



ITMI SYMPOSIUM

Symposium Quotes

"I enjoyed, as usual, the networking, the high quality of speakers and the consummate organizing efforts."

~Dorothy Pendleton, Tour Director

"Potential of new jobs but just as important, re-energize and renew excitement about the business."

~Valerie Hershfield, Tour Director

"I attend for professional advancement and to support the industry and ITMI."

~Georgina Tonner, Tour Director

"I come out of habit and so much more! This is my 'shot in the arm!'"

~Cheryl Jothen, Holiday Vacations

"I support ITMI and I enjoy learning best practices from other tour operators."

~Dustin Teichman, Good Times Travel



ITMI SYMPOSIUM 2010 promises to be the most exciting, informative and innovative event in ITMI's history. Attend Symposium 2010 and you'll have the chance to meet a broad spectrum of travel industry professionals including tour directors, tour operators, meeting and event planners, destination management, incentive travel and cruise companies, along with a few surprise guests who'll share their success secrets with you.

The **23rd Annual** ITMI Symposium will be held at the beautiful Hilton El Conquistador Resort, located at the base of the pristine Santa Catalina Mountains in Tucson, Arizona.

Who should attend ITMI Symposium 2010?

All travel industry professionals who wish to meet and learn from one another. International and domestic tour operators and tour directors seeking the right match for employment opportunities. Meeting and event planners, destination management, incentive, and cruise companies, destination marketing organizations, travel industry associations, travel writers and other industry stakeholders will benefit from this experience.

Why attend ITMI Symposium 2010?

Educational opportunities include roundtable discussions and featured speakers who will provide information about industry challenges and opportunities. A cutting-edge presentation will illustrate how social networking sites such as Facebook and Twitter are revolutionizing travel industry marketing and how you can benefit from this trend...even if you don't Tweet. Numerous social events provide a relaxed environment for participants to speak with one another.

NEW in 2010—Spouses and guests are invited.

For the first time in its 23 year history, the 2010 ITMI Symposium includes spouses and guests. Guest registration for \$195 includes pre and post sightseeing FAM tours to highlight this spectacular destination, the opening welcome reception and the finale evening event. Numerous optional activities will be available at an additional cost.

Costs and fees.

The registration fee of \$395 includes most meals. There is an additional fee of \$100 for tour directors who want to participate in prescheduled marketplace job interviews. Special room rates including breakfast have been arranged with the Hilton El Conquistador Resort at \$59.50 share-twin, per person per night plus tax or \$119 single plus tax. The usual rack rate during the winter season is \$239 per night. The discounted rates are only available through ITMI. Book early. Space is limited.

The generosity of the Tucson Convention and Visitors Bureau and its supplier members is destined to make this the best Symposium ever! Enroll now before the **October 31st, 2009** deadline.

See you in Tucson!



Remember the Alamo

Symposium 2009 Highlights

San Marcos, Texas hosted the 22nd ITMI Symposium held January 25-29, 2009 at the new Embassy Suites Hotel, Spa and Conference Center.

We would like to give a sincere thanks to the San Marcos & San Antonio DMOs and their supplier partners for helping make the event a true Texas experience. The exchange between travel professionals helped us to better understand the challenges and opportunities in the changing world economy.

Tour Director

Tour Operator

All participants

SATURDAY, JANUARY 16, 2010

2:00pm – 6:00pm
Registration

SUNDAY, JANUARY 17, 2010

7:00am – 6:00pm
Registration

9:00am/1:00pm – 5:00pm
Pre-Symposium sightseeing FAM tours
(see enclosed info)

Evening at leisure

MONDAY, JANUARY 18, 2010

Breakfast on own

7:00am – 9:00am
Registration

7:30am – 8:45am
**Tour Director Regional
Alumni Breakouts**

9:00am – 10:30am
Tour Director Private Session
Topic: The Art of Storytelling. How to make your commentary come alive with ideas and techniques from a storyteller coach.

