

# *Educational Travel Consortium's Annual Conference*

## *Creating the Moments: The Voices of Authenticity, Advocacy, and Affinity*

*January 28-31, 2019*

### **Agenda**

#### **Friday, January 25**

**01:00 PM-09:00 PM PRE-CONFERENCE Seminar on Wheels (SOW)**

Pre-Registration Required

*Off Site*

*Ticketed Function*

#### **Afternoon in Tuskegee**

Begin our exploration of the area with an afternoon excursion to Tuskegee, an important center of learning located about forty minutes east of Montgomery. Visit the Tuskegee Airmen National Historic Site which commemorates the contributions of African American airmen in World War II. Col Roosevelt Louis will meet us and talk about the history of Moton Field, the site of primary flight training for the pioneering pilots known as the Tuskegee Airmen.

Head to the Tuskegee Institute National Historic Site and learn about the work of Booker T. Washington, an early advocate for the education of African Americans in the post-Reconstruction south. Born into slavery, he grew up to become a well-known African-American educator, author, orator, and presidential adviser. In 1881, he became the first president of Tuskegee Normal and Industrial Institute. Tuskegee later became known as the Tuskegee Institute and in 1985 became Tuskegee University. Washington recruited the best and the brightest to come and teach here including George Washington Carver. Carver's innovations in agriculture, especially with peanuts, were important in the South's economic growth. Tour the campus and visit Washington's home, the Oaks.

In the late afternoon enjoy a private visit to the Tuskegee History Center, formerly known as the Tuskegee Human & Civil Rights Multicultural Center where we meet museum director Debra Gray and Civil Rights Attorney, Fred Gray who brought a class-action lawsuit on behalf of unwitting study participants in the tragic Tuskegee Study of Untreated Syphilis in the Negro Male. This secret experiment conducted by the U.S. Public Health Service sought to study the progression of the deadly venereal disease without providing treatment and without being honest about the goals of the study. Even after penicillin was discovered and used as a treatment for the disease, the men in the Tuskegee study were not offered the antibiotic. By listening to these stories we can work towards ensuring that such injustices never happen again.

We will have dinner and discussions at the Tuskegee History Center before returning to Montgomery.

Arrive back at Renaissance Montgomery at 9:00 PM.

*Tour Escort(s)* Steve Cox, Executive Director, International Expeditions

Janet Moore, Owner, Distant Horizons

# Saturday, January 26

08:00 AM-09:00 PM **PRE-CONFERENCE Seminar on Wheels (SOW)**

Pre-Registration Required

*Off Site*

*Ticketed Function*

## **Cultural Treasures**

Following the route of the of the 1965 voting rights march from Selma to Montgomery, but in reverse, we begin from Montgomery and head west passing the roadside marker indicating the spot where Viola Liuzzo, a white activist and mother of five from Detroit, was killed by armed Klansmen. Viola and Leroy Moton, a young volunteer with the Southern Christian Leadership Conference, were moving supplies on March 25th, the last day of the march when they were stopped by the Klansmen. Nearby is the Lowndes Interpretive Center, located midway between Selma and Montgomery in White Hall. View the 25-minute film titled, "Never Lose Sight of Freedom," hear voices of the March, and touch and feel interactive exhibits which are part of this center run by the National Park Service.

We continue driving about an hour and fifteen minutes to Gee's Bend, a small and isolated rural black community surrounded on three sides by the Alabama River. The seven hundred or so inhabitants are mostly descendants of slaves, and for generations they worked the fields belonging to the local Pettway plantation. In 1998 art collector William Arnett, working on a history of African-American folk art came across a photograph of Gee's Bend resident, Annie Mae Young, standing next to a quilt she had made. He was so impressed by its originality that he set out to find it. The women of Gee's Bend were creating quilts, not as pieces of art, but out of necessity. When the nights became cold each winter, the women would scrounge what small scraps of fabric they could find and fashion a blanket to put on the beds of their children and themselves. The passion and creativity that had caught Arnett's eye revealed an overt African influence. Unlike most quilts in the European-American tradition, which favored uniformity, harmony and precision, Gee's Bend quilts include wild, improvisatory elements. The use of symbols, asymmetry, bright colors, and vertical piecing are techniques that date back to African textile creations of years ago. A critic from the New York Times called the quilts "some of the most miraculous works of modern art America has produced." In 2002, the Houston Museum of Fine Arts held an exhibition of Gee's Bend quilts and firmly put the women of this isolated peninsula carved out by the Alabama River on the world map. We will meet with quilters from the Gee's Bend Quilter's Collective and enjoy lunch with them and time to talk about their lives.

Our next stop is Camden which we reach by a ferry service that was only recently restored after being stopped by local officials in the 1960's who wanted to discourage Civil Rights activities. In Camden we will meet with the director and some artists at Black Belt Treasures and Cultural Center. This is a non-profit organization that serves as a center for over 400 local artists, sculptors, basket weavers, wood workers and quilters who have banded together to showcase their work. The non-profit gallery showcases and sells art and high quality crafts in behalf of these local artists.

Dinner tonight is just outside of Camden at Gaines Ridge, an Antebellum home built in 1837. This landmark mansion's style predates the Greek revival form that was popular during the 1840s and 1850s. Meet with owner Betty Gaines Kennedy whose great grandfather bought the modified I-frame house in 1898 from a Methodist preacher, Ebenezer Hearn, who had served in the War of 1812 and is buried in Camden.

Arrive back at Renaissance Montgomery at 9:00 PM.

*Tour Escort(s)* Steve Cox, Executive Director, International Expeditions  
Janet Moore, Owner, Distant Horizons

## Sunday, January 27

08:00 AM-05:00 PM **PRE-CONFERENCE Seminar on Wheels (SOW)**

Pre-Registration Required

*Off Site*

*Ticketed Function*

### **Montgomery to Selma via Birmingham**

Depart the hotel and drive about an hour and a half to Birmingham where Reverend Carolyn McKinstry will meet the group. Rev. McKinstry was present on September 15, 1963, when white racists bombed Birmingham's 16th Street Baptist Church killing four young friends. She was among thousands of students hosed by firemen during the 1963 marches and survived a second bomb explosion that destroyed a large portion of her home in 1964. Accompanied by Carolyn tour historic Kelly Ingram Park, site of civil rights rallies, demonstrations and confrontations in the 1960s. Historic footage of police-attack dogs and high-powered fire hoses remain indelibly imprinted on the memories of those who saw the images on televisions and in newspapers around the world in the 1960s. Sculptures throughout the park are vivid depictions of police dog and fire hose assaults on demonstrators, many of them children.

Walk across the street to attend the 11:00am service at Sixteenth Street Baptist Church, where a bomb killed four young girls as they prepared to sing in their choir. More than 8,000 mourners, including 800 clergymen of both races, attended the funeral. No city officials attended.

After lunch visit the Birmingham Civil Rights Institute, a cultural and educational research center that promotes a comprehensive understanding for the significance of civil rights developments in Birmingham. Visitors can experience a rendition of a segregated city in the 1950s, as well as examine a replica of a Freedom Riders bus and even the actual jail cell door from behind which Dr. Martin Luther King Jr. penned his famous "Letter From Birmingham Jail." The institute is also home to an expansive archive of documents from the Civil Rights Movement and nearly 500 recorded oral histories relevant to the period.

Heading back towards Montgomery, we stop at Selma driving by Sturvidant Hall. This mansion is one of the finest examples of Greek Revival neo-classic architecture in the Southeast. Built in 1852-1856 as a townhouse for Col. Edward Watts, artisans from Italy were brought in to do the plaster and marble work in this 10-room, 6,000-square-foot mansion. Its existence today contrasts the lives of the wealthy land owners with those of their slaves, who later became their servants after Emancipation. Interestingly, next door and on the same grounds is a beautiful cottage that was the home of Mary Todd Lincoln's half- sister.

Drive across town to Brown Chapel AME Church, the starting point of the Selma to Montgomery March. Meet with foot soldier Annie Pearl who will take about the events of March 7, 1965 when the first attempt was made to cross the Edmund Pettus Bridge. During "Bloody Sunday," 600 marchers were violently turned back by State Troopers and were brutally beaten all the way back to Brown Chapel. Two days later, 2,000 marchers approached the state troopers blocking the bridge but turned back. Two weeks later, under federal protection, 4,000 marchers crossed the bridge and by the time they reached the state capitol five days later their numbers had grown to 25,000. With Civil rights "foot soldiers" who were on the march to direct us, we walk across the Edmund Pettus Bridge ourselves.

