

2012 Executive Forum Agenda

Executive Forum Sessions

Friday, January 20	11:00 a.m. – 4:15 p.m.	Zander/Tarpon Room
11:00 – 11:15	Introductions	Duncan Beardsley Carolyn Sheaff
11:15 – 11:45	State of the Travel Industry: How Affinity Group Travel is Affected	Steve Ridgway
11:45 – 12:15	“Must Knows” About Your Travel Program & The Importance of Staying on Top of It	Steve Grafton
12:15 – 1:30	Buffet “Working” Luncheon <i>Courtesy of Go Next Travel</i>	
	Travel Program Missions: Development <i>and</i> Affinity	Bob Woods
	Ignore Direct Mail at your Peril: Travel Trends	Al Merschen
1:30 – 1:40	Break	
1:40 – 1:45	<i>2012 Executive Forum Manual</i>	Duncan Beardsley
1:45 – 2:45	World Events & Risk Management: Prior to Departure Trip in Progress	Steve Ridgway Jim Sano
2:45 – 3:15	Social Networking: Is It for You? How to Use it The Upsides & Downsides	Scott Gerloff
	Refreshments <i>Courtesy of Go Next Travel</i>	
3:15 – 4:00	Panel Q & A: The Future of Affinity Travel What’s Working? What’s Not? What’s New? Adapting to Change	Steve Grafton, Steve Ridgway, Carolyn Sheaff
4:00 – 4:10	Forum Wrap-up	Carolyn Sheaff
4:15 – 5:30	Choice of two Conference Roundtables	
	<ul style="list-style-type: none"> • Conference CEO Roundtable – Join other tour operator and travel supplier CEO’s and senior executives at ETC for a forward looking conversation with top global futurist, Anne Lise Kjaer, Founder & Director, Kjaer Global Ltd (UK) 	

- **Prime Time Travelers:** *Diving Into The Digital/Social Component of the Boomer Marketplace.* Many operators/organizations have been unsure of how or if to approach new media, travel, and their existing community.
- 5:30 – 7:00 Choice of tour operator hosted Conference receptions.

7:30 – 10:00 Bazaar Bash: Conference wide Festive Reception and Dinner
Courtesy of the Indian Government Tourist Office

The Executive Forum co-facilitators are respected veteran travel planners, well-known to the Educational Travel Community: Carolyn Sheaff, **Retired** Director of Bear Treks, Cal Alumni Association, Berkeley, and Duncan Beardsley, **Retired** Director Travel/Study Programs, Stanford Alumni Association.

Presenters include:

- Scott Gerloff, Director of Tours, National Trust for Historic Preservation
- Steve Grafton, President & CEO, Alumni Association of the University of Michigan
- Al Merschen, Managing Partner, Myriad Marketing
- Steve Ridgway, President, Criterion Travel
- James Sano, President, Geographic Expeditions
- Robert Woods, Principal, Stewart Woods and Associates

Pre-Executive Forum Conference Sessions

If you arrive early plan to take advantage of sitting in on a few ETC Main Conference sessions from 8:00 a.m. – 11:00 a.m.

Friday, January 20 8:00 a.m. – 11:00 a.m.

8:00 – 9:30 **Conference Opening Keynote** Jack Hanna

- **Experiencing Learning:** *Jack Hanna Takes You in the Wild*

9:30 – 10:50 **Choice of Concurrent Sessions**

- **Actionable Content Marketing:** 12 Ways to Make Your Digital, Social Media & Search Marketing Work Harder
- **Going Past 40:** How Today's GenXers and Baby Boomers are Traveling and Making their Destination Decisions
- **Educational Travel and Cultivation:** Advancing the Mission of your Institution

For further information go to www.ETCExecutiveForum.com