Abroad

*Speaker(s)* Peter Greenberg, NBC Travel Editor, Today Show

### **08:30 AM-09:30 AM Business-to-Business Networking: Destinations, Inbound Operators and Suppliers Only**

Destinations, Operators and Suppliers Only

***Grand Ballroom***

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

### **09:45 AM-10:45 AM Morning Plenary - Emerging Lifestyles and Travel Trends: Implications for Marketing Travel in Challenging Times**

All Attendees

***Mardi Gras Ballroom A-E***

Signature Plenary

With his signature fast-paced, content-rich presentations, Peter Yesawich delivers the latest highlights from the widely-acclaimed National Travel Monitor, a nationally-representative survey of the travel habits, preferences and intentions of Americans, co-authored by Ypartnership and Yankelovich, Inc., and travelhorizons, the only national monitor of the near-term travel intentions of Americans, co-authored by Ypartnership and the Travel Industry Association. With a sharp focus on the prevailing market environment and compelling insights on traveler trends today, this is a must attend session.

*Moderator(s)* Richard Baker, CEO, Premium Knowledge Group, Luxury Marketing Councils Texas

*Speaker(s)* Peter Yesawich, Chairman and Chief Executive Officer, Ypartnership

**10:45 AM-11:00 AM International Bazaar Coffee Break: Enjoy the International Expeditions and TCS Expeditions Cappuccino Bar**

All Attendees

*Grand Ballroom*

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

**The Cappuccino Bar is made possible through the support of International Expeditions and TCS Expeditions. (Visit them at Booth 20A/B.)**

**11:00 AM-12:30 PM Navigating Uncertainty Track - Part III**

All Attendees

**Identifying and Assessing the Risks: Key Legal, Medical and Security Considerations**

*Mardi Gras Ballroom A-E*

Collaborative Exchange

The third of four provocative, lively sessions directed to the conference 2009 theme--proactive risk management strategies for uncertain times--this session is designed to facilitate a candid, lively interactive discussion amongst experts who share immediate strategies on managing the risks inherent with any educational travel program. Expert panelists review tactical approaches to identify and assess the primary areas of risk in this exceedingly dynamic and challenging business environment, including the physical safety (e.g., vehicle accidents/cruise vessel safety), health (e.g., older travelers), security (e.g. terrorist threats), and financial risks (e.g., supplier default). The session is designed to facilitate candid, interactive discussion, followed by an open mic discussion with the audience. Attendees will expect to leave with solid tips and best practices on how you can assess your risk profile, with a primer on mitigating the risks.

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

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

Phyllis Kozarsky, Professor of Medicine/Consultant, Emory University School of Medicine/CDC

Michael Woodrum, Senior Manager, Control Risks

**This session is part of the ETC 2009 Navigating Uncertainty track made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Tourisme Quebec, Newfoundland and Labrador Tourism, and Travel Manitoba. (Visit them at Booth 16.)**

**11:00 AM-12:30 PM Educational Sessions (5)**

All Attendees

**Decoding the Most Misunderstood Tools of the Internet: Search Engine Marketing & Optimization (E-Marketing Forum Part II - Session repeated at 4:00 p.m.)**

*Mardi Gras Ballroom F-H*

Panel Presentation

Take a deep dive into the most misunderstood tools of the Internet--Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Learn from .Com's industry pioneers how to integrate SEO and SEM into your core marketing strategy. This session will cover the fundamentals of making your website more accessible by search engines; increasing traffic to your site with organic searches; and pushing the competition out of the top spots by creating valuable backlinks to your website. Also find out what type of investment (both financial and time) is needed to successfully deploy SEO and SEM, what type of results to expect and how to evaluate your campaign's success. You'll walk away with strategies you can put to immediate use to drive

Web traffic and grow your business. In addition, critiques of several websites of affinity organizations and tour companies represented at ETC will serve to illustrate specific examples of easy, and often inexpensive, things that can be done to improve SEO performance, enhance branding, and strengthen market appeal--critical in a tough-selling market.

*Moderator(s)* Ward Cameron, Director, Ward Cameron Enterprises  
*Speaker(s)* Hillary Bressler, CEO and Founder, .Com Marketing  
Sharon Swendner, President, .Com Marketing

**This session is part of the ETC 2009 E-Marketing Forum made possible through the support of PromPeru. (Visit them at Booth 4.)**

### **Crossing Institutional Silos: Creative Collaboration and Communication Among Departments to Expand the Reach of Traditional Alumni Travel Programs**

*La Galeria 6*

Panel Presentation

How can you mine your institution for creative partnerships that serve to bridge often isolated "silos" in order to expand/deepen/build the alumni travel program? Younger alums are now expressing interest in opportunities that connect with study abroad, community engagement and volunteering. This session is designed to stretch everyone's ideas about creative ways to move forward in a rapidly changing field of alumni travel, benefit from shifting demographics in one's traveler base, and be proactive in a downturn economy. Based on her professional training and experience in the field of business, nonprofit and cross partnering, Elisa Sabatini sets the stage for this "think out of the box" discussion highlighting the importance, wisdom, benefits and returns of cross partnering on programs to reach new travelers. The discussion and information shared by those working creatively within university settings will serve to encourage alumni travel planners to: assess the gold mine of resources and travelers yet untapped within their own institutions; vision new directions for their program offerings; and, help set the stage for the future models of alumni travel not yet in play. At the minimum, discussion explores practical ways to connect across university departments to grow alumni travel programs through creative lateral collaboration. Half of the this session will be committed to highly interactive discussion with the audience.