Return to Montgomery driving the 54 miles along the Selma to Montgomery National Historic Trail which commemorates the events, people, and route of the 1965 Voting Rights March.

On arrival back in Montgomery we have something really special planned. Our coach will stop at the fountain and everyone will get off and be joined by additional marchers and a police escort to reenact the final stages of the Selma to Montgomery March. Everyone walks together, singing arm

in arm, to the steps of the capitol building where a gospel choir is waiting along with other officials. Everyone will receive an "On Sacred Grounds" certificate to end the day in preparation for a new day tomorrow.

Special note: All Conference attendees interested in joining this March meet at the fountain two blocks from the Renaissance Montgomery at 5pm.

*Tour Escort(s)* Steve Cox, Executive Director, International Expeditions  
Janet Moore, Owner, Distant Horizons

**03:30 PM-09:00 PM ETC Reception Desk Open**

All Attendees

*Alabama Ballroom Foyer*

**05:00 PM-06:00 PM Welcome to Montgomery: Walk in the footsteps of Americans changing history**

All Attendees

*Off Site*

Join in a landmark '60's reenactment of the historic March from the fountain at Court Square (former slave market) up to the State Capitol that recreates the final segment of the Selma March, literally beginning just steps from where Rosa Parks got on the bus. This exciting event has been arranged exclusively for ETC delegates by Alabama Department of Tourism.

**06:30 PM-08:00 PM Travel Planner Jumpstart Seminar: Orientation and dinner**

Pre-Registration Required

*Presidential Suite*

*Ticketed Function*

Open only to Travel Planners with 0 - 3 years experience.

Get the jump on meeting your fellow Travel Planners and faculty over dinner as you prepare for the next day's "Jumpstart" slate of foundational topics. Begin to form your professional network to mutually support each others' travel program efforts.

*Speaker(s)* J. Mara DelliPriscoli, ETC Founder, Educational Travel Consortium  
Beth Ray-Schroeder, Director, Alumni Travel, Duke University  
Dan Stypa, Associate Director of Alumni Programs, Rice University

**07:30 PM-09:30 PM Montgomery's Culinary High: Dine around MGM's hip strip independently with colleagues**

All Attendees

*Off Site*

Treat yourself to superior dining experiences around MGM's hip strip independently with colleagues

## **Monday, January 28**

**07:30 AM-09:00 PM ETC Reception Desk Open**

All Attendees

*Alabama Ballroom Foyer*

WELCOME TO MONTGOMERY AND ETC'S ANNUAL CONFERENCE - Get ready to have a great educational experience!

Official conference badges are required to enter all sessions, the International Bazaar and special events. Please keep your badge prominently displayed, as only registered delegates have access to these venues.

Tickets for special events and meals are included in your badge if you pre-registered for them. Keep your tickets close at hand. You will need to present them for entry to venues and to pick up any deli lunches if pre-ordered.

The printing of the 2019 Conference Resource Directory is made possible through the support of Arrangements Abroad, Classic Escapes, International Expeditions, Orbridge, Thomson Collection and Visit Wales (Visit them at Booths: ).

The Conference badges and lanyards are made possible through the support of The National World War II Museum (Visit them at Booth ).

The Conference hotel key card is made possible through the support of China National Tourist Office, NY (Visit them at Booth ).

### **08:00 AM-05:30 PM International Bazaar Setup: For Destinations, Operators and Suppliers**

DOS - Destinations, Operators and Suppliers Only

*Convention Center B*

All 2019 Sponsoring Partners, Tour Operators, Suppliers and Destinations are invited to commence the set up of their tabletops in the International Bazaar.

### **08:00 AM-12:45 PM Learning Labs**

All Attendees - Pre-Registration Required

*Off Site*

*Ticketed Function*

Choice of Two

Move off-site for cultural immersion & community interaction - designed to illustrate experiential learning through travel and give time for important reflection & engagement.

#### **American Voices: A contemporary narrative**

Walk across time in Montgomery from a vision for the future, to touch points of the past. Our time in the historic Kress Building on Dexter provides a unique entrée to local citizens sharing a collective narrative that takes us from 1929 to 2018. Witness a vision-in-progress for the city at large and the public-private partnerships that are serving to make this vision a reality. A narrated tour of the historic Kress Building highlights its unique historical narrative. Next, a stop and meeting with business owners in roundtable discussions over coffee at Prevail Union Montgomery to address Montgomery today. After coffee, we will move up historic Dexter Avenue to our next stop, Dexter Avenue King Memorial Baptist Church. Meet with community elders and glean compelling insights into Montgomery's history past to present. Our final stop will be at the Southern Poverty Law Center. This will be a walking program weather permitting.

*Facilitator(s)* Michelle Browder, Founder and Tour Guide, More Than Tours, US

#### **Farm to Table: A fusion of cultures & cuisine**

Explore the complex traditions and histories of iconic southern food and learn how some of Montgomery's most exciting chefs use familiar flavors to elevate and advance the local palate. Chef Jason McGarry of downtown dining hotspot Central will be joined by the legendary Martha Hawkins, owner of Martha's Place, in a moderated conversation about how history, tradition and inspiration make their way into every dish, from humble entrepreneurial beginnings to high end dining. Walk away with not only a rich understanding of the origins of southern flavor and the cultures therein, but perhaps some recipes to take back to your own kitchen.

### **08:00 AM-12:45 PM Seminar on Wheels (SOW)**

All Attendees - Pre-Registration Required

*Off Site*

*Ticketed Function*

#### **Art, Architecture & Worship: A time capsule of Montgomery's historical architecture**

Commence with a tour of the Alabama Governor's Mansion focusing on architecture, interior design, and decorative arts within the 1907 Colonial Revival style house's five public rooms. A walking (or bus dependent on weather) tour of Old Alabama Town, a collection of some 50 19th century residences and places of work, introduces local vernacular architecture (log cabin, dog-trot,

camelback, I-house, and shotgun), as well as Greek Revival and Italianate houses including a visit to the interior of fully-furnished Italianate townhouse with its slave quarters. By bus tour the Garden District with its early 20th century suburb with bungalows and four-square homes, but primarily fine Colonial Revival, Georgian Revival, Tutor Revival, and Spanish Colonial/Mediterranean homes and a look at the interior of nationally-famous Ralph Adam Cram's Early Gothic style Episcopal Church of the Ascension.

*Tour Guide(s)* Jeffrey Benton, Retired, Author and Community Volunteer, Landmarks Foundation of Montgomery/Old Alabama Town

**08:30 AM-12:30 PM Jumpstart Seminar: Fundamentals of affinity travel for Travel Planners**

Pre-Registration Required

*Riverview 2*

*Ticketed Function*

Open only to Travel Planners with 0 – 3 years experience

Participate in focused and detailed training on topics ranging from risk management to marketing, program analysis, and a special module called “A Day in the Life of the Planner.” This nuts and bolts session will provide useful take-away information and advice from a select group of seasoned travel planners and will include adequate time for questions and group discussions.

*Lead Presenter(s)* Beth Ray-Schroeder, Director, Alumni Travel, Duke University  
Dan Stypa, Associate Director of Alumni Programs, Rice University

**The Jumpstart Seminar is made possible through the support of USI Travel Insurance Services (Visit them at Booth ).**

**12:00 PM-01:30 PM Deli Lunch Pickup - Healthy and Hearty!**

*Ticketed Function*

A buffet line is set up to facilitate convenient food service with healthy eating options! If you pre-purchased a lunch ticket, just present your ticket when picking up your luncheon selection. For those without tickets, you may be able to purchase lunch (very limited supply) at the buffet for a higher onsite price based on availability.

**01:00 PM-03:30 PM Learning Lab**

All Attendees - Pre-Registration Required

*Off Site*

*Ticketed Function*

Move off-site for cultural immersion & community interaction - designed to illustrate experiential learning through travel and give time for important reflection & engagement.

**From Slavery to Civil Rights: The path to justice - A walking tour!**

Begin a journey at the banks of the Alabama River, where so many thousands of enslaved people entered the city of Montgomery. As you walk up Commerce Street, hear the voices from the past. At Court Square, where Rosa Parks boarded the bus, begin a journey to the Dexter Avenue Church to hear from foot soldiers who welcomed the young pastor who would become Dr. Martin Luther King, Jr. Civil Rights Icon. Conclude at the Civil Rights Memorial with a deeper understanding of the continuing fight for equal justice at this powerful memorial.

