

ITMI

SYMPOSIUM



San Marcos 2009

Registration Form Enclosed !

Symposium Features

- *Expert presentations on important topics affecting the tour industry*
- *Scheduled interviews with top professional tour directors*
- *Networking with other tour operators*
- *Complimentary San Antonio and Austin sightseeing FAM tours*
- *Three days of insights and strategies from industry leaders*
- *Prescreening of all tour director applicants*

Symposium 2008 Highlights

San Diego was the host for the 21st annual ITMI Symposium held January 20-24 at the Handlery Hotel and Resorts. We would like to give a sincere thanks to the San Diego CVB and all of the other sponsors for helping make the event a true California experience.

The exchange between tour operators and tour directors concerning a variety of issues helped us to better understand our different roles. The presentation by Patrick Allitt gave us all a new appreciation of our relationship to history.

The Symposium marked an important exchange of information between tour operators and tour directors.

**Registration
Deadline:
October 31, 2008**

Dear Tour Operator,

YOU ARE INVITED... to join us from January 25 – 29, 2009, for the **22nd Annual ITMI Symposium** for tour directors, tour guides, and tour operators. The host facility is the Embassy Suites in San Marcos, Texas, located in the beautiful Hill Country outside of Austin.

At the ITMI Symposium tour operators will meet a select group of professional tour directors and interview those identified as having the skills and experience necessary to lead their tours. Tour operators also participate in interactive roundtable discussions and learn from featured speakers about issues of industry concern. Many of these sessions are solely for tour operators during the event.

There are also numerous social events that provide a relaxed forum to talk informally with other operators and to meet tour directors. Registration also includes complimentary pre and post sightseeing Fam tours to show off the best of this popular destination. Thanks to the cooperation of the San Marcos CVB, local DMOs and statewide suppliers, we believe it will be the best Symposium ever!

Most meals are included in the registration fee of \$395. Because of space limitations, spouses and significant others may not participate in any official Symposium functions.

Special room rates have been arranged with the Embassy Suites at a discounted rate of \$125 plus tax per night or \$62.50 share-twin per person per night. The usual rack rate during the winter season is \$165 per night. The discounted rates will apply from January 23 – 28 and are only available through ITMI. ***Book early. Space is limited.***

The Institute is planning for 350 participants at the Symposium including 40 to 50 major tour operators from throughout the United States, Canada, and the United Kingdom. This is the premiere event for professional tour directors. Based on our experience from previous years, we anticipate ***the event will be wait-listed before the October 31 deadline.***

See you in San Marcos!

Embassy Suites San Marcos Hotel

Located at the "Gateway" to the Texas Hill Country. With an inspiring 10 story atrium, cascading water features, and spacious two room suites, they offer a completely relaxing and rewarding stay. Your stay will include a full cooked to order breakfast each morning and a two hour managers reception each evening you will be sure to enjoy!



The ITMI Marketplace

Many tour operators find the Marketplace to be one of the most important benefits of the ITMI Symposium. In the Marketplace all operators are able to interview a strong group of qualified tour directors in ten-minute intervals. Half are interviewed during Marketplace I and the other half during Marketplace II the following day. The list of interviewees, with resumes, is available upon arrival at the Symposium for early review. Tour directors are assigned interviews based on criteria submitted by tour operators prior to Symposium.



Embassy Suites - San Marcos, TX



Texas
Ranch

Preliminary Tour Operator's Schedule

Jan. 24 Saturday

2:00pm – 6:00pm

Registration

Jan. 25 Sunday

7:00am – 6:00pm

Registration

8:30am – 6:00pm

Pre-Symposium sightseeing Fam tours
(see enclosed info)

8:00pm – 10:00pm

ITMI Hospitality Suite for all Tour Operators

Jan. 26 Monday

7:00am – 9:00am

Breakfast on own

9:00am – 10:30am

Registration

10:45am – 12:05pm

Tour Operator Private Welcome Session

Opening General Session for Tour Directors and Tour Operators

Topic: Tactics of Hope - Author Wilford Welch
The potential and power of individuals throughout the world to bring about positive change.

12:15pm – 1:30pm

Welcome Luncheon

1:45pm – 5:00pm

General Sessions for Tour Directors and Tour Operators

Session I: State of Tourism

An update on tourism today and projections for the future of the industry.