*Moderator(s)* Elisa Sabatini, Director, Los Ninos  
*Speaker(s)* Karen Anthony, Director, Alumni Travel, University of Notre Dame  
Alicia Stevens, Director of Global Programs, Columbia University, School of the Arts  
Kathleen Sullivan, Senior Director, Spirituality and Service, University of Notre Dame  
Charlotte Travieso, Director Alumni Affairs, Tulane University

### **Understanding the Travelers and Their Choices: From The Source**

*La Galeria 2, 3*

Panel Q&A

Ever wondered why travelers pick the trips they do? We spend a lot of time trying to read the minds of our travelers but here is a chance to listen to three travelers from very different demographics share their motivations and expectations when choosing a trip. Join us for an enjoyable, lively session as we try to really understand what makes a traveler tick. Our travel guru, Peter Greenberg will share his own insights into the consumer mystic and choices in a tough times. Glean insights from current market research on how educational travelers may respond differently to current uncertain market conditions. Plus some interesting data captured by travel-related book sales sheds some light on where travelers are going, and with whom, crossing affinity lines. We think you might be surprised at the diverse and revealing conclusions shared in this session.

*Moderator(s)* Janet Moore, Owner, Distant Horizons  
*Speaker(s)* Emanuel Blessey, Retired Vice President, Merrill Lynch  
Peter Greenberg, NBC Travel Editor, Today Show  
Heather Hardwick, Vice President, Menlo Consulting Group, Inc.  
Darrel Schoeling, President, Longitude  
Timothy Wentworth, Group President, Employer Accounts, Medco Health Solutions, Inc.  
*Respondent(s)* Hope Stockstad, Retired, Guest Traveler

**Branding Your Organization's Travel Program: Understanding and Executing Brand Strategies to Attract (and Retain) Your Desired Consumer (Session repeated Saturday, 11:45 a.m.)**

*La Galeria 5*

Panel Presentation

Is your travel program effectively positioned to compete against other service, learning or guided travel programs? Is a downturn economy and increasing competition for the minds, hearts and dollars of your target audience exerting more pressure on your program than ever before? Are you selling a commodity? Or are you offering an emotionally engaging experience that will reap long-term dividends for your university or non-profit organization? In this session, learn how to effectively brand your university, or institutional travel program, at all touch points with your target consumer to attract the travelers you want, and fulfill your organization's goals. Branding experts in travel and the non-profit arena as well as higher education will discuss how to position and manage perceptions around your travel brand so that it: 1) reflects the true heart of your organization; 2) genuinely engages your target traveler; 3) clearly differentiates your program from other options in the minds of high-opportunity consumers. You'll come away from this session with a new understanding of how to brand your travel program as a unique experience that can forge emotional bonds between your institution and your traveler--bonds that endure well beyond the plane ride home.

*Moderator(s)* Maria Niles, CEO, ConsumerPop Marketing  
*Speaker(s)* Cheryl Leas, VP, Brand Strategy and Market Research, SHR Perceptual Management  
Thomas McMillan, Principal, Expand 360

**Engaging Younger Travelers: Generation X, Generation Y and Generation 9/11 - What Do They Want? (Pre-registration required for this ticketed workshop limited to 50 persons.)**

*Ticketed Function*

*La Galeria 1*

Solo Speaker Workshop

This hands-on, highly-interactive workshop focuses on America's younger travelers. Limited to 50 participants, Ann Fishman presents additional information about Generation X, Y, and 9/11. Developing concrete ideas for marketing educational travel to three generations of young travelers, participants will learn specific marketing and communication strategies to take home. Get ready for today's and tomorrow's travelers--and create new ways to entice these generations to get in the habit of enjoying educational travel on your travel programs!

*Moderator(s)* Meredith Mason, Chief Operating Officer, Global Adrenaline, Inc.  
*Speaker(s)* Ann Fishman, President, Generational Targeted Marketing

**11:45 AM-12:45 PM Executive Forum: Luncheon**

Forum Attendees Only

*Regent*

*Ticketed Function*

**The Executive Forum Luncheon is made possible through the support of Go Next. (Visit them at Booth 7.)**

**12:00 PM-01:00 PM International Bazaar: Deli Lunch Pick-Up**

All Attendees

*Grand Ballroom*

*Ticketed Function*

If you pre-registered for this deli lunch option, your ticket was provided with your registration badge.