*Facilitator(s)* Michelle Browder, Founder and Tour Guide, More Than Tours, US

**01:00 PM-04:30 PM SIG (Special Interest Groups)**

Participate in a series of roundtable discussions and professional development opportunities created specifically for your stakeholder group - and held on one single day.

## **MAC Planners/Museums, Art & Cultural Organizations**

MAC Travel Planners Only

*Offsite (Fine Arts Museum)*

Connect with similar institutions and other museum, art and cultural organization planners in this off-site Forum. Join a facilitated roundtable discussion with your colleagues on what is most important and timely to you. Come prepared with questions and topics to discuss in this roundtable.

*Facilitator(s)* Adele (Hutch) Livingston, Coordinator of Member Travel, Virginia Museum of Fine Arts

## **NACZ & Sustainability Forum/Natural History, Aquarium, Conservation, Zoos**

*Offsite (Zoo)*

Connect with similar institutions and other planners interested in sustainable tourism in this off-site forum. Join a facilitated roundtable discussion with natural history institutions, aquariums, conservation societies and zoos on existing and potential opportunities for your institutions role in advancing travel as an agent for good. Come prepared with questions and topics to discuss in this focused roundtable.

*Facilitator(s)* Graham Johansson, Independent Guide & Tour Director, Wildguides

Open to Planners and Operators offering sustainable travel

### **01:30 PM-03:30 PM Intensives: Afternoon Workshops**

All Attendees - Pre-Registration Required

Choice of Two

*Ticketed Function*

Dive deep into two hour mini-MBA professional development, with take-homes and actionable skills - presented by BOLD speakers, industry leaders or curriculum coaches.

### **Reconciliation and Dialogue: Facilitating traveler conversations in controversial locations worldwide**

*Riverview 2*

As more affinity groups are opting to conduct trips to “controversial” locations, as well as creating more customized tours, the content in this Intensive serves to help steward affinity travelers as respective global ambassadors for your institutions and organizations. Within this Intensive, discover practical ways tourism can change the world through travel programs offered as simple interactions with people in different cultures which serve to erode decades of hate and open a dialogue based on truth. National Geographic Explorer and Ted Fellow, Aziz Abu Sarah takes the message of reconciliation across the globe as he facilitates critical if not controversial conversations with travelers in places such as North Ireland, Colombia, Syria and Israel. Specializing in finding human connections and authentic experiences, Aziz will share his experience and process of itinerary building, strategic planning and network cultivation around the world.

Deliverables:

- Specific foundations of reconciliation methodology.
- Glean insights on Reconciliation and Dialogue and the dual narrative approach which is applicable in multiple arenas - education, travel, workplace, community – from real life examples of successful reconciliation.
- Map steps to strategically build itineraries that foster dialogue and tolerance.
- Gain an understanding of network cultivation and building, including development and selection of the right partners.
- Identify key strategies to facilitate difficult conversations.
- Learn best practices of reconciliation methodology and build on these insights actively taking part in exercises that model scenarios applicable to their careers.

*Moderator(s)* Britt Basel, Director, Ecothropic  
*Speaker(s)* Aziz Abu Sarah, Co-Owner & CEO, Mejdi Tours  
Attendance limited to 40 persons

**Real Stories Explored: ETC Member case studies on managing difficult travelers and challenging situations**

*Riverview 4*

Have you had travelers who do not accurately disclose medical histories before to the trip? Have you experienced mental emergencies during a trip or had to send a traveler home prematurely? Have you had travelers who negatively impacted your group? Have you encountered problematic behaviors from your travelers? This session will explore some of these questions with real situations from the ETC membership. We will discuss strategies to address these issues in the field, ways to respond after the trip and guidance from legal experts regarding the endeavor to run a quality program, preserve client relationships and avoid costly litigation.

*Moderator(s)* Tony Rango, National Outings Director, Sierra Club  
*Speaker(s)* Todd Duncan, Program Safety Manager, Sierra Club  
Rodney E. Gould, Attorney, Smith Duggan Buell & Rufo  
Catherine Hansen-Stamp, Attorney, Catherine Hansen Stamp Attorney at Law

Attendance limited to 40 persons

**03:45 PM-04:50 PM Alumni & Lifelong Learning: Travel Planner Only Roundtables**

Travel Planners Only Roundtables

Participate in colleague-facilitated discussions for sharing top-of-mind insights, ideas and practices - with 100% audience interaction.

**Adding Value to Your Institution: Where, how and why does the travel program fit into the organizational context**

*Riverview 6*

For Travel Planners whose job is 100% travel, share ideas and insights about how your travel program supports the mission of your institution. And, if you already know the where, how, and why of its purpose, discuss how you share your story internally before management asks for justification.

*Facilitator(s)* Kelly Morgante, Program Assistant, Penn State Alumni Association

**Integrating the Travel Experience into the Larger Context of Engagement**

*Riverview 8*

For Travel Planners for whom travel is just a small part of their overall responsibilities, share insights and ideas about how travel is, or is not, integrated into many other engagement opportunities you manage. What current or planned efforts have clearly overlapping audiences for participation and marketing? How does travel take individual engagement to a whole new level?

*Facilitator(s)* Frances Stanfield, Business Manager, Emory University Alumni Association

**05:00 PM-06:00 PM Mentor Meet and Greet: Newcomers connect to focus on the days ahead**

Newcomers & Mentors Only *Alabama Ballroom C/D/F*

New to ETC's Signature Conference? Be sure to attend Mentor Meet & Greet! Longstanding ETC members will help you navigate the conference collateral, agenda, on-site events, and share advice and suggestions before the conference excitement begins. Learning the ropes is made easier when you have a mentor. In a roundtable setting, colleague mentors will share their valuable experience, help you manage your time and help maximize your conference and community experience. Each table will be assigned a seasoned table mentor, so if you don't have a mentor pre-assigned or your mentor was unable to attend this session, you will still be able to get your questions answered by

attending this session.

*Lead Mentor(s)* Diana Lee Crew, Founder & Consultant, Real World Connections

**05:00 PM-06:00 PM Special Interest Group (SIG) Roundtables**

Roundtables

Participate in colleague-facilitated discussions for sharing top-of-mind insights, ideas and practices - with 100% audience interaction. Bring your questions and challenges to the table and enjoy this time sharing best practices with like minded colleagues.

**Tenured Alumni Travel Planners Roundtable: For veterans with years of experience in travel**

*Riverview 6*

Veteran alumni Travel Planners only are invited to gather and engage in this open topic conversation.

**Museums, Art & Cultural Organizations (MAC) Travel Planner Only Roundtable**

*Riverview 4*

Sharing our resources including best guides, operators and institutions to partner with. Travel Planners are invited to gather and engage in this open topic conversation with similar institutions.

**Natural History, Aquarium, Conservation, Zoos (NACZ) Travel Planner Only Roundtable**

*Riverview 2*

An informal discussion round to focus on top-of-mind topics such as best guides, operators and institutions to partner with.

**Destinations Only: Best Practices**

*Riverview 7*

A unique opportunity to informally share challenges and changes in the landscape for destination marketing with DMO colleagues from around the globe.

**06:30 PM-07:30 PM CONFERENCE WELCOME Remarks & Evening BOLD Talk: Seeking Higher Ground: Who we as travelers can become**

All Attendees

*Alabama Ballroom A/B*

Plenary

Through our lives and travels near and far, let us see others, feel others and celebrate others, respecting them for who they are and who they can become. In so doing, we will recognize the nobility that lies in the heart of the every man, including ourselves.

*Speaker(s)* J. Mara DelliPriscoli, ETC Founder, Educational Travel Consortium

Peggy Wallace Kennedy, Social Activist, Inspirational Speaker

**07:30 PM-08:45 PM Sweet Home Alabama Welcome Dinner: A real taste of Alabama**

Pre-Registration Required

*Alabama Ballroom C/D/E*

*Ticketed Function*

Very casual attire - boots and jeans welcome

Get ready for a real taste of southern fare - a rollicking fun time to network and sample local cuisine and settle in to the 'Bama experience!

**This opening dinner is hosted by the Alabama Tourism Department (Visit them at Booth ).**

**08:45 PM-10:00 PM International Bazaar Grand Opening: Treats & libations**

All Attendees

*Convention Center B*

Now repeated in 2019 after a hugely successful launch in 2017 - this is the first of many ETC social gatherings, and a great way to settle in and get ready for the next three days of the conference –make any last minute CONNECTS meetings – and enjoy nonstop informal networking while sampling hosted libations from around the globe.

## **Tuesday, January 29**

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

*Alabama Ballroom Foyer*

Our conference desk team - Karen Anthony, Carolyn Otis, Barbara Rempp and Lisa Douma - are available to assist with any questions or needs throughout the day.

