

Educational Travel Consortium's Annual Conference

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

January 28-31, 2019

Travel Planner Forum

Sunday, January 27

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

Monday, January 28

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).

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

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 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.

Tuesday, January 29

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.

Facilitator(s) Britt Jones, Director of Alumni Relations, Hardin-Simmons University

Wednesday, January 30

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.

Moderator(s) Nichole Silva, Director of Sales, Classic Escapes

Speaker(s) Michelle Bell, Director of Travel and Conference Sales, The National World War II Museum

Janet Moore, Owner, Distant Horizons

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) 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

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

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

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

12:15 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 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 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 4

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.

Facilitator(s) Shannon Fuller, Assistant Director, Conservation Travel, John G. Shedd Aquarium

Barbara MacQuown Tucker, Director of Individual Giving, Carnegie Museums Of Pittsburgh

Fundamentals Track

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

Riverview 6

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

Thursday, January 31

10:00 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
Heather Hardwick Rhodes, CEO, TravelStyles