**01:00 PM-02:00 PM Afternoon Plenary - The State of the Economy, A Perilous Progress for 2009/10 -- Sparkle or Fizzle?**

All Attendees

*Mardi Gras Ballroom A-E*

Keynote Plenary

How serious are economic problems worldwide? How long will they continue to impact small travel businesses like ours and next year's bottom line? Navigating through 2009 and beyond, drawing upon history for signposts for global and U.S. growth or decline, leading economists and analysts weigh in on the state of the U.S. and world economy, its short- and long-term effects on discretionary spending, and comment on some of the big debates of today. Dr. Bernstein addresses the origins and unfolding of the present economic crisis in the United States, spanning the economic history of the U.S. since the time of the Great Depression of the 1930s. Dr. de la Torre focuses on the propagation and transmission of the economic crisis in assessing its impacts on various emerging regions including Latin America, East Asia, South Asia and Eastern Europe.

*Moderator(s)* Douglas Grimes, President and Founder, MIR Corporation

Jalsa Urubshurow, President and CEO, Nomadic Expeditions

*Speaker(s)* Michael Bernstein, Senior Vice President for Academic Affairs and Provost, Tulane University

Augusto de la Torre, Chief Economist for Latin America and the Caribbean, World Bank

**This afternoon's plenary presentation is made possible through the support of MIR Corporation and Nomadic Expeditions. (Visit them at Booth 21A/B.)**

**02:00 PM-04:00 PM Learn About ETC's Community Website: Hear What Valuable Resources Are Yours to Access Today**

All Attendees

*Grand Ballroom*

Stop by ETC's website desk located in the International Bazaar's Cyber Cafe to explore ETC's COMMUNITY WEBSITE and see how it can serve you and your program or company. From trusted current and updated industry news to colleague-to-colleague networking to educational travel research, the online "Educational Travel Community" will be your source for getting the critical information you need from wherever and whenever you need it! Meet with ETC content manager Sherry Schwarz to demo the features of the new site and take it for a spin: set up your organizational or personal profile (if you haven't already), sign up for the ALL, NACZ and MAC listserves, find out what "My Task Manager" is and why you'll love it, and learn how to utilize the "forum," and post a job, calendar event or announcement. Whether you want to spend only a few minutes, or longer, we'll be delighted to show you the many ways you can reap the time-efficiency tools of communicating and sharing with colleagues online and the educational benefits of accessing rich resources, profiles, and archived Conference content such as directories, speaker handouts, industry statistics, and data reports--all of which will soon be archived in ETC's online Library.

What's most important is that this is your opportunity to give voice to your ideas and help shape the online "ETC TRAVEL COMMUNITY." We will be taking note of your feedback and suggestions to make "your" site as useful as it can be for you and your business. Let us know what type of information you are seeking on destinations, operators, planners, trends, marketing, and research and whether you have survey suggestions. Are there social networking tools missing from the site that you'd like available? What type of webinars will support your professional learning year-round? Are there news flashes that would aid your work? Also weigh in on the type of educational travel videos, stories, and slide shows you would enjoy throughout the year.

Visitors to ETC's website desk will get a sneak peek at ETC's new quarterly webzine "Experiences"--a member-only publication. Some of your colleagues have already written for "Experiences": read their articles, and find out which longstanding community member is featured in the inaugural issue (plus, make a nomination for next issue's ETC member profile). When you stop by the ETC website desk, be sure to let us know if you are interested in contributing articles and photos for "Experiences." We'll be keeping a list of editorial ideas, prospective contributors and columnists, and Editorial Board members in order to follow up with you after the Conference.

Member access to this WEBSITE is covered in 2009 by your Conference registration fee. So make sure to stop by and learn how to take immediate advantage of this wonderful, professional and beneficial resource.

**The winter launch of the ETC "Community" website has been made possible through the support of the Hong Kong Tourism Board, the Tourism Authority of Thailand, the Japan National Tourism Organization, the Macau Government Tourist Office, the Korea Tourism Organization, the Singapore Tourism Board and Tourism Malaysia. (Visit them at Booth 15.)**

**02:00 PM-04:00 PM      ETC International Bazaar and New Orleans Cuisine: Business-to-Business Networking and Silent Charity Auction**

All Attendees

*Grand Ballroom*

Enjoy the "Catch the Buzz" Cappuccino Bar and flavorful New Orleans cuisine provided by International Expeditions and TCS Expeditions. (Full menu featured in Tab One.)

The second of three official 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, and assess new tour operator product offerings to keep your travel programs ahead of the curve!

Also today, in the International Bazaar, travel attorney Alexander Anolik is available for one-on-one legal clinics in the Cyber Cafe. He will have available, on a complimentary basis, disclosure notices and legal forms for tour operators. And, stop by the ETC website desk to visit with Sherry Schwarz and learn about the new ETC Community resources now available to you online.

U.S. tour operators are located in their own section within the International Bazaar. Inbound operators, travel suppliers and destinations are organized by geographic region and/or focus. The overhead regional banners and company listings in the BiZ Passport make it easy to navigate and locate company representatives you wish to meet. There is also a large map of the International Bazaar at the Grand Ballroom entry doors.