The audio-visual support for today's sessions is made possible through the support of AHI Travel and Odysseys Unlimited (Visit them at Booth ).

The printing of the 2019 Conference Resource Directory is made possible through the support of Arrangements Abroad, Classic Escapes, International Expeditions, Orbridge, Thomson Collection and Visit Wales (Visit them at Booths ).

The Conference badges and lanyards are made possible through the support of The National World War II Museum (Visit them at Booth ).

The Conference hotel key card is made possible through the support of China National Tourist Office, NY (Visit them at Booth ).

**07:30 AM-08:30 AM Travel Planner Breakfast Roundtables: Grouped by program mission**

Travel Planners Only

Roundtables

Build your community support! This morning meet with fellow Travel Planners that share a common program mission. Take part in one of these purposeful discussions, enjoy a buffet breakfast (if purchased in advance on your registration form) and actively take part in a facilitated discussion with colleagues.

### **Revenue Based Programs**

Network with fellow Planners that share a common program model focused on producing commission revenue.

*Facilitator(s)* Joanna Aguiar, Assistant Director, Cal Discoveries Travel, Cal Alumni Association

### **Donor Based Programs**

Network with fellow Planners that share a common program model of customized trips that support fundraising strategies for individuals and groups.

*Facilitator(s)* Christine Kessler, Conservation Journeys Trip Manager, The Nature Conservancy

### **Engagement Based Programs**

Network with fellow Planners that share a common program model focused on stewardship and affinity engagement and faculty tour leadership without a stated or fundraising objective.

**08:45 AM-09:30 AM BOLD Talk: Take Your Customer Service to the Next Level: Creating happy travelers and brand advocates**

All Attendees

*Alabama Ballroom A/B*

Plenary

How good are you? Do your clients do business with you despite unintentional obstacles? What do your clients really think about your service? Keep your travelers engaged before and after their trip to create raving fans and brand advocates. From your customer facing employees to your email and brochure marketing, understand modern, practical communications techniques to improve customer service and drive revenue. Count on being fully engaged as you hear fresh perspectives to elevate messaging and skyrocket success.

*Moderator(s)* Shelley Norton, Director of Travel, Texas Exes (U of Texas Alumni)

*Speaker(s)* Sue Hershkowitz-Coore, Founder and Owner, High Impact Presentations

**09:45 AM-10:45 AM Destinations Deep Dive I: Destinations Uncovered: Beyond the marketing campaign**

All Attendees

*Alabama Ballroom A/B*

Designed to glean insights and knowledge-sharing (devoid of sales!) about domestic and international destinations, and stay current on destination-specific information in order to answer questions from your travelers or internal staff about destination choices. Over the course of three featured Destinations Deep Dive sessions today you have the opportunity to learn about 20+ hot destinations around the globe. Take a look at the comparative appeal of these specific destinations thorough the lens of the educational traveler as well as geopolitical landscapes. Four countries are featured in this first session.

**09:45 AM-10:45 AM Hot Topics I: Fast-paced, to the point, presentations**

All Attendees

Choice of Two

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates, or applied skills.

**ROI or RIP? Customized Travel Programs**

*Alabama Ballroom C*

In a divided world where many educational travel programs are being folded under Development and the metrics are all about ROI i.e. real dollars, whereas others are charged with increasing engagement specific commitments, how do alumni travel programs keep their integrity intact and work with operators to provide unique experiences for their organizations? How can close collaboration in custom trip design provide tactical advantage to ensure that nonprofit travel programs remain relevant to their constituent base? What level of customization do Travel Planners look for from their partner Operators? What are the pain points in the Planner/Operator relationship and how can we fix them? A robust exchange between Travel Planners and Tour Operators delivers a better understanding of the inner workings of both sides of the travel partnership and how each can work together to take your annual roster from surviving to thriving.

*Moderator(s)* Steve Ridgway, President, Criterion Travel

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

Rumit Mehta, Founder, Immersion Journeys, Immersion Journeys

Kristina Nemeth, Travel Director, Commonwealth Club Of California

Carleton Shephard, President, Insider Expeditions

Bridget St. Clair, Executive Manager, Princeton Journeys, Princeton University

## **Trip Cancellation and Medical/Emergency Evacuation/Assistance Insurance: Distinctions, exclusions, legal challenges and more**

*Alabama Ballroom E*

Attend this panel presentation to hear from program personnel, evacuation and insurance representatives and legal counsel about travel insurance issues. Learn about recent legal and insurance industry limitations on an organization's ability to include this insurance in tour packages. Discuss differences between trip cancellation, emergency evacuation and/or medical assistance insurance, and challenges presented by pre-existing conditions. Consider how these insurance providers interact with or differ from third party vendors who provide/arrange for medical and emergency services. In addition, we will discuss legal issues concerning the growing popularity of "cancel for any reason" options.

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

*Speaker(s)* Todd Duncan, Program Safety Manager, Sierra Club

Rodney E. Gould, Attorney, Smith Duggan Buell & Rufo

Catherine Hansen-Stamp, Attorney, Catherine Hansen Stamp Attorney at Law

### **09:45 AM-11:45 AM Intensives**

All Attendees - Pre-Registration Required

Choice of Two

*Ticketed Function*

Dive deep into two hour mini-MBA professional development, with take-homes and actionable skills - presented by BOLD presenters, industry leaders or curriculum coaches.

### **Customizing Your Customer Service: A two hour intensive workshop with Sue Hershkowitz-Coore**

*Riverview 2*

Attendance Limit 40 Persons

How can you make it easier for your travelers to enjoy their trip and recommend you to their friends? Your itinerary is perfect, but what about the way your travelers feel about you and the way they are treated? From the very first contact through all the necessary transactions, you can easily elevate their experience. This hands-on, deep-dive session will use emails, sponsor letters and questions YOU SUBMIT prior to the workshop so you leave with innovative, caring messaging that serves your customer and your bottom line. At the end of this session, you will:

- Identify power words to create emotionally, sticky messaging
- Craft messaging that excites travelers and sponsoring organizations
- Articulate your story - both travel and brand - to create distinction and advance the sale

*Workshop Leader(s)* Sue Hershkowitz-Coore, Founder and Owner, High Impact Presentations

### **Crushing Your Next Negotiation in Three Steps: A two hour intensive workshop with Susan Borke**

*Riverview 4*

Attendance Limit 40 Persons

Being prepared for a negotiation often means a real difference in its ultimate success, so why do so many people fail to take this most important step? Susan Borke has heard all the excuses, and they boil down to this: most people really don't know how. In this presentation, she will teach you a practical, easy to implement approach you can use successfully in professional and personal situations. With insights directly applicable to preparing for vendor negotiations, this Intensive includes how she and others have used the 3 R's of effective negotiation preparation successfully.

At the end of this session, you will:

- Approach your negotiations strategically;
- Learn proven tools to prepare effectively;

- Have applied your learning to a real-life scenario.

*Workshop Leader(s)* Susan Borke, Principal, BorkeWorks

**11:00 AM-12:00 PM Destinations Deep Dive II: Destinations Uncovered: Beyond the marketing campaign**

All Attendees

*Alabama Ballroom A/B*

Devoid of sales pitches and promotion, presenters peel back the layers to share more about a destination than what the marketing pictures and stories tell us about a place. Expanding upon experiential opportunities for travelers beyond the major ports and cities well known throughout marketing campaigns, glean tips and “hidden” destination gems which expose you to a fresh look at a destination, innovative product design, new regions, sites and off-the-beaten-track places, as well as intel on global geo/political realities and sustainability initiatives and challenges within destinations. Four countries are featured in this session.

**11:00 AM-12:00 PM Hot Topics II: Fast-paced, to the point, presentations**

All Attendees

Choice of Two

Absorb information from fast-paced lectures on a specific topic & receive timely content, issues updates, or applied skills.

**Pivoting Positively on Short Notice: When itineraries change after booking**

*Alabama Ballroom C*

On too many perhaps occasions we have all faced a shifting itinerary either prior to the trip departure – or even enroute! Why do such situations arise? How do you effectively advise booked passengers? What messaging do you employ? Hear from colleagues – both travel planners and operators - on both sides of the partnership who have been there and back managing a myriad of situations which involved such issues as identifying replacement destinations, working with in-country agents to shift a program and delivering ultimately a memorable experience – on short notice! Learn the why behind the operator’s game-time decision not to take guests to a scheduled destination or to follow an already booked itinerary. Understand how replacement destinations are chosen, accommodations or quality control issues of in country experiences are managed. Glean tips and techniques on how to manage guest expectations and to communicate information to them which maintains trust and confidence and mitigates any negative push back.

