Welcome to Jumpstart

Presenters:
Dan Stypa, Rice University
Beth Ray-Schroeder, Duke University
Mary Ann Hunt, Tufts University
Goals for Jumpstart

1. Provide an overview of ETC: conference and community

2. Arm you with new ideas, support, and a plan for moving forward

3. Expand your community of colleagues
What to Expect

- The ETC community
- Travel Program Missions and Models
- Year in the Life of a Planner
- Vendor Relations
- Marketing and Branding
- Case Studies
- ETC Conference
- Parking Lot
Welcome Jumpstart Attendees!

Name and Institution
Full or part time travel responsibility
What you hope to get from Jumpstart
Greetings from
What is ETC?

J. Mara DelliPriscoli
ETC Founder and President of Travel Learning Connections, Inc.
The Educational Travel Consortium’s Past, Present and Future

- The Story Behind
- ETC’s Mission and Values
- The ETC Community
- ETC’s Educational Objectives
The Story Behind the Story

• Life in Tour Operations

• Sailing Reflections

• Birth of a “Conference” – NPTC 1987

• Growth of a “Community” - ETC
ETC’s Mission

Mission Mandate

To gather nonprofit and for profit travel professionals within a convivial community to educate, inspire and foster innovative and sustainable affinity travel programs, global collaborations and partnerships, and advance lifelong learning through educational travel.
The Action Behind the Mission

• Educating and offering professional development curriculum both online and in person to further enrich both the community and the travel programs which we collaboratively create.

• Connecting colleagues, sharing ideas and best practices across all constituencies in the affinity travel community which includes travel planners, destinations, operators and suppliers.
Our Community’s Shared Values

1. Educating first in all programs and outreach
2. Encouraging diversity and innovation in tour design
3. Sharing best practices and collaboration in an open way
4. Developing engaging and innovative travel programs
5. Cultivating informed global travelers
6. Creating positive global impact
7. Advancing cultural diplomacy
8. Enhancing global awareness
ETC’s Focus on Community

community
connections
conference

community
connections
conference
Intersection of Lifelong Learning Through Travel

Education Sector
Nonprofit ➔ For Profit

Tourism Sector
For Profit ➔ Nonprofit
Navigating the Buyer/Seller Relationship

Understanding the stakeholders in the supply chain at ETC

Travel Planner: Representative organizations dedicated to engaging, building and enhancing affinity relationships between people and their institution/organization through travel.

U.S Tour Operator: Representative of tour operators legally incorporated in the U.S. that develop, sell, and execute packaged travel experiences.

Foreign/Inbound Operator: Representative of foreign, not U.S. based, tour operator executing specialized, packaged travel, developing guest experiences in country based on local expertise.

Supplier: U.S. and international companies sourcing components of the packaged travel experiences.

Destination: U.S. and foreign government, non-profit destination representative working with tourism-
There are multiple ways of creating partnerships in order to develop, and deliver product and experiences to your travelers. The two supply chains showed above, are two of the most widely used within our industry.
ETC’s Educational Objectives

• Enhancing Online Member Resources
• Deepening Annual Conference Focus on Core Professional Development
• Integrating More Experiential Learning and Intensive Training into Conferences
• Broadening Understanding of the Travel Industry, Change & Competition
• Addressing Affinity Travel Challenges, Opportunities & Status Quo
Education First

- 75% Education
- 20% Professional Development Modules
- 15% Industry Focused Education
- 40% Travel Planner Only Focused Education
- 15% International Bazaar
- 10% Special Events

Alumni & Lifelong Learning
Donor & Development
Transformation & Innovation
Risk Management
Programming & Destinations
Marketing & Communication