Make the most of this concentrated period of time in the International Bazaar by planning ahead. Review the abbreviated organizational profiles of all companies listed in the ETC 2009 Conference Resource Directory, and identify which travel partners best match your program needs, present and future. If you participated in speed networking prior to the Conference, four scheduled meeting times will be announced every fifteen minutes to signal the start of each of your pre-scheduled meetings.

**This afternoon's New Orleans refreshments and Cappuccino Bar are made possible through the support of International Expeditions and TCS Expeditions. (Visit them at Booth 20A/B.)**

**04:00 PM-05:30 PM      Regional Insights: The State of Latin American Economies; and the EU Presidency and EU-US Relations**

All Attendees

*La Galeria I*

Collegial Roundtable

This is a unique opportunity at ETC for all delegates, particularly those from Latin and South America and Europe, and those selling programs to these countries, to meet with Dr. de la Torre

and Ambassador Kolar in this small, informal roundtable setting for information discussion and Q&A. World Bank Chief Economist Dr. de la Torre will entertain questions about the interrelated external shocks that are hitting Latin America simultaneously--the global financial turmoil, the collapse in commodity prices, and the worldwide recession. Ambassador Petr Kolar shares insights on the European Union and EU-US relations from the perspective of the current EU Presidency holder, the Czech Republic.

*Moderator(s)* Philip Mathews, Senior Associate, MIR Corporation

*Speaker(s)* Augusto de la Torre, Chief Economist for Latin America and the Caribbean, World Bank  
H.E. Petr Kolar, Ambassador of the Czech Republic, Embassy of the Czech Republic

*Respondent(s)* Alea Cot, Assistant Vice Chancellor, University Of New Orleans  
Rodrigo Esponda, Director - Chicago, Mexico Tourism Board

**This roundtable discussion is made possible through the support of MIR Corporation and Nomadic Expeditions. (Visit them at Booth 21A/B.)**

#### **04:00 PM-05:30 PM Educational Sessions (5)**

All Attendees

##### **Decoding the Most Misunderstood Tools of the Internet: Search Engine Marketing and Optimization (E-Marketing Forum Part II - Repeat session)**

*Mardi Gras Ballroom F-H*

Panel Presentation

Take a deep dive into the most misunderstood tools of the Internet--Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Learn from .Com's industry pioneers how to integrate SEO and SEM into your core marketing strategy. This session will cover the fundamentals of making your website more accessible by search engines; increasing traffic to your site with organic searches; and pushing the competition out of the top spots by creating valuable backlinks to your website. Also find out what type of investment (both financial and time) is needed to successfully deploy SEO and SEM, what type of results to expect and how to evaluate your campaign's success. You'll walk away with strategies you can put to immediate use to drive Web traffic and grow your business. In addition, critiques of several websites of affinity organizations and tour companies represented at ETC will serve to illustrate specific examples of easy, and often inexpensive, things that can be done to improve SEO performance, enhance branding, and strengthen market appeal--critical in a tough-selling market.

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

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

**This session is part of the ETC 2009 E-Marketing Forum is made possible through the support of PromPeru. (Visit them at Booth 4.)**

##### **Making Travel Transformative: Simple and Effective (and Immediate) Tools for Genuine Engagement and Exchange**

*La Galeria 6*

Panel Presentation/Workshop

Much is made of insider's access, but what about fostering genuine engagement and exchange between travelers and locals on tour? Presenters share tried-and-true examples of crafting the experiential component to cultural travel. Learn simple and effective tools that break down cultural barriers and bring travelers and locals together for reciprocal and meaningful engagement. Better still, test out these ideas first-hand at interactive stations during the session. Get inspired as you play games, mix drinks and create a one-of-a-kind gift for school children in rural Peru!

<i>Moderator(s)</i>	Andrew Lockwood, President, Pacific Islands Institute
<i>Speaker(s)</i>	Wendy Botham, General Manager, Petra Moon Tourism Services Jennifer Chesterman, Business Development Manager, EIS Jim Kane, President and Founder, Culture Xplorers
<i>Respondent(s)</i>	Elisabeth Hakim, US Coordinator, PromPeru

### **Getting Exposure During Tough Times: How to Get Your Travel Program, Destination or Tour Picked Up by the Media**

*La Galeria 2, 3*

Panel Q&A

A diverse panel of freelance and staff travel media experts from print, online, television and radio, from both local and national markets, discuss: the state of the media industry, what it takes to be covered in their outlets, how you should and should not "pitch them," topics that they are looking to cover, how to hook onto a travel trend, news angle or be included in a special section, best ways to follow up, and much more. Lots of Q&A time is planned.