*Moderator(s)*

Roberta Moore, Vice President of Sales, ViaTour Software

*Speaker(s)*

Matthew James Bradley-Swan, Director, Business Development, Adventure Canada

Emily Casperson, Senior Manager, Program Operations , Stanford Alumni Association

Robert Fure, Director of Special Programs, Washington and Lee University

Timothy Ryan, Director of Product Development, TCS World Travel

**Quantitative Surveys 101: What to ask, what to mine, and why!**

*Alabama Ballroom E*

Practical advice on how to conduct your own survey research, including: When to conduct quantitative research; selecting a methodology; deciding whom to survey; maximizing survey response; how to design a good survey and ask the right questions; what to do with the data once you collect it. We'll also discuss customer satisfaction research and critique a few sample surveys volunteered by attendees.

*Speaker(s)*

Donna Sprague, President, DSS Enterprises

Fundamentals Track

**11:45 AM-12:30 PM Deli Lunch Pickup - Healthy and Hearty!**

*Ticketed Function*

A buffet line is set up to facilitate convenient food service with healthy eating options! If you pre-purchased a lunch ticket, just present your ticket when picking up your luncheon selection. For those without tickets, you may be able to purchase lunch (very limited supply) at the buffet for a higher onsite price based on availability.

**12:15 PM-01:30 PM Global Dining: Pick a country roundtable and chat with incountry experts**

All Attendees

Grab your lunch, seek out the country roundtable of your choosing, and pull up a seat to ask nuts and bolts questions on a specific destination in a relaxed, informal - and definitely not sales focused format. Designed to expose you to deeper knowledge of a destination and opening opportunities for reaching new destinations or operating a program from a new perspective, this is a facilitated roundtable conversation, led by a DOS representative, for any delegates interested in learning more about specific destinations from those colleagues who actually live there. \*This no host, 30-minute lunch is followed by the featured BOLD Talk luncheon presentation.

**12:50 PM-01:30 PM Luncheon BOLD Talk: The Power of Local Knowledge: Communities at the top of the tourism paradigm**

All Attendees

*Alabama Ballroom A/B*

Plenary

Baba Dioum said "In the end we will conserve only what we love, we will love only what we understand, and we will understand only what we are taught." Every day you are creating experiences for clients that have the power to transform their lives, their understanding of the world, and their role within it. You not only create experiences for your clients, you're also impacting the places they visit. Is that impact a positive one? You are in the unique position to change peoples' lives and literally make the world a better place with increased understanding, awareness, inspiration to be global citizens, and by benefiting the communities you work with – if you do it the right way. Are you?

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

*Speaker(s)* Britt Basel, Director, Ecothropic

Praveen Moman, Founder and CEO, Volcanoes Safaris

**01:45 PM-02:45 PM Destinations Deep Dive III: IGNITE! Plus Innovative Partnerships Expose**

All Attendees

*Alabama Ballroom A/B*

This session is designed to expose you to the maximum amount of information possible in a powerful one hour visual odyssey. Ignite your programming by hearing the hottest programming ideas from our carefully curated panel of Destinations/Foreign Operators/Suppliers. Each will present their most innovative ideas and program development concepts with accompanying stellar images for exactly 2 minutes each. Take advantage of hearing from this unique panel of experts showcasing their very best travel/tips/ideas - not promotions - just for you! Next a showcase highlighting three compelling, collaborative strategic partnership models that are sure to inspire creativity and inspiration. Follow up with presenters afterwards in the International Bazaar is encouraged and a listing of presenters with their Bazaar locations will be distributed.

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

**01:45 PM-02:45 PM Hot Topics III: Fast-paced, to the point, presentations**

All Attendees

Choice of Two

Absorb information for fast-paced lectures on a specific topic & receive timely content, issues updates, or applied skills.

## **Exceptional Emails: Creating an authentic connection while selling**

*Alabama Ballroom C*

Learn how to intimately engage with your potential travelers through strategic email creation and action-oriented responses. Authentic and caring email will ensure you confirm more bookings, create stronger communities and more easily accelerate the buying journey. This session, based on the psychology of persuasion blended with Speaker Sue's constant field research will focus on how nuance of the written word will rock your sales and sponsorship results. This workshop will not focus on design, photos, layout or marketing emails. Be ready to participate in this lively learning session! At the end of this session, you will:

- Move from transactional messaging to activating a positive vision.
- Eliminate outdated, trite words that sabotage success.
- Apply an easy-to-use skill to pique interest and create buyer action.

*Speaker(s)* Sue Hershkowitz-Coore, Founder and Owner, High Impact Presentations

## **Deal Making: Avoiding flight, fight or freeze when negotiating**

*Alabama Ballroom E*

You know only too well how stressful it is to deal with people, especially during a negotiation. Avoid the default reactions of flight, fight, or freeze by learning effective behaviors you can use to regulate yourself and engage your counterpart. Susan Borke will share practical, proven behaviors you can implement to negotiate effectively.

At the end of this session, you will:

- Engage more effectively with your counterpart in any negotiation;
- Approach negotiations with more confidence;
- Have practiced the techniques.

*Moderator(s)* Fred Ackerman, Chief Shepherding Officer, Black Sheep Adventures

*Speaker(s)* Susan Borke, Principal, BorkeWorks

## **03:00 PM-06:00 PM CONNECTS: Pre-scheduled meetings with business partners**

All Attendees

*Convention Center B*

CONNECTS provides scheduled time exclusively for community members from all corners of the globe to convene, connect and collaborate. All delegates are requested to be present in the International Bazaar during CONNECTS. Destinations, Operators and Suppliers are required to be in the International Bazaar at this time to ensure a productive exchange. Meetings held outside the Bazaar during the CONNECTS time serve to undermine the value and effectiveness of CONNECTS scheduling.

CONNECTS meetings were requested in advance of the conference via the online ETC CONNECTS process, and on-site during the Libations Tables in the International Bazaar on January 28th. There are a total of nine meeting times, as listed below. Meetings are convened at the tabletop displays of the individual who initially requested the meeting. However, if a Travel Planner requested the meeting then the meeting is convened at the tabletop of the DOS individual who confirmed. The beginning and end times of each meeting will be announced over the PA system in the International Bazaar.

All delegates are asked to be present and on time for their confirmed meetings. If you don't have a meeting scheduled during any of the time slots below, peruse the Bazaar and meet with other colleagues at their tables who also may be free at this time. Please respect the professional courtesy of not interrupting ongoing scheduled meetings.

- 3:00 PM to 3:15 PM

- 3:20 PM to 3:35 PM
- 3:40 PM to 3:55 PM
- 4:00 PM to 4:15 PM
- 4:20 PM to 4:35 PM
- 4:40 PM to 4:55 PM
- 5:00 PM to 5:15 PM
- 5:20 PM to 5:35 PM
- 5:40 PM to 5:55 PM

**03:00 PM-04:00 PM International Bazaar: Enjoy the Conversation Cafe and Coaching Corners**

All Attendees

*Convention Center B*

Faculty and BOLD talk presenters are available for one-on-one or small group Q&A. Advance signups ensure you get to benefit from this invaluable opportunity for gratis consulting.

The printing of the ETC 2019 Mini-Agenda/BiZ Passport is made possible through the support of Thomas P. Gohagan & Co. and Go Next (Visit them at Booths ).

**06:00 PM-07:30 PM ETC Official Partner Invitational Receptions: Pre-conference invitations are provided by official ETC sponsoring partners only**

By Invitation Only

In recognition of their support, Sponsoring Partners listed below have this dedicated time to schedule private invitational cocktail parties. Per published Conference protocol, any/all other companies and individuals are excluded from hosting private invitational venues at this time.

**06:00 PM-07:30 PM No Host Meet-Up**

*Offsite (Warehouse)*

For those not attending a private invitational cocktail party this evening, but have a Community Dinner ticket, join colleagues at the Warehouse for Happy Hour. Members of the ETC team and Emeritus Council members will be available to personally welcome members and assist with conference questions. The Warehouse is a short walk from the hotel lobby.

**07:30 PM-09:30 PM Community Dinner at the Warehouse: An edgy and entertaining evening**

Pre-Registration Required

*Offsite (Warehouse)*

*Ticketed Function*

The 2019 Community Dinner will be held in the trendy entertainment district at Alley Station's charming Warehouse which puts the chic in shabby-chic! With a rustic charm of exposed brick yet elegant and intimate with contemporary accessories, this venue is wonderfully conducive to an evening of collegial networking, and progressive dining. Dress up or down – all is acceptable!