Session II: Conflict Resolution

How tour operators and tour directors can effectively resolve issues with each other, guests, drivers and suppliers.

7:00pm – 9:00pm

Welcome Reception for all participants

Jan. 27 Tuesday

8:00am – 11:40am

Breakfast on own

Roundtable Sessions for all Tour Operators

Discussion I: Training the Professional Tour Director/ Applicant Resume/Website Format

A two part discussion - What training would you like ITMI to incorporate into its program to better prepare tour directors for your tour? As well as, what information and format is most helpful in screening resumes and/or websites.

Jan. 27 Tuesday (continued)

Discussion II: What research/preparation is expected of Tour Directors beyond what is provided by the Tour Operators?

The professional, financial and legal issues of research/preparation prior to the tour.

Discussion III – Open Forum A (General)

Open Forum B (Student Tours)

An opportunity to discuss industry topics and issues of importance with other operators and get answers to questions of professional concern. The Student tour operators will have the opportunity to speak with each other about issues of importance within their own market.

11:45am – 1:15pm

Luncheon for all participants

1:30pm – 5:25pm

Marketplace I – Tour operators meet with tour directors at 8-minute intervals with two minutes of free time to make notes. There will be a twenty-minute mid-session break.

6:30pm

Tour Operator Dinner

Jan. 28 Wednesday

8:20am – 12:15pm

Breakfast on own

Marketplace II – Tour operators meet with tour directors at 8-minute intervals with two minutes of free time to make notes. There will be a twenty-minute mid-session break.

12:30pm – 2:30pm

Farewell Luncheon & Closing Keynote Speaker

2:30pm – 6:30pm

Afternoon leisure time for activities and follow-up interviews with tour directors and guides.

6:30pm

Finale Evening

Jan. 29 Thursday

7:30am – 4:00pm

Optional Post-Symposium sightseeing Fam tours

Reasons to Attend Symposium 2009 - San Marcos

- *Three days of insights and strategies from industry leaders.*
- *Scheduled interviews with top professional tour directors.*
- *Complimentary sightseeing tours.*
- *Prescreening of all tour director applicants.*
- *Networking with other tour operators.*
- *Expert presentations on important topics affecting the tour industry.*
- *Receive industry recognition.*



Bluebells - State Flower of Texas

Symposium 2009 Tour Director Registration Selection Criteria

ITMI limits the number of attendees at each Symposium to 350 participants. This is the optimum number to assure that everyone will be able to gain the most from attendance. We accept 200 tour directors participating in the Marketplace and 50 non-Marketplace TD participants. All tour directors must be ITMI graduates.

The first 150 registrations are accepted on a first-come, first-served basis and confirmed following receipt of payment of the registration fee. Subsequent applications are placed on a waitlist as they are received. The waitlist is reviewed weekly and will be cleared based upon the following criteria: how the applicants' skills match the hiring criteria of the participating operators, the geographic area where the tour director resides, foreign language abilities and other matching factors.

ITMI

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Please note our new addresses:
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Ted Bravos, CTP
President/CEO
Randy Hellrung
Director of Operations



ITMI Symposium 2009 Tour Operator Registration Form

The Embassy Suites, San Marcos: January 25 – 29

Name (for badge) _____ Title _____
 Name of 2nd person _____ Title _____
 Company _____ Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____
 2nd persons's Email _____

Hotel Accommodations

- I request a SHARE-TWIN ROOM at \$62.50 per person per night, plus 15% room tax
- I request a SINGLE room at \$125 per night, plus 15% room tax
- I DO NOT REQUIRE accommodations Snorer? (If you are a snorer, please be advised to request a single room)
- Smoker Non-smoker Vegetarian Meal

My requested share partner will be _____

I understand that I am responsible for all hotel charges which are to be paid directly to the hotel upon checkout. The special rates apply only to the dates below. Please reserve the following nights:

Fri 1/23 _____ Sat 1/24 _____ Sun 1/25 _____ Mon 1/26 _____ Tues 1/27 _____ Wed 1/28 _____

Complimentary Sightseeing FAM Tours

Sunday, January 25

Thursday, January 29

- Tour A - San Antonio City Tour (8:30am-6pm) Tour C - Austin City Tour (7:30am-1:30pm and 4pm)
- Tour B - Half day San Antonio City Tour (1pm-6pm)

Symposium Registration (Check Appropriate Box)

- Registration Fee (first participant) \$395.
- Registration Fee (second participant) \$395.
- Late Fee after October 31st \$ 50.