<i>Moderator(s)</i>	Marian Goldberg, Principal, Goldberg on Travel: Marian Goldberg Marketing Communications
<i>Speaker(s)</i>	Marda Burton, Travel Editor, Veranda Wayne Curtis, Freelance Journalist, Correspondent (Atlantic), Contributing Editor (Down East and Prevention) Peter Greenberg, NBC Travel Editor, Today Show Bob Griffin, Travel TV Producer, Bob Griffin Travels Radio-TV Productions Taylor Holliday, Owner/President, Lotus Culinary Travel Niloufar X. Motamed, Features Editor, Travel and Leisure Magazine Steven Raichlen, Host of Primal Grill (on PBS) and author of The Barbecue Bible and forthcoming Planet Barbecue, Primal Grill (PBS), The Barbecue Bible

### **Tactical Risk Management Strategies: How to Protect Travelers, Sponsors, and Operators Given Today's Travel Realities**

*La Galeria 5*

Panel Presentation

With increasingly litigious societies, terrorism, operator or supplier financial default--the risks associated with travel seem magnified in today's challenging world. Once you have educated yourself about the risks faced by your organization, how do you approach the task of communicating and mitigating them? A practical follow-up to this morning's Navigating Uncertainty Part III Track, which focused upon identifying risks, this session will provide the nuts-and-bolts information you need to responsibly protect your organization. Industry experts will share best practices, offer specific examples, and provide current information about travel and trip cancellation insurance, passenger liability and medical releases, liability insurance, operator/supplier contracts, and state seller of travel law.

<i>Moderator(s)</i>	Steve Ridgway, President, Travel Concepts
<i>Speaker(s)</i>	Alexander Anolik, President, Anolik Law Corporation Ralph Davis, Founder, Travel Insurance Services Charles "Reb" Gregg, Attorney-at-Law, Outdoor Liability Law Greg Takehara, Senior Vice President, The Berkely Group

### **Defining and Attracting Affluent Travelers: Tracking Trends, Marketing Luxury and Selling Style**

*Mardi Gras Ballroom A-E*

Panel Presentation

Appealing to affluence is knowing not just what consumers are thinking and doing, but how they're feeling and what's motivating them. Hear how luxury brands can lure buyers in any economic

environment and the five emerging social trends driving high-net-worth consumers to purchase. Moving beyond "price" and "prestige" to uncover the most powerful persuaders luxury marketing, this presentation provides clarity on what affluent consumers are thinking, key trends and strategies to connect with them more intuitively, and innovative ways of attracting new customers in uncertain climates. Peter Yesawich shares selected highlights from Ypartnership's 2008 Portrait of Affluent Travelers, the only in-depth exploration of the travel intentions of the top 8% of American households defined by current income and net worth. Highlighting the top 10 reasons why affluent life style marketing is essential today, Richard Baker shares practical, deployable strategies to strengthen marketing efforts. Daniel Levine delves into the most significant and robust social trends powering luxury consumer markets, how creative companies are responding to these trends, and innovative strategies that you can immediately put to use to attract affluent consumers and increase profits.

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

*Speaker(s)* Richard Baker, CEO, Premium Knowledge Group, Luxury Marketing Councils Texas

Daniel Levine, Executive Director, The Avant-Guide Institute

Peter Yesawich, Chairman and Chief Executive Officer, Ypartnership

**This panel presentation is made possible through the support of Lindblad Expeditions, Innovation Norway - Tourism, and Hurtigruten formerly Norwegian Coastal Voyage. (Visit them at Booth 3A/B.)**

**05:30 PM-07:00 PM ETC Official Partner Invitational Cocktail Parties: Pre-Conference Invitations Are Provided by Host Partners to Their Guests**

By Invitation Only

*Balconies I - N*

An official part of the ETC program, the invitational partner-hosted cocktail parties will take place in the Balcony rooms located on the fourth floor.

**07:00 PM-09:30 PM The National World War II Museum: Reception and Exclusive ETC After-Hours Access to Collections - Walking Groups Depart from Hotel 7:00 p.m.-7:30 p.m.**

All Attendees

*Off Site*

*Ticketed Function*

Overwhelmed by the frivolities of Mardi Gras? Just one block from the wildness of Mardi Gras on St. Charles Avenue, enjoy a relaxing cocktail next to a Sherman tank or under a C-47! This evening, ETC attendees are provided exclusive access to the unique galleries and exhibits of The National World War II Museum, founded as The National D-Day Museum by renowned historian and author Dr. Stephen Ambrose and current Museum President Dr. Gordon "Nick" Mueller. Designated by Congress as the country's official museum of the Second World War and an affiliate of the Smithsonian Institution, this museum illuminates the teamwork, courage and sacrifice of the generation who won the war that changed the world. As you experience firsthand the dramatic galleries and powerful personal stories, it is hard not to be impressed by the scope and content contained in this moving and beautifully interpreted museum, enhanced by the dedication of World War II veteran volunteers and the people who work there. A special exhibit - Fighting for Democracy: Who is the "We" in "We, the People"? (on loan from the Japanese American National Museum) will be open as well as the main galleries of The National World War II Museum.

Don't be late! A special welcome at 8 p.m. will be presented by Museum President Dr. Mueller and a short briefing by Petr Kolar, Ambassador of the Czech Republic, will follow. For those who arrive early (from 7:00 p.m. to 8:00 p.m.), special access to climb into the tanks and the Higgins Boat LCPL will be available (wear pants/casual gear).