9:00am - 10:30am
Tour Operator
Private Welcome Session

10:45am – 12:05pm
Opening General Session for
Tour Directors and Tour Operators
*Topic: Global Tourism and the
Peace Corps. Ambassadors of
Goodwill or Misunderstanding?*

12:15pm – 1:30pm
Welcome Luncheon for
all participants

1:45pm – 5:00pm
General Sessions for
Tour Directors and Tour Operators

Session I: Ruba
*Mike Cassidy, CEO of Ruba,
delivers an informative
presentation on how to
leverage social networking
sites like Facebook and Twitter
for travel industry marketing
and how you can benefit...
even if you don't tweet.*

**Session II: Recognizing a
Complaint as a Gift.**
*Maintaining customer loyalty
when things go wrong.*

7:00pm – 9:00pm
Welcome Reception for
all participants

TUESDAY, JANUARY 19, 2010

Breakfast on own

8:00am – 11:30am
Tour Director Sessions

**Session I: Success in the Dynamic
Incentive Travel Field –**
Tips from an insider.

Session II: Ask the Tour Operator –
*A tour operator panel answers questions
from the audience and discusses their
thoughts about TD's and the future of
the industry.*

Session III: Tour Planning for Dummies –
*How and why tours are planned the way
they are...from creation to operation.*

8:00am - 11:40am
Tour Operator Sessions

Session I: Tour Director Evaluations –
*Methods for effective and timely feed-
back... "Why didn't you tell me sooner?"*

Session II: Succeeding in this Economy
*– How Tour Operators have reinvented
themselves to succeed in today's
economy and the outlook for the future.*

Session III:
Open Forum (General) – An
*opportunity for tour operators to
discuss topics of importance and
dialog with colleagues about issues
of mutual concern.*
Open Forum (Student Tours)
*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 directors interview
with tour operators at 10-minute intervals.

1:30pm – 5:15pm
Tour Director Roundtable Sessions
*For tour directors not participating
in Marketplace I.*

**Roundtable A – Succeeding in this
Economy.** How Tour Directors have
succeeded in today's economy and the
outlook for the future. Tips for
thinking outside the box.

**Roundtable B – The Plugged-In Tour
Director.** The latest "on the road"
technology and useful websites.

Roundtable C – Open Forum. An
opportunity for tour directors to
discuss topics of importance and
dialog with colleagues about
issues of mutual concern.

6:30pm
Tour Operator Dinner

Evening at leisure for **tour directors** to explore
local restaurants and sights.

WEDNESDAY, JANUARY 20, 2010

Breakfast on own

8:20am – 12:15pm
Marketplace II – Tour directors
interview with tour operators at
10-minute intervals.

8:30am – 12:15pm
Tour Director Roundtable Sessions.
*For TDs not participating in
Marketplace II.*

**Roundtable A – Succeeding in this
Economy.** How Tour Directors have
succeeded in today's economy and
the outlook for the future. Tips for
thinking outside the box.

**Roundtable B – The Plugged-In Tour
Director.** The latest "on the road"
technology and useful websites.

Roundtable C – Open Forum

12:30pm – 2:30pm
Farewell Luncheon &
Closing Keynote Speaker

2:30pm – 6:30pm
Afternoon leisure time for networking

6:30pm
Finale Evening for all participants

THURSDAY, JANUARY 21, 2010

8:30am – 5:00pm
Optional Post-Symposium
sightseeing FAM tours



The ITMI Marketplace

Many attendees find the Marketplace to be one of the most important benefits of the ITMI Symposium. In the Marketplace, tour directors and tour operators will have scheduled interviews with each other in ten-minute intervals. Half of the tour directors meet during **Marketplace I** and the other half during **Marketplace II**. Participants will receive their appointment schedule upon arrival at the Symposium. Tour Director Roundtable sessions are offered each day running concurrently with the Marketplaces. The topics are repeated so that each group will be able to attend the full program.