*Registration Deadline October 31, 2008
 Full refund if canceled prior to November 14, 2008
 50% refund if canceled prior to December 1, 2008
 No refund after December 1, 2008*

Total Amount Enclosed \$

Make check payable to ITMI

I authorize my fees to be charged to _____ VISA _____ MC _____ AMEX # _____

Exp Date _____ Amount _____ Signature _____

Please note: for faxed registrations payment is due within five (5) working days.

ITMI FAX (415) 957-9474 For questions please email travel@itmisf.com and refer to "ITMI Symposium".

Don't forget to keep a copy for your records!

Cut along the dotted line to detach form



Complimentary Sightseeing Fam Tours

All participants are invited to enjoy complimentary pre and post Symposium sightseeing Fam tours of San Antonio and Austin. The tour descriptions below are preliminary and subject to modification by the companies and organizations hosting the tours. Check the appropriate box on the registration form.

Pre-Symposium – Sunday, January 25, 2009

Tour A – San Marcos / San Antonio City Tour (8:30am - 6pm) Tour charming San Marcos with its Historic Downtown District, unique shops, Lyndon B. Johnson Museum and famous outlet centers. Enjoy the beauty of the San Marcos River as it meanders through this college hill country town. Continue on to San Antonio to learn about the battle of the Alamo, discuss the history of the San Antonio Missions and the Spanish Missionaries. Enjoy a self-guided walk through the Alamo. Enjoy a true Texas experience at the Buckhorn Saloon and the Museum and learn about the different cultures and heritages that shaped San Antonio and the history of the River Walk development. Experience San Antonio's cultural diversity with a visit to the McNay Art Museum. Discover the White Museum with the HEB Science Tree House, the Botanical Gardens and the historical theaters. Explore Mexico in San Antonio at the Market Square with shopping and dining. Windshield tour of: Southtown, King William District, and San Fernando. Enjoy free time on the famous River Walk.

Tour B - San Antonio River Walk and Alamo (1pm - 6pm) Learn about the battle of the Alamo, discuss the history of the San Antonio Missions and the Spanish Missionaries. Enjoy a self-guided walk through the Alamo. Enjoy free time on the famous River Walk.

Post-Symposium – Thursday, January 29, 2009

Tour C – Austin (7:30am-1:30pm and 4pm) Visit Austin to learn about Texas history. Embark on a brief tour of the Capital City including historic Sixth Street and Congress Avenue, the Governor's mansion and the University of Texas. Explore the home and studio of sculptor Elisabet Ney, one of the most colorful and influential women in early Texas history. Uncover the "Story of Texas" at the Bob Bullock Texas State History Museum. The Texas Spirit Theater and the three floors of exhibits bring the early days of Texas back to life. Take in the history and architecture of one of the State's most beloved buildings, the State Capitol. *This tour will end in Austin - therefore, we will be making two drops at the Austin airport at 1:30pm and 4pm to make sure everyone can catch their flights home.*



The Alamo



The Riverwalk in San Antonio



The Austin State Capitol



Texas Sunset

Primary Sponsors:



Embassy Suites



SYMPOSIUM QUOTES – SAN DIEGO 2008

"I love that we are all on the same side - competition is absent." – Linda Sklov, Tour Director

"It gives me that 'shot in the arm' for the next season." – Cherry Hoover, Worldstrides

"Sessions are informative and visiting with more experienced guides was a great help." – Sandi Wursten, Tour Director

"I loved the opportunity to meet other operators and discuss industry issues." – Julie Sabala, ETS (Educational Travel Services)

"The fellowship between TDs and even meeting TOs outside of Marketplace. I felt 'tuned in', engaged and rejuvenated!" – Belinda Robinson, Tour Director

"The opportunity to meet potential tour directors and discuss industry trends with colleagues." – Tiffany Schaefer, High Country Passage

"Time spent with peers in a non-competitive environment." - Gary Haverkamp, Mayflower Tours



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*The Premier Training Institute
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