The museum on Magazine Street is a nine-block walk from the New Orleans Marriott Hotel. Meet in the hotel lobby to join walking groups which will depart from the hotel between 7:00-7:30 p.m., allowing the crossing of Canal Street before Friday's major evening parades arrive on Canal Street at 7:45 p.m. Return to the hotel at your own leisure. If you still want to catch the third and last Friday evening Mardi Gras parade, a short stroll away from the museum will put you front and center on St. Charles Avenue, where you can join in with the crowd shouting, "Throw Me

Something, Mister!"

*Moderator(s)* Gordon "Nick" Mueller, President and CEO, The National World War II Museum

*Speaker(s)* H.E. Petr Kolar, Ambassador of the Czech Republic, Embassy of the Czech Republic

**Special access to the Museum and private reception are made possible through the generous hospitality of The National World War II Museum.**

**08:45 PM-10:00 PM ETC Official Partner Invitational Dinners: Pre-Conference Invitations Are Provided by Host Partners**

By Invitation Only

*Off Site*

## **Saturday, February 21**

**07:00 AM-12:00 PM Hotel Bag Storage**

*Hotel Front Desk*

For those delegates departing on afternoon flights, the hotel provides baggage storage at the bell stand. Check out, stow your bags, and then get ready to enjoy a power-packed half-day of sessions highlighted by Daniel Levine's riveting morning plenary on cashing in on social trends and the sumptuous Israeli brunch with a major culinary demonstration by one of Israel's renowned chefs, Ofir Kedem, in the International Bazaar.

**07:30 AM-02:00 PM Enjoy the Complimentary Cappuccino Bar!**

All Attendees

*Grand Ballroom*

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

**The Cappuccino Bar is made possible through the support of International Expeditions and TCS Expeditions. (Visit them at Booth 20A/B.)**

**07:30 AM-03:00 PM ETC Conference Reception Desk Open**

All Attendees

*Grand Ballroom*

Be sure to make your final bids at the Silent Charity Auction! Bidding on auction items donated for the ETC 2009 Silent Charity Auction will close today at 11:45 a.m. sharp! Items must be paid for and picked up by 1:30 p.m. The proceeds from this auction are awarded to Responsible Tourism Showcase honorees recognized at ETC annually.

**08:00 AM-09:00 AM CEO Roundtable with Ann Fishman**

CEOs Only - Pre-Registration Required

*Balcony I*

*Ticketed Function*

Collegial Roundtable

*Facilitator(s)* Joseph Small, President, AHI Travel

*Speaker(s)* Ann Fishman, President, Generational Targeted Marketing

**08:00 AM-09:00 AM Business-to-Business Networking: Destination, Operator and Supplier Meetings**

Destinations, Operators and Suppliers Only

*Grand Ballroom*

Informal time for destinations, suppliers and operators to schedule ad hoc business meetings with each other.

**08:00 AM-09:00 AM Set Your Own Agenda! Solutions and Sharing**

All Attendees

*Balcony K*

Collegial Roundtable

Do you have a burning topic to discuss with colleagues that is not currently scheduled on the agenda? Take an active part in a new networking session at ETC designed to allow colleagues to set their own agendas. Topics and moderators are not pre-determined; any delegate can elect to host a discussion simply by posting their tabletop topic at the door. Grab an early morning cappuccino and join a tabletop discussion of interest or just gather with colleagues to debrief on this last day at ETC 2009. If you would like to lead/announce a discussion topic, let the Conference organizers know when you check in at the registration desk and your topic will be posted in advance.

**08:00 AM-09:00 AM Investing in Email Marketing: A Cost-Effective Strategy ... If Done Smartly**

All Attendees

*La Galeria 6*

Solo Seminar Presentation

With more than 147 million people using email in the U.S. each day, it's no wonder that email marketing represents a huge growth area. However, only about 11 percent of those executing email campaigns are doing it smartly. Learn from a .Com Marketing industry expert to take advantage of this cutting-edge strategy that produces the highest ROI on the Internet. This session will address when you should integrate email marketing into your overall plan, as well as provide tips and techniques to increase your open rate, brand awareness and sales conversions. Many commonly asked questions will be addressed: How much should I spend? What type of results should I expect? How do I evaluate the campaign's effectiveness? Attendees will walk away with information necessary to help bump them into the elite 11 percent doing email marketing effectively.

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

*Speaker(s)* Sharon Swendner, President, .Com Marketing

**09:10 AM-10:15 AM Turning Economic Challenges into Profitable Opportunities: How Educational Travel Professionals Can Cash-in on Social Trends to Thrive in a Weakening Global Economy**

All Attendees

*Mardi Gras Ballroom D, E*

Keynote Plenary

Today's challenges are also creating unprecedented opportunities for educational travel professionals: When the wind blows differently, you have to adjust the sails. Strap yourself in and get ready for an extraordinary, one-of-a-kind look forward at the profound social shifts that will transcend current economic challenges and dramatically re-shape our industry. Packed with brilliant examples of where culture- and consumer-oriented businesses are headed, this essential presentation shows you how to take advantage of the new reality in ways that your competitors have yet to even imagine. Spotlighting remarkable original cases, Daniel, the "go-to guy" in troubled economic times, demonstrates how creative companies from a wide range of industries are not just surviving, but thriving and profiting from emerging cultural trends. Daniel explores how you, too, can take advantage of these same trends in innovative new ways to attract customers and increase sales. While this presentation is inspirational, funny and packed with truly amazing visuals, the focus is on the practical. You will learn about social trends that will significantly impact your work, discover straightforward strategies to take advantage of these developments, and walk away with remarkable insights and tactics you can immediately put to use.