Tonight's Community Dinner is made possible through the support of Distant Horizons, Criterion Travel, Four Seasons Hotels Russia and TCS World Travel (Visit them at Booths ).

## Wednesday, January 30

**07:30 AM-05:00 PM ETC Reception Desk Open**

*Alabama Ballroom Foyer*

The audio-Visual support for today's sessions is made possible through the support of AHI Travel and Odysseys Unlimited (Visit them at Booth ).

**07:30 AM-08:30 AM Partner/Destination Invitational Breakfasts at Hotel: Pre-conference invitations are provided by official sponsors only**

By Invitation Only

In recognition of their support, the Sponsoring Partners listed below have this dedicated time to schedule private invitational breakfasts. Per published conference protocol, any/all other companies and individuals are excluded from hosting private invitational venues at this time.

**08:45 AM-09:45 AM BOLD Talk: Disruptors for Affinity Travel: Trends that are changing your business**

All Attendees

*Alabama Ballroom A/B*

Plenary

**10:00 AM-12:00 PM DOS CONNECTS: Pre-scheduled meeting: Operators, Suppliers and Destinations only**

DOS - Destinations, Operators and Suppliers Only

*Convention Center B*

While Travel Planners attend the Travel Planner Forum, this CONNECTS segment provides time exclusively for Destination, Operator and Supplier industry partners from all corners of the globe to convene, connect and collaborate. All DOS are required to be in the International Bazaar at this time to ensure a productive exchange: Meetings held outside the Bazaar during the CONNECTS time serve to undermine the value and effectiveness of CONNECTS scheduling.

DOS CONNECTS meetings were requested in advance of the conference via the online ETC CONNECTS process, and on-site during the Libations Tables in the International Bazaar on January 28th. There are a total of six meeting times, as listed below. Meetings are convened at the tabletop displays of the individual who initially requested the meeting. The beginning and end times of each meeting will be announced over the PA system in the International Bazaar. All delegates are asked to be present and on time for scheduled meeting. If you don't have a meeting scheduled at one time, peruse the Bazaar and meet with other colleagues at their tables who also may be free at this time. Please respect the professional courtesy of not interrupting ongoing scheduled meetings.

- 10:00 AM to 10:15 AM
- 10:20 AM to 10:35 AM
- 10:40 AM to 10:55 AM
- 11:00 AM to 11:15 AM
- 11:20 AM to 11:35 AM
- 11:40 AM to 11:55 AM

**10:00 AM-11:00 AM Travel Planner Forum: Best Practices I**

Travel Planners Only

Roundtables

Participate in a series of roundtable discussions and professional development opportunities created specifically for your stakeholder group - and held on one single day.

**Branding Strategy: Creating your travel program's identity within your larger institution with Dawn Rodney**

*Riverview 2*

Your travel program brand is more than your institutions logo and a color palette. Discover the fundamentals of creating a brand strategy that drives your unique offerings, messaging, and engagement with your travelers.

*Speaker(s)* Dawn Rodney, Innovation and Chief Marketing Officer, National Wildlife Federation

Fundamentals Track

**Beyond the Basics: Key issues in contract negotiation**

*Riverview 4*

If you feel you have a solid grasp of contracting basics discussed in our earlier session, this panel presentation will drill down and discuss more complex contracting issues between trip planners and tour operators. What are challenging aspects of the contracting relationship? On what issues are the parties unlikely to agree? How do you negotiate requested changes and modifications to the

contract? How do you handle insurance and indemnity? Come with your perspective and questions.

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

*Speaker(s)* Todd Duncan, Program Safety Manager, Sierra Club

Rodney E. Gould, Attorney, Smith Duggan Buell & Rufo

Catherine Hansen-Stamp, Attorney, Catherine Hansen Stamp Attorney at Law

Advanced Track

### **Customizing and Delivering Donor Programs with Operators: The pain points**

*Riverview 6*

Customizing itineraries that create "aha" moments and inspire donors to higher levels of engagement can be as tough and painful as they can be rewarding. Collaboration, diplomacy, business savvy and a tough skin are essential skills for travel planners to succeed. Learn and share useful tactics in working with development staff, tour operators and program staff to pull it all together.

Advanced Track

### **People to People Experiential Learning: Meeting demand for authentic connections**

*Riverview 8*

Educational travel itineraries are often considered incomplete if they do not include opportunities for travelers to meet destination locals. However, in light of today's growing demand for authentic and immersive travel experiences, it has become evident that simply "meeting the locals" – as fun and informative as it may be – is not enough. People to people experiential learning (PPEL) offers a framework for planning and facilitating immersive experiential learning between travelers and locals, both meeting traveler expectations for authenticity and paving the way for transformative experiences and long-term relationships that can inspire a lifetime of loyalty to your institution/organization and its travel program.

*Speaker(s)* Dr. Janet Ferguson, Executive Director, Lifelong Learning Centre, Bermuda College

Katie Jo Walter, Program Coordinator for Educational Tours, University Of Oregon Alumni Association

## **11:15 AM-12:15 PM Travel Planner Forum: Best Practices II**

Travel Planners Only

Roundtables

### **Building Your Risk Toolkit: Basic tips for successful contracts**

*Riverview 4*

In this panel presentation, program representatives and legal counsel will discuss the central considerations in building a successful contracting relationship between a trip planner and a tour operator. Importantly, we will focus on key issues that should be addressed in the written contract. For example: what is the nature of the relationship? What role does each party play? What are the responsibilities and liabilities of each of the parties? Come prepared to learn and engage in valuable dialogue.

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

*Speaker(s)* Todd Duncan, Program Safety Manager, Sierra Club

Rodney E. Gould, Attorney, Smith Duggan Buell & Rufo

Catherine Hansen-Stamp, Attorney, Catherine Hansen Stamp Attorney at Law

Fundamentals Track

### **Cultivating Champions for Your Travel Program**

*Riverview 2*

How do you leverage the connections and reputation of organizational "power players" to the benefit of your institution's travel program? What are the benefits to travelers and travel planners alike of building mutually beneficial relationship with key partners in one's organization? How do travel

planners go about building relationship and cultivating influential support for their travel programs? Colleagues share examples, best practices and success stories related to cultivating passionate supporters of their institution's travel program. Learn how to leverage the reach and reputation of influential stakeholders in one's organization to serve as brand ambassadors to enhance a sense of loyalty among travelers - and increase participation in the travel program!

*Facilitator(s)* Jennifer Bohac, Director - Travel Programs, Texas A&M Association of Former Students  
Dan Stypa, Associate Director of Alumni Programs, Rice University

### **Crafting the Impactful: Cultivating transformational experiences for donor development**

*Riverview 6*

What is the secret sauce for cultivating "transformational experiences?" How do travel planners and operators bring a higher consciousness to the art of travel, creating space for intention, mindfulness, and self-reflection that shifts perspectives and fosters a deeper connection with self, people and nature, ultimately, inspiring purpose-driven change? Learn what insights, tools, and practices are available for going beyond experiential and becoming truly transformational, personally and globally.

*Speaker(s)* Jake Hauptert, Co-Founder, The Transformational Travel Council

### **11:15 AM-01:00 PM Travel Planner Forum: Best Practices IIA**

Travel Planners Only

### **Mapping the Alumni Journey: From interested in travel to traveler**

*Riverview 8*

Everyone says they're interested in travel, but how do you convert interest into a paying passenger? This session will explore marketing strategies that you can use to reach new travelers and convince them of your program's worth. Bring along your own ideas and examples to this interactive discussion that will review how to harness the power of multiple marketing strategies to bring new life to your program.

- Learn to build a comprehensive marketing strategy that reaches new and potential audiences;
- Discuss the pros and cons of print versus web and social media materials;
- Learn to effectively communicate the value of your program and convince new travelers to join your program;
- Come prepared with ideas and examples of your own. We'll take a look at these successes or failures and learn from each other.

The main session concludes at 12:15 pm with extended Q&A through 1:00 pm for all interested in participating.

*Speaker(s)* Rekha Athreya, Marketing Specialist, Arizona State University Alumni Association  
Emilie LaRosa, Asst. Director, Alumni Education & Alumni Travel, University Of Pennsylvania

Alumni Track

### **12:00 PM-01:00 PM DOS: Deli Lunch Pickup**

Pre-Registration Required

*Ticketed Function*

A buffet line is set up to facilitate convenient food service with healthy eating options! If you pre-purchased a lunch ticket, just present your ticket when picking up your luncheon selection. For those without tickets, you may be able to purchase lunch (very limited supply) at the buffet for a higher onsite price based on availability.