Jumpstart For Newcomers
# Focus & Format

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BOLD Talk</strong></td>
<td>Benefit from 30-minute bursts of knowledge delivered by BOLD Presenters - meant to inspire, educate &amp; engage.</td>
</tr>
<tr>
<td><strong>Coaching Corners</strong></td>
<td>Meet one-on-one with featured presenters to address your professional questions, interests and challenges.</td>
</tr>
<tr>
<td><strong>Intensives</strong></td>
<td>Dive deep in two hour mini-MBA professional development, with take-home and actionable skills - presented by BOLD Presenters, industry leaders or curriculum coaches.</td>
</tr>
<tr>
<td><strong>Learning Labs</strong></td>
<td>Move off-site for cultural immersion &amp; community interaction - designed to illustrate experiential learning through travel and give time for important reflection &amp; engagement.</td>
</tr>
<tr>
<td><strong>Planner Roundtables</strong></td>
<td>Participate in colleague-facilitated discussions for sharing top-of-mind insights, ideas and practices – with 100% audience interaction. **</td>
</tr>
<tr>
<td><strong>Hot Topics</strong></td>
<td>Absorb information from fast-paced lectures on a specific topic &amp; receive timely content, issue updates, or applied skills. Focus on one topic from 2 to 3 experts’ vantage points - divided into 10 minutes of commentary/questions/discussion.</td>
</tr>
<tr>
<td><strong>Seminar on Wheels (SOW)</strong></td>
<td>Experience well-curated &amp; interpreted historic, cultural, or culinary tours created specifically for the ETC audience by local tourism entities. * $(§)</td>
</tr>
</tbody>
</table>

* Spots are limited, pre-registration recommended.  
** Special tracks for colleagues from like institutions, program size, focus or geographic location are featured. 
$(§) Additional fee required for this session type.
Evaluations

• Single Session Evaluations

• Full Conference Evaluation
Your Feedback Please!

jmara@educationaltravelconsortium.com

#ETCEDUCATES   #ETCCONNECTS   #ETC2019CONFERENCE
Welcome our Destination Representative!

Lynne Meehan
New Brunswick
ETC Website

ETC'S ANNUAL CONFERENCE

CREATING THE MOMENTS:
THE VOICES OF AUTHENTICITY,
ADVOCACY & AFFINITY

Renaissance Montgomery Hotel
Montgomery, Alabama
January 28-31, 2019
CONNECTS
Meetings

Session One
Tuesday, January 29th 3:00 PM – 6:00 PM 15 Minute Meetings

Date: 01/29/2019 Start Time: 03:00 PM End Time: 03:15 PM
To make a request, find a user with the search tool or view constituencies available in this slot:
Travel Planner - Destination - Suppliers - US Tour Operators - Foreign Operators

Date: 01/29/2019 Start Time: 03:20 PM End Time: 03:35 PM
To make a request, find a user with the search tool or view constituencies available in this slot:
Travel Planner - Destination - Suppliers - US Tour Operators - Foreign Operators

Date: 01/29/2019 Start Time: 03:40 PM End Time: 03:55 PM
To make a request, find a user with the search tool or view constituencies available in this slot:
Travel Planner - Destination - Suppliers - US Tour Operators - Foreign Operators
Enjoy the evening & see you in the morning!
Welcome back to Jumpstart!

Presenters:
Dan Stypa, Rice University
Beth Ray-Schroeder, Duke University
Mary Ann Hunt, Tufts University
Mission & Models of Affinity Travel
Types of Travel Programs

• Organizational types
  • Universities, museums, natural groups, societies

• Mission differences
  • Revenue generating
  • Pure engagement
  • Alumni Relations
  • Educational experiences
  • Conservation and environmental focus
  • Stewardship

• Size variations
  • Numbers of programs offered and travelers participating
The Art Institute of Chicago
The Art Institute brings the rich artistic traditions of the world to Chicago. Broaden your horizons further by traveling the globe with us. From tours that explore the wealth of art and architecture of the Midwest to unforgettable trips abroad, Member Travel—enhanced by expertise only Art Institute study leaders and lecturers can provide—offers behind-the-scenes museum visits, privileged entrée to private collections and artists' homes, and the companionship of fellow Art Institute members.

Massachusetts Institute of Technology
The MIT Alumni Travel Program provides alumni and friends of MIT substantive life-long learning opportunities through educational tours. These activities connect alumni with the Institute and with one another on an ongoing basis and expand the reach of MIT to alumni around the world.

Duke University
*Duke Alumni Travels* aims to strengthen alumni loyalty and overall engagement with Duke through several initiatives, which include: connecting with international alumni; providing opportunities to strengthen connections to Duke and each other; and providing opportunities to learn about Duke by showcasing Duke’s global sites, initiatives and faculty.
Building Value & Integration

• Differentiate your program
  • Understand the competition
  • What is your program’s unique value proposition

• Mission orientation
  • Taking into account institutional resources and goals in order to align with the organization as a whole
    • Example: all programs needing to be art and architecture intensive for the Art Institute of Chicago
Best Practices

• Creating a clear mission/vision for your program to guide the purpose – and value – of your travel program

• Developing a unique value proposition that inspires your constituents to travel with your program

• Collaborating with organizational and community partners to integrate travel experiences into the book of business

• Measuring success as it relates to your program mission to articulate the impact of the program relative to the organization
Putting it into Action

• What makes YOUR travel program unique?