*Moderator(s)* Rolf Logan, Director of National Accounts, Hurtigruten formerly Norwegian Coastal Voyage

*Speaker(s)* Daniel Levine, Executive Director, The Avant-Guide Institute

**This morning's signature plenary session is made possible through the support of Lindblad Expeditions, Innovation Norway - Tourism, and Hurtigruten formerly Norwegian Coastal Voyage. (Visit them at Booth 3A/B.)**

**10:15 AM-11:45 AM ETC International Bazaar and Israeli Brunch: Business-to-Business Networking and Silent Charity Auction**

All Attendees

*Grand Ballroom*

Enjoy wonderful ethnic cuisine from Israel with a sumptuous brunch and sampling of many special dishes, complemented by a culinary demonstration of lamb ribs and lamb kebab on cinnamon stick from one of Israel's renowned chefs, Ofir Kedem. (Full menu featured in Tab One.) There are many wonderful items on the menu to inspire and inform your palate for Israeli cuisine.

Featured at today's Speakers Corner, adjacent to the Lindblad Expeditions, Innovative Norway - Tourism, and Hurtigruten formerly Norwegian Coastal Voyage (Booth 3A/B), will be Daniel Levine. Stop by and ask the questions you may not have had the chance to ask at this morning's plenary session.

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

Be sure to finalize your bids at the Silent Charity Auction - the bidding will end at 11:45 a.m. sharp. Payment and collection of items can be arranged at the ETC Conference Reception Desk from 11:45 a.m. to 1:30 p.m.

**This morning's brunch is made possible through the support of the Israel Ministry of Tourism. (Visit them at Booth 9.)**

**11:45 AM-01:00 PM Navigating Uncertainty Track - Part IV**

All Attendees

**Selling Through Recession: Planning, Programming and Promotional (and Immediate) Strategies for Tough Times**

*La Galeria 2, 3*

Collaborative Exchange

The fourth of four provocative, lively sessions directed to the conference 2009 theme--proactive strategies for a downturn economy--this concluding session focuses on how to change, adapt and set new directions in programming and marketing for the very different economic and political global environment today. Presenters kick-off the discussion with short commentaries on their insights and strategic considerations in response to the economy, what keeps their teams awake at night, and proactive solutions and strategies deployed or in the works. The majority of the session will be Q&A as presenters field questions from all who wish to participate in a discussion on designing and marketing a quality travel experience during a recession--from "to discount or not to discount" to messaging strategies and experiential programming. An announced goal of the session will be for participants to take home five concrete actions to immediately improve their bottom lines.

*Moderator(s)* Susan Goodale, Programs Director & Gaucho Getaways Coordinator, UC Santa Barbara Alumni Association  
Marcia Gordon, Director of Affinity Programs, Classic Escapes

*Speaker(s)* J. William Diebenow, Executive Vice President, High Country Passage  
Scott Fitzsimmons, Executive Vice President, Zegrahm Expeditions  
Karen Ledwin, VP, Programming & Operations, National Geographic Expeditions, National Geographic Society

*Respondent(s)* Daniel Levine, Executive Director, The Avant-Guide Institute

**This session is part of the ETC 2009 Navigating Uncertainty track made possible through the support of the Canadian Tourism Commission, New Brunswick Tourism and Parks, Tourisme Quebec, Newfoundland and Labrador Tourism, and Travel Manitoba. (Visit them at Booth 16.)**

## **11:45 AM-01:00 PM Educational Sessions (2)**

All Attendees

### **Branding Your Organization's Travel Program: Understanding and Executing Brand Strategies to Attract (and Retain) Your Desired Customer (Repeat session)**

*La Galeria 6*

Panel Presentation

Is your travel program effectively positioned to compete against other service, learning or guided travel programs? Is a downturn economy and increasing competition for the minds, hearts and dollars of your target audience exerting more pressure on your program than ever before? Are you selling a commodity? Or are you offering an emotionally engaging experience that will reap long-term dividends for your university or non-profit organization? In this session, learn how to effectively brand your university, or institutional travel program, at all touch points with your target consumer to attract the travelers you want, and fulfill your organization's goals. Branding experts in travel and the non-profit arena as well as higher education will discuss how to position and manage perceptions around your travel brand so that it: 1) reflects the true heart of your organization; 2) genuinely engages your target traveler; 3) clearly differentiates your program from other options in the minds of high-opportunity consumers. You'll come away from this session with a new understanding of how to brand your travel program as a unique experience that can forge emotional bonds between your institution and your travelers--bonds that endure well beyond the plane ride home.