Tucson El Conquistador Golf & Tennis Resort

The Hilton Tucson El Conquistador Golf & Tennis Resort is one of the most elegant resorts in the area. This beautiful hotel is set at the base of the spectacular Santa Catalina Mountain range in Northwest Tucson, AZ. Its design was inspired by the beauty of its pristine natural canyon views and lush desert surroundings. The hotel is equipped with golf, tennis and conference facilities that you will surely enjoy! Your stay will include breakfast each morning.



Complimentary Sightseeing FAM Tours

All participants are invited to enjoy complimentary pre and post Symposium sightseeing FAM tours of the Tucson area. 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.

SUNDAY, JANUARY 17, 2010



PRE-SYMPOSIUM

Tour A : Saguaro National Park / Arizona-Sonora Desert Museum / San Xavier Mission (9am – 5pm)

Saguaro National Park preserves more than 9,000 acres of Sonoran Desert and Saguaro cactus. Amidst the grand desert is the world-renowned Arizona-Sonora Desert Museum which tells the unique story of the Sonoran Desert region. Over 200 species of live animals and 1,000 species of plants, indigenous to the Sonoran Desert are exhibited in naturalistic habitats. It is a combination of museum, zoo, botanic garden and nature trail.

Journeying south, located on the Tohono O'odham Indian Reservation is the "White Dove of the Desert" – San Xavier Museum. The church was built between 1783-1797 and is an active spiritual center. The architecture which blends Moorish, Byzantine and late Mexican Renaissance has been hailed as the finest example of mission architecture in the United States.

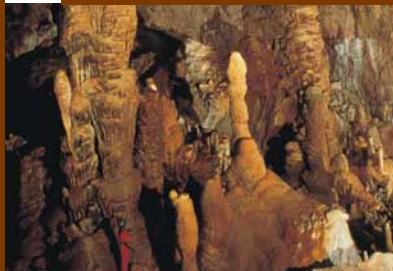


Tour B : Tucson / Pima Air Museum (1pm – 5pm)

View the University of Arizona and Old Tucson before exploring aviation history at the Pima Air & Space Museum, home of the largest privately owned collection of historical aircraft in the country. See everything from a full-scale model of the Wright Bros.' 1903 Wright Flyer, to a mock-up of the world's fastest aircraft, the

X-15. You can step right into the restored Douglas DC-6 used by both Presidents Kennedy & Johnson during their terms of office. Some of the aircraft are on loan from the Smithsonian, the Air Force Museum and the Navy.

THURSDAY, JANUARY 21, 2010



POST-SYMPOSIUM

Tour C : Kartchner Caverns / Tombstone (8:30am – 5pm)

Visit an incredible limestone cave in southeastern Arizona that boasts many world-class features that have been protected since the cave was discovered in 1974. The caverns were formed approximately 500,000 years ago. Before your underground tour, visit the Discovery Center with world-class exhibits about the caverns and surrounding landscape. Continue to Tombstone "the

town too tough to die" that is the embodiment of the Old West. Starting with Boot Hill, you will view the final resting grounds of many a rough and ornery sort who weren't "too tough to die". You will also have time to visit the O.K. Corral, Bird Cage Saloon, Tombstone Epitaph and the Courthouse Circle 1890.



Tour D : Sabino Canyon / DeGrazia's Gallery in the Sun (8:30am – 12:30pm)

Nestled in the foothills of the Santa Catalina Mountains, this canyon offers views of sparkling mountain streams and majestic mountains. Treat yourself to a breathtaking outdoor tram ride through the canyon or take a short nature walk. Then go to DeGrazia's Gallery in the Sun,

which was designed by Ted DeGrazia himself to house his works. The gallery features adobe construction and beautiful decorative features as well as DeGrazia's art. It is a unique southwest place to explore, browse or shop.

Symposium Features

- Expert presentations on important topics affecting the tour industry.
- Scheduled interviews between tour operators and tour directors.
- Networking with travel professionals.
- Complimentary sightseeing tours.
- Three days of insights and strategies from industry experts.



Symposium 2010 Tour Director Registration Criteria

All tour directors must be ITMI graduates to participate in Symposium.