• What value does YOUR travel program add to your organization?

• How is success defined for YOUR travel program?
Greetings from
A Day – and Year – in the Life of a Travel Planner
We begin with the birth of a trip...
October to December

- Review proposals
- Review current year needs at half year (for a fiscal year)
- Holiday/end of year appreciation/outreach
January to March

- Confirm following calendar year’s trips
  - Negotiate terms/contracts
- Add next year’s trips to database/web
- ETC!
- Plan for any spring gatherings and marketing
April to June

- Spring gathering
- Confirm faculty for next CY
- Create and send contracts
- Design and create annual catalogue (or email or org magazine ad)
July to September

• Complete and send annual catalogue
• Review numbers, allotment fill rates to date
• Plan fall travel events
Daily Life

• Customer Service
• Faculty and Institutional Engagement
  • Collaborating with departments and organizations
• Vendor Relationships
• On-going on-tour concerns
Customer Service

• **Pre-trip**
  • Facilitating bookings for some travelers
  • Sending organizational materials
  • Updating database to inform organization
  • Working with regional engagement officers to promote travel program
  • Sending targeted emails for trips closing soon

• **Follow-up**
  • Sending out post trip materials including solicitations to travelers
  • Reviewing evaluations
Faculty Engagement

• Relationships with campus advocates
  • Faculty senate, academic leaders, study abroad and past hosts/lecturers!

• Training, preparation & follow up
  • Informational sessions, meeting about roles & responsibilities, sitting in on classes
  • Meeting upon trip conclusion to review feedback and their experiences

• Complimenting fellow organizations
  • Reaching out to other co-sponsoring organizations to see who they might send
Vendor Relationships
Developing New Relationships

- Importance of healthy, strong, cooperative relationships
- Determine your own Check List of Requirements you look for in an operator
- Referrals and developing new relationships
- Documentation of due diligence
- ETC interactions
Established Relationships

• Marketing: all aspects of the trip are represented accurately
• Review terms and conditions
• Contracts (from Operator of your office)
• General Liability Coverage Certificates
• Emergency Plans
• Refer to Genius Bar for further risk topics
Negotiating

- Prove your success rate
- Keep track of numbers and fill rates for future negotiating
- Travel Partners
- Baseline of agreement: What are your goals for your Program? Income? Host spot?
  - 1:10 comp space
  - 7% or $200 per or more
Break

Sponsored by

USI AFFINITY | Travel Insurance Services
Greetings from...
Marketing & Branding
Marketing Today

• Process of understanding the optimal balance of marketing platforms
  • Print materials/direct mail
    • Reaching the right audience
    • Catalog mailed to past/prospective travelers; Email campaigns
  • Internal constraints
  • Discounts from vendors when using email

• Social Media/Online tools
  • Story telling video
  • Developing content for a non tech-savvy audience
Best Practices

• Integrating and leveraging the relationship with DOS
  • In house vs. tour operator brochures, etc.

• Determining the optimal lists for mailings (both mail & emails)

• Creating an integrated approach

• Leveraging other organizational programs/events to showcase and educate constituents about travel
Putting it into Action
Four Case Studies
Case Study #1

A new faculty member will be leading his/her first trip and needs to be prepared prior to departure. How would you prepare them?
Case Study #2

Over the last few years, Jones University’s travel program has experienced dwindling numbers and is looking to reinvigorate the program. What could Jones School do to increase its numbers?
Case Study #3

A trip host emails you during a trip to report that Greta seems to have a mental health issue and is impacting the experience for others. How do you respond? What should she do on site?
A few months prior to a trip leaving for a river cruise, it has been reported in the news that the river levels are low and some cruises are being interrupted. You just had a traveler that has called you and is concerned about her trip. How would you have a conversation with this concerned traveler?
Questions & Discussion
Congratulations

You’re a Jumpstart Graduate!