*Speaker(s)* Cheryl Leas, VP, Brand Strategy and Market Research, SHR Perceptual Management  
Thomas McMillan, Principal, Expand 360

### **Enhancing Programs with Culinary Tourism: A True Cultural Experience**

*Mardi Gras Ballroom D*

Panel Q&A

As nearly 100% of all tourists dine out when traveling, dining is ranked among the top three favorite tourist activities. Local cuisine is an intrinsic element of culture and is the number one motivating factor when travelers select a destination. These are the reasons your travelers may already be culinary tourists and why you can strengthen your program appeal by offering more customized culinary experiences. Supported by data from the Culinary Tourism Association, and the URLs for culinary highlights of destinations represented at ETC, expert practitioners and journalists will offer practical examples on how to enhance and promote the culture of cuisine in your tour programs and to your destinations, and to broaden the reach of your travel offer to a rapidly growing market niche.

<i>Moderator(s)</i>	Marian Goldberg, Principal, Goldberg on Travel: Marian Goldberg Marketing Communications Heidi Quiram, Study Travel Director, St. Olaf College
<i>Speaker(s)</i>	Catherine Merrill, Founder and Owner, Epiculinary Niloufar X. Motamed, Features Editor, Travel and Leisure Magazine Steven Raichlen, Host of Primal Grill (on PBS) and author of The Barbecue Bible and forthcoming Planet Barbecue, Primal Grill (PBS), The Barbecue Bible Craig Schmantowsky, Chef-in-Residence, Instructor, College of Hospitality, Lynn University Katrina White, Travel Trade Manager, Rhode Island Tourism Division, Rhode Island Economic Development Corp. Elizabeth Williams, President, Southern Food and Beverage Museum
<i>Respondent(s)</i>	Jessica Herring, Marketing Manager, Korea Tourism Organization Taylor Holliday, Owner/President, Lotus Culinary Travel Etsuko Kawasaki, Director, Japan National Tourist Organization

**11:45 AM-03:00 PM International Bazaar Breakdown**

Destinations, Operators and Suppliers Only

*Grand Ballroom*

Exhibit breakdown cannot start prior to 11:45 a.m. Partners can dismantle their displays between 11:45 a.m.-3:00 p.m. only. Any items left in the Grand Ballroom will be discarded by hotel staff as they turn the room around for a major Mardi Gras event. Please make sure your items to be shipped out are clearly marked. Shipping forms will be provided by the hotel staff. Bring your UPS and FedEx shipping numbers.

**01:15 PM-02:00 PM Tuning in to the Latest and Coolest in E-Marketing: What's Next on Today's Marketing and Technology Frontiers**

All Attendees

*Mardi Gras Ballroom D*

Signature Plenary

Ever wonder what your friends are really purchasing online? Do you wish your cell phone could alert you to pick up a gallon of milk as you near a grocery store on the way home? Between the Internet, mobile phones, satellite technology, GPS devices and a willingness to try something new, almost anything is possible. In this session, you'll learn about the latest and coolest technologies and applications from a .Com Marketing expert who's on the cutting edge of marketing on the Internet. If you ever wanted to participate in a global treasure hunt, join a "passion portal" with others who have an affinity for doing what you do, or simply track the location of your friends or employees, this session is for you. But beware ... while all of this may sound like child's play, it's really the future of big business. See how companies are beginning to embrace these new strategies to reach highly educated, tech-savvy users to boost their bottom lines.

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

*Speaker(s)* Sharon Swendner, President, .Com Marketing

**02:00 PM-03:00 PM Farewell Drink & Colleague Networking**

*Mardi Gras Ballroom A-C*

Enjoy a farewell drink and networking with colleagues before heading to the airport, or into the streets of New Orleans to enjoy more of the extended festivities and finale of Mardi Gras filled with major parades concluding on Fat Tuesday.

**As we conclude ETC 2009, please join us for a farewell champagne toast provided through the support of Israel Ministry of Tourism.**

**03:00 PM-03:00 PM End of ETC 2009 Program -- See you in 2010!**

Thank you for attending ETC 2009! As an ETC 2009 delegate one of the benefits you receive post-conference is member-access to the online Educational Travel Community at [www.travelearning.com](http://www.travelearning.com). Your password to access the site is valid through Dec. 31, 2009. We highly recommend you take advantage of the full range of new benefits available: maximize

member-to-member communications through the ETC Forum and member group listserves; post a job, 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; partake of professional development programs for educational travel planners, including the Jumpstart seminar (requires an additional fee), which provides an invaluable nuts-and-bolts introduction to nonprofit travel planning; and access member-only web features, such as a quarterly Ezine, white papers, 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 new website year-round. Stay tuned to [Travelearning.com](http://Travelearning.com) for cyber-buzz about ETC 2010!

**The winter launch of the ETC "Community" website has been made possible through the support of the Hong Kong Tourism Board, the Tourism Authority of Thailand, the Japan National Tourism Organization, the Macau Government Tourist Office, the Korea Tourism Organization, the Singapore Tourism Board and Tourism Malaysia.**