ITMI limits the number of marketplace attendees to ensure that everyone interviewing receives the maximum number of tour operator appointments. This varies depending on the number of tour operator personnel conducting interviews. Registrations for marketplace are accepted on a first-come, first-served basis and confirmed following payment of registration fees. If a wait-list becomes necessary it is reviewed weekly and will be cleared based upon the following criteria: date received, 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.

Non-marketplace tour directors will not be affected by the above criteria.

ITMI encourages all "old timers" to attend Symposium to share your wisdom with others.

As John Denver sang "We're all in this together, it's about time, it's about changes, and it's about time..."



SPONSORS



ITMI would like to keep in touch with you! Please send your e-mail address to travel@itmisf.com

Ted Bravos, CTP
President/CEO

Randy Hellrung
Director of Operations

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REGISTRATION FORM ITMI SYMPOSIUM 2010 Tucson, Arizona | January 17-21, 2010

REGISTRATION DEADLINE: OCTOBER 31, 2009

Registration also available ONLINE! Visit www.itmisf.com for more information.

PERSONAL INFO

PLEASE PRINT NEATLY

Vegetarian

Name (as it will be on your badge)

Company (**Tour Operators** only)

Vegetarian

Spouse / Partner / Guest name

Address

City

State

Zip

Phone

E-mail

HOTEL ACCOMMODATIONS

Hotel accommodations must be booked directly with the Hilton El Conquistador online at www.tucsonelconquistadorresort.hilton.com/2010itmi or by phone 1-520-544-5000

The following information is for ITMI use to coordinate Symposium rooms. Please read carefully: If you are requesting ITMI to assign a share partner for you, there is no guarantee that your roommate will share the exact number of room nights as you. There may be a night or nights that you will be paying the single rate. The name of your share-partner will NOT be indicated on your first confirmation from ITMI, but will appear on your second and final confirmation.

SHARE-TWIN ROOM at \$59.50 per person per night, plus 14.05% room tax

Smoker Non-smoker

SINGLE ROOM at \$119 per night, plus 14.05% room tax

SNORER? If you are a snorer, please be advised to request a single room.

I DO NOT REQUIRE accommodations

My requested share partner is: _____

I understand that I am responsible for all hotel charges which are to be paid directly to the hotel upon check-out. The special rates apply only to the dates below. I will be reserving the following nights:

Fri 1/15 Sat 1/16 Sun 1/17 Mon 1/18 Tues 1/19 Wed 1/20 Thur 1/21

SIGHTSEEING

Complimentary Sightseeing FAM Tours See previous page for descriptions.

PRE-SYMPOSIUM-SUN, JAN. 17, 2010

POST-SYMPOSIUM-THUR, JAN. 21, 2010

Tour A : Saguaro National Park / Arizona-Sonora Desert Museum / San Xavier Mission (9am - 5pm)

Tour C : Kartchner Caverns / Tombstone (8:30am - 5pm)

Tour B : Tucson / Pima Air Museum (1pm - 5pm)

Tour D : Sabino Canyon / DeGrazia's Gallery in the Sun (8:30am - 12:30pm)

SYMPOSIUM REGISTRATION

Tour Director WITH Marketplace \$495

Tour Director without Marketplace: \$395

Tour Operator: \$395

Spouse/Partner/Guest (See page 1 for details): \$195

Late Fee (after October 31, 2009 deadline): \$100

Check payable to ITMI.

I authorize my fees to be charged to my:

VISA MC AMEX

Account # _____

TOTAL AMOUNT ENCLOSED: _____

Exp _____ Security Code _____

Cancellation Policy

Full refund if canceled prior to November 14, 2009.

50% refund if canceled prior to December 1, 2009.

No refund after December 1, 2009

Signature _____

Faxed registration payment is due within 5 working days.

Submit forms to ITMI fax: (415) 957-9474 | mail: 625 Market St, Suite 810, San Francisco, CA 94105
Please e-mail questions to travel@itmisf.com and refer to "ITMI Symposium"
Don't forget to keep a copy for your records!