**12:15 PM-03:00 PM    DOS Learning Lab**

DOS - Destinations, Operators and Suppliers Only

*Off Site*

*Ticketed Function*

Move off-site for cultural immersion & community interaction - designed to illustrate experiential learning through travel and give time for important reflection & engagement.

**Innovation at the Local Level: Creating exceptional destination experiences through public/private partnerships**

Montgomery's success in tourism is no happy accident – a dynamic partnership of public and private entities have been working for decades to lay a foundation for success that is taking shape before our eyes. Montgomery Mayor, Todd Strange, County Commission Chairman, Elton Dean, and Convention and Visitor Bureau President, Dawn Hathcock, will be joined by one of the city's most engaged real-estate developers and restaurateurs as well as a local hospitality consultant to discuss the power of partnership and intentional planning for tourism in a city poised to optimize its historic and cultural assets to deliver an irresistible destination for visitors, businesses and a new workforce.

**12:15 PM-01:15 PM    Travel Planner Forum: Deli Lunch Pickup**

*Riverview Foyer*

A buffet line is set up to facilitate convenient food service with healthy eating options! If you pre-purchased a lunch ticket, just present your ticket when picking up your luncheon selection. For those without tickets, you may be able to purchase lunch (very limited supply) at the buffet for a higher onsite price based on availability.

**12:30 PM-01:45 PM    CEO Roundtable: Candid conversation with senior marketing guru responsible for creating major nonprofit brands**

By Invitation Only

Join seasoned marketer and brand expert, Dawn Rodney, for a candid conversation about the value of your brand as a business driver. Tap into Dawn's more than 30 years of experience building brands and launching new businesses for world-renown television networks and nonprofit organizations.

*Facilitator(s)*            Joseph Small, President, Alumni Holidays

*Speaker(s)*              Dawn Rodney, Innovation and Chief Marketing Officer, National Wildlife Federation

**12:30 PM-01:45 PM    DOS (Destination, Operator, Supplier) Industry Forum:**

DOS - Destinations, Operators and Suppliers Only

Choice of Two

Participate in a series of roundtable discussions and professional development opportunities created specifically for your stakeholder group - and held on one single day.

**Understanding Your Customer: Beyond demographics, techniques for researching your customers without breaking the bank**

How well do you know your travelers? How can you get to know them better? In this session, we'll:

Reinforce the importance of aligning your organization (large or small) around a shared understanding of your target customers;

Discuss why demographics are never enough;

Provide an overview and practical tips for gathering insights about your travelers and your offerings, even if you have a limited budget.

*Speaker(s)*              Donna Sprague, President, DSS Enterprises

**12:30 PM-01:45 PM Travel Planner Forum Networking Roundtables: By program size**

Travel Planners Only

Over lunch meet with fellow planners that manage similar sized programs: 30+ programs annually, or <30 per year. Take part in one of these discussions with colleagues that share your same marketing and operational issues. Purchase lunch in advance and enjoy an informal opportunity to talk shop. Topic of the day - Keeping your travelers engaged while operators are managing your traveler communications. The Ivy Plus School luncheon roundtable will also occur during this time.

*Facilitator(s)* Pauline Ranieri, Director, UW Alumni Tours, University Of Washington Alumni Association

**02:00 PM-03:00 PM Industry Forum:**

Open to all interested

Choice of Two

**Being an I in an E World: Introverts in educational travel**

Introverts comprise a third to a half of the population, yet they are often misunderstood. How can we harness the power of introverts in the educational travel industry? How can we hone our programming to engage our introverted travelers? Introverts and extroverts are invited to view Susan Cain's inspiring 2012 TED Talk, based on her book Quiet: The Power of Introverts in a World That Can't Stop Talking, and join in insightful, innovative, structured round table discussions afterward. Limit: 40

*Discussion Leader(s)* Susan Ortiz, Administrator, Princeton Journeys, Princeton University

**Sustainable Travel: Where the value lies for affinity tours and their travelers**

Major global challenges such as climate change, the impact of development upon our natural resources, and the pressure on vulnerable communities affects all industries and people. The tourism industry contributes to those challenges as greater numbers of people across the planet travel more, thus requiring more energy and resources. However, members of the tourism industry together with government, non-profit entities, and others have been evolving to create mechanisms to minimize the environmental impact and enhance the many benefits that come from tourism both in terms of economic development as well as the building of cultural linkages, awareness, and understanding. In this session, we will discuss the meaning of sustainable tourism today including the 4 pillars, the Virtuous Circle, as well as accreditation programs and what they mean. We will discuss why it is relevant to the Non-profit Travel Planner for brand value and customer demand.

*Moderator(s)* Andrea Holbrook, President, Holbrook Travel

*Speaker(s)* Samantha Bray, Managing Director, Center for Responsible Travel (CREST)

John Francis, Board Member, Sustainable Travel International

**02:00 PM-03:00 PM Travel Planner Forum: Best Practices III**

Travel Planners Only

Roundtables

**Your Travel Program's Personality: Building your brand beyond the logo and slogan with Dawn Rodney**

*Riverview 2*

Your travel brand has the power to drive everything you do. In this advanced brand session, you will learn how to leverage your brand across all customer touch-points to build unique experiences that will keep your travelers exploring with you year after year.

*Speaker(s)* Dawn Rodney, Innovation and Chief Marketing Officer, National Wildlife Federation

Advanced Track

## **Donor Trips: Nuts and bolts of project planning A-Z**

*Riverview 6*

As more affinity travel programs look towards using educational travel as a fundraising tool, defining your model, criteria and process is vital to program success. Learn how to create a project plan to guide everyone involved in delivering a customized, transformational experience that will increase support for your mission. Learn from fellow colleagues and take away shared ideas and common tools to apply to your own unique programs.

Fundamentals Track

## **Demonstrating the Travel Program's Impact on Your Institution: Data, metrics and storytelling**

*Riverview 2*

Affinity travel provides an opportunity to connect and serve alumni in a truly unique way, but that uniqueness makes it difficult to present tangible outcomes. Come to this session to learn how to tell your tour program story through objective data.

Objectives:

Review what data is important for showing institutional impact and how to analyze it.  
Review and discuss peer reports detailing different ways to present outcome results.  
Review how best to tell your program's "story" and deliver it to your important stakeholders.  
Discuss strategies such as aligning institutional goals with the travel program's and comparing other alumni institution data to your current program metrics.

*Speaker(s)* Debbie Vargo, Director, Alumni Tours, The Ohio State University Alumni Association  
Alumni Track

### **03:15 PM-04:15 PM Coaching Corners in the Conversation Cafe**

*Convention Center B*

Faculty and BOLD talk presenters are available for one-on-one or small group Q&A. Advance signups ensure you get to benefit from this invaluable opportunity for gratis consulting.

**The printing of the ETC 2019 Mini-Agenda/BiZ Passport is made possible through the support of Thomas P. Gohagan & Co. and Go Next (Visit them at Booths ).**

### **03:15 PM-06:00 PM CONNECTS: Pre-scheduled meetings with business partners**

All Attendees

*Convention Center B*

CONNECTS provides scheduled time exclusively for community members from all corners of the globe to convene, connect and collaborate. All delegates are requested to be present in the International Bazaar during CONNECTS. Destinations, Operators and Suppliers are required to be in the International Bazaar at this time to ensure a productive exchange. Meetings held outside the Bazaar during the CONNECTS time serve to undermine the value and effectiveness of CONNECTS scheduling.

CONNECTS meetings were requested in advance of the conference via the online ETC CONNECTS process, and on-site during the Libations Tables in the International Bazaar on January 28th. There are a total of eight meeting times, as listed below. Meetings are convened at the tabletop displays of the individual who initially requested the meeting. The beginning and end times of each meeting will be announced over the PA system in the International Bazaar.

All delegates are asked to be present and on time for their confirmed meetings. If you don't have a meeting scheduled during any of the time slots below, peruse the Bazaar and meet with other

colleagues at their tables who also may be free at this time. Please respect the professional courtesy of not interrupting scheduled meetings ongoing.

