Jumpstart Seminar: Welcome and Orientation

Open only to Jumpstart attendees. Get the jump on meeting your fellow travel planners and faculty 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.
Monday February 3rd 2020

Jumpstart Seminar: Fundamentals of Affinity Travel for Planners only
8:00am - 12:00pm  
MH East West Room

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. If you would like to join an informal luncheon roundtable with Jumpstarters only to continue informal conversation after this morning’s seminar, be sure to sign up for the deli lunch for Feb. 3rd.

Fastrack: Travel Planners Only (Invitation only)
8:30am - 12:30pm  
CC Meeting Room 1

This meeting is geared toward seasoned travel planners (at the top managerial level) in their travel role for 15+ years or more and whose programs have a long-established 15+ year sustained focus on either development, education, or offer a strong relations component. Topics of discussion may include risk management, working with development, enrichment lecturer, repeat business, expanding customer base, global issues, and metrics. Roundtable format with a mix of break out discussion and whole-group discussion. Additional topics of discussion will be set closer in to ETC. If you plan to partake in extended informal discussion over lunch please be sure to sign up for the Deli Lunch on Monday, Feb. 3rd on your registration form.

Tuesday February 4th 2020

Hot Topics II (Choice of 2)
11:00am - 12:00pm  
MH Tennessee River Room

Information Overload: Is anyone really reading your tour materials?

Insurance options, itineraries, visa requirements, cultural nuances, political situations, historical facts and events. Some information is critical for travelers; other info. may be optional. Travelers are bombarded with information from many sources, including e-mail, "snail mail," text messaging, twitter, fax or phone. How can critical (must read) information best be sent to travelers? What about less critical, though trip-relevant information? This session reveals techniques to assure travelers receive (and read) the most critical information -- while having access to optional info.
Luncheon Bold Talk: Harnessing the Power of the ETC Community: A Duke University Nicholas School of the Environment Master's Project

12:50pm - 1:30pm  All Attendees  Plenary
MH Plaza Ballroom A,B,C

Beth Ray-Schroeder, Director of Alumni Travel at Duke University has seen the challenges faced by ETC members navigating the complexities and often confusing messaging about the sustainable travel movement. What does it mean for us? Why does it matter? Born out of ETC’s Sustainable Travel Committee’s goals and evolving commitments to sustainability, Beth identified an innovative project opportunity to partner with a graduate team from the Duke University Nicholas School of the Environment to develop a framework for benchmarking sustainability practices of Duke Alumni Travel’s Tour Operators. Gaining traction as a scalable model with significant potential to benefit the travel industry with useful data from educators, three graduate students will showcase their project in a team reveal highlighting the current environmental, economic, and socio-cultural practices implemented by their selection of operators. A breakout discussion follows this BOLD talk with representatives from the participating tour operators.

Wednesday February 5th 2020

Travel Planner Forum: Best Practices II (4 Options)
11:15am - 12:15pm  Travel Planners Only

Participate in a series of roundtable discussions and professional engagement opportunities created specifically for travel planners - and held on one single day.

Going Beyond Inclusion: Real talk about diversity and equity in the travel industry
MH Tennessee River Room

Given the relative homogeneity of the travel industry, how might operators and guides expand their reach and invite new populations to enjoy the pleasures and benefits of travel? What kinds of issues should we consider to improve or provide experiences that resonate for all kinds of travelers? This session offers opportunities for participants to go beyond inclusion efforts and ask deeper questions about the nature of tourism in a multicultural and complex world.

Travel Planner Forum: Best Practices III (3 Options)
1:45pm - 2:45pm  Travel Planners Only

Participate in a series of roundtable discussions and professional engagement opportunities created specifically for travel planners - and held on one single day.
Demonstrating the Travel Program’s Impact on Your Institution: Data, metrics and storytelling

MH Plaza Ballroom A,B,C

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.