- 3:20 PM to 3:35 PM
- 3:40 PM to 3:55 PM
- 4:00 PM to 4:15 PM
- 4:20 PM to 4:35 PM
- 4:40 PM to 4:55 PM
- 5:00 PM to 5:15 PM
- 5:20 PM to 5:35 PM
- 5:40 PM to 5:55 PM

**06:00 PM-07:30 PM ETC Official Partner Invitational Receptions: Pre-conference invitations are provided by official ETC sponsoring partners only**

By Invitation Only

In recognition of their support, Sponsoring Partners listed below have this dedicated time to schedule private invitational cocktail parties. Per published Conference protocol, any/all other companies and individuals are excluded from hosting private invitational venues at this time.

**07:30 PM-09:30 PM ETC Official Partner Invitational Dinners: Pre-conference invitations are provided by official ETC sponsoring partners only**

By Invitation Only

In recognition of their valued support of the Signature Conference, all official ETC sponsoring partners are provided with this dedicated time to schedule private invitational dinner events for their clients. Per published Conference protocol, any/all companies and individuals that are not official Conference sponsors are precluded from hosting any private invitational venues at this time.

For a list of official ETC sponsors, please refer to the back cover of the Conference Resource Directory(CRD). Official sponsor organizations and their contact information are also listed in the intro section of the CRD.

**07:30 PM-09:30 PM No Host Dinners: On Stage (Literally!) ETC's exclusive dining experience at the Performing Arts Center**

All Attendees - Pre-Registration Required

*Performing Arts Center Stage*

*Ticketed Function*

A fun, casual, chance encounter networking venue to enjoy dinner with colleagues that are not attending the partner only invitational dinners. An inclusive three course meal created by the Renaissance Executive Chef is exclusively served to ETC delegates on the stage of Montgomery's Performing Arts Center. Reserve a table in advance or join one of the many open table rounds. The contemporary Arts Center is conveniently attached to the Renaissance lobby.

## **Thursday, January 31**

**07:15 AM-05:00 PM ETC Reception Desk Open**

*Alabama Ballroom Foyer*

**07:30 AM-08:30 AM Partner/Destination Invitational Breakfasts at Hotel: Pre-conference invitations are provided by official sponsors only**

By Invitation Only

In recognition of their support, the Sponsoring Partners listed below have this dedicated time to schedule private invitational breakfasts. Per published conference protocol, any/all other companies and individuals are excluded from hosting private invitational venues at this time.

**08:45 AM-09:45 AM BOLD Talk (Pending, on request): Just Mercy: Sharing some hard truths**

All Attendees

*Alabama Ballroom A/B*

Plenary

Read Bryan Stevenson's best selling book - Just Mercy (5 Star Rating) - before attending one of the most powerful presentations you will ever hear (Pending, on request).

*Speaker(s)* Bryan Stevenson (on request), Founder and Executive Director, Equal Justice Initiative

**09:45 AM-12:00 PM International Bazaar Breakdown**

DOS - Destinations, Operators and Suppliers Only

*Convention Center B*

Time for Partners, Destinations, Operators and Suppliers to dismantle their displays. Each exhibitor will be responsible for repacking and properly sealing all their boxes, complete with return labels, and for contacting their shipper of choice. The hotel will pick up the boxes and return them to the security cage for pickup by the exhibitor's carrier. Exhibitor(s) may use their personal shipping account numbers with a carrier or arrange in advance for carrier direct payment. Any/all items left behind in the International Bazaar will be discarded by the hotel staff after 12:00 PM without exception.

**10:45 AM-10:45 AM White Paper Debrief: Applying lessons learned to your program**

Open to Travel Planners only who participated in the White Paper data collection

*Alabama Ballroom A*

Facilitated discussion of the data and conclusions from the White Paper and how you can relevantly apply them to your program. Discussion includes more detailed insights of findings in the White Paper and the opportunity of sharing with others who also participated in the White Paper surveys.

*Speaker(s)* J. Mara DelliPriscoli, ETC Founder, Educational Travel Consortium  
Kathy Edersheim, President, Impactrics

**11:00 AM-01:00 PM Learning Labs**

All Attendees - Pre-Registration Required

*Off Site*

*Ticketed Function*

Move off-site for cultural immersion & community interaction - designed to illustrate experiential learning through travel and give time for important reflection & engagement.

**Slavery to Incarceration: Inside Montgomery's Equal Justice Institute (EJI), new Legacy Museum & National Memorial For Peace & Justice**

A narrated visit to the nationally acclaimed Equal Justice Initiative's reflection on America's history of racial inequality, The Memorial for Peace and Justice. Artist Kwame Akoto-Bamfo's sculpture on slavery confronts you as you enter the memorial. Our journey moves from slavery to lynching and racial terror, with text narrative and monuments to lynching victims in America. At the center of the site is a memorial square, where you can pause for reflection before moving on to explore the rest of the memorial. Additional memorial highlights include Dana King's sculpture dedicated to the women who sustained the Montgomery Bus Boycott, displays featuring quotes from Toni Morrison and Dr. Martin Luther King, Jr., and a reflection space in honor of Ida. B. Wells. Our visit to the memorial concludes with a work of art created by Hank Willis Thomas, which expresses the contemporary issues of police violence and racially-biased criminal justice. Our march to justice continues at The Legacy Museum: From Enslavement to Mass Incarceration, which is located on a site that once warehoused enslaved people. The museum is located one block from one of the most prominent slave auction spaces in the United States, and just steps away from an Alabama dock and rail station where tens of thousands of Africans were trafficked during the 19th century.

### **Inside Cultural Tourism: Contemporary issues, yesterday's reflections**

A panel of experts from Montgomery's impactful Civil Rights, cultural and historic attractions share thoughts on how programming takes the visitor experience beyond the basic and into life-changing, culture-shifting territory in a city that continues its world-changing legacy. Panelists include Outreach Director of the Southern Poverty Law Center, Lecia Brooks, Alabama Shakespeare Festival Artistic Director, Rick Dildine, Montgomery Museum of Fine Arts Director, Angie Dodson, Museum of Alabama Director, Steve Murray, and Rosa Parks Museum and Library Director, Dr. Felicia Bell.

#### **11:00 AM-01:00 PM Seminar on Wheels (SOW)**

All Attendees - Pre-Registration Required

*Off Site*

*Ticketed Function*

### **Architectural Tour of Maxwell Air Force Base: Home of Air University**

Tour one of the most historical US military bases spanning decades of architectural styles. Begin with the French Provincial officer quarters set in a garden neighborhood; then on to enlisted quarters, barracks, and office buildings in the Spanish Colonial style; followed by the hangars and warehouses in the Art Deco style; and conclude at Air University library and classroom buildings in the International style. Enroute also view a static display of aircraft from WWII to Vietnam and hear a brief explanation of the Air Force's professional military education schools that are consolidated at this one base, as opposed to technical, specialized training that occurs on bases throughout the U.S.

*Tour Guide(s)* Jeffrey Benton, Retired, Author and Community Volunteer, Landmarks Foundation of Montgomery/Old Alabama Town

#### **01:00 PM-05:00 PM Thank You for Joining us at ETC's 2019 Conference!**

**FINAL CONFERENCE EVALUATION - WE NEED THEM AND READ THEM!**

Fill out your conference evaluation before departing the hotel. A hard copy of the evaluation is included in the conference material inserted in your conference tote bag. Extra copies are available at the ETC Registration Desk. Your final conference evaluation can be accessed online through your member dashboard on the ETC website. The evaluation link will be on your Task Manager. During your flight home, please take the time to fill out the evaluation and give us your feedback on the new session formats and anything else you would like to share about the conference. We welcome any kudos you wish to share and will use them online.

**CHECK OUT YOUR MEMBER DASHBOARD FOR UPDATES ON ALL THINGS ETC!**

As an ETC community member, stay abreast of community developments by logging into your member dashboard frequently. Our online partnership with Global Rescue provides you access to travel alerts, as well as time sensitive information on incidents impacting the travel industry and your travelers - plus destination intel reports on four featured countries every quarter.

Also, check out community partner destination mini-sites: Peru, Mexico, Wales, and upcoming Colombia micro-sites to access destination information, itinerary recommendations and promotional photos shared by ETC's Executive Advisory Council.

Get active today by posting your news and announcements. The conference happens just once a year, but ETC Members can enjoy a year's worth of learning, inspiration and collaboration by utilizing the full range of member benefits available on the member dashboard. Your annual ETC membership provides you access to the MP3 downloads of audio-recorded sessions at ETC 2019 and from prior years, speaker handouts, annual reports, surveys, searches of profiles and a host of other member resources.

COMMUNITY SPRING ROUNDTABLES - JOIN US!

HAVE A GREAT YEAR AHEAD!

THANK YOU AGAIN FOR JOINING COLLEAGUES AT THE 2019 CONFERENCE.