



ITMI SYMPOSIUM

Symposium Quotes

"I enjoyed the guest speakers as well as the tour operators sharing their views and behind the scenes action."

~Audrey Fleming, Tour Director

"The great speakers and the new format for interviewing - it went so smoothly."

~Betty Musilek, Tour Director

"I love the enthusiasm of everyone here and the new Marketplace format."

~Phil Sheldon, Hanns Ebensten Travel

"I attend not only for tradition but because we need to support each other."

~Cheryl Jothen, Holiday Vacations

"I like getting energized by the ITMI students' passion for this industry and meeting colleagues. It's good to know we're in this together!"

~Jay Coury, Premier World Discovery



Symposium 2010 Highlights

Tucson was the host for the 23rd annual ITMI Symposium held January 17-21 at the Hilton El Conquistador Resort. We would like to give a sincere thanks to the Tucson CVB and all of the other sponsors for helping make the event a true Southwest experience. The exchange between tour operators and tour directors concerning a variety of issues helped us to better understand our roles. The "Bounce" presentation by Barry Moltz taught us how to strive & thrive and Terry Ribb enlightened us on creating and maintaining customer loyalty. The 2010 Symposium marked an important exchange of information between tour operators and tour directors.



Atlanta, Georgia January 16 – 20, 2011

You are invited to join an exclusive gathering of tourism professionals in Atlanta, Georgia at the **24th annual ITMI Symposium** January 16 – 20, 2011. Symposium is considered the premiere event in the travel and tourism industry for professional tour directors, guides and tour operators.

The 24th Annual Symposium will be held at the beautiful **Crowne Plaza Ravinia Hotel**, located in the prestigious Perimeter area of Atlanta, Georgia.

Who should attend ITMI Symposium 2011?

All tour and travel industry professionals are encouraged to join this exclusive gathering of tour directors, guides and tour operators. Symposium attracts a broad spectrum of travel and tourism professionals including meeting and event planners, incentive travel and cruise companies, destination marketing organizations as well as travel journalists.

Why attend ITMI Symposium 2011?

Symposium offers a unique opportunity to network, build relationships and learn about issues of mutual concern from other industry professionals. Tour directors can meet tour operators who are seeking just the right match for employment opportunities. Educational programs include featured speakers who will provide information about industry challenges and opportunities. You will learn how to use cutting-edge technology as a marketing tool. Presenters will discuss the economics of the industry and best practices that ensure a competitive advantage. Numerous social events provide a relaxed environment for participants to get to know one another. All industry stakeholders are sure to benefit from this experience.

Spouses and guests are invited.

At the 2010 Symposium we inaugurated the spouse program, which proved to be a great success. In 2011 we will again welcome spouses and guests. The guest registration fee of \$195 includes the gala opening and closing events as well as pre and post event sightseeing FAM tours, highlighting this sophisticated city. Due to space limitations, spouses and significant others may not participate in official Symposium events. Special session for spouses: *Tips on how to live with a tour director.*

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 marketplace job interviews. Special room rates, including continental breakfast, have been arranged with the Crowne Plaza Ravinia Hotel. Our discounted rate is \$59.50 share-twin, per person per night plus tax or \$119 single per night plus tax. The usual rack rate during the winter season is \$239 per night. To receive the ITMI discounted rates you must reserve through the links or telephone number provided on the attached registration form. Book early. Space is limited.

The generosity of the **Atlanta Convention and Visitors Bureau** and suppliers is destined to make this one of the most memorable Symposiums ever! Register now before the **October 31st, 2010** deadline.

See you in Atlanta!

- **Tour Director**
- **Tour Operator**
- **All participants**

SATURDAY, JANUARY 15, 2011

2:00pm – 6:00pm
Registration

SUNDAY, JANUARY 16, 2011

7:00am – 6:00pm
Registration

8:30am/1:00pm – 5:00pm
Pre-Symposium sightseeing FAM tours
(see enclosed info)

6:30pm Hilmar Cheese Tasting / Movie
Evening at leisure

MONDAY, JANUARY 17, 2011

Continental Breakfast for
Crowne Plaza Guests

7:00am – 9:00am
Registration

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

9:00am – 10:30am
Tour Director Private Session
Topic: Civil War Portraits. The art of storytelling based on biographies of Civil War figures.

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

10:45am – 12:05pm
Opening General Session for Tour Directors and Tour Operators
Topic: Thinking Like A Magician.
Creativity and Magical Problem Solving Techniques

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

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

Session I: New Technology
Exciting new methods for marketing, researching and operating a successful tour.

Session II: A Fresh Perspective: The Impact of Travel and Tourism on World History and Today's Global Events

6:30pm – 8:30pm
Welcome Opening Reception
Food and beverages hosted by Crowne Plaza Ravinia Hotel for all participants.

TUESDAY, JANUARY 18, 2011

Continental Breakfast for
Crowne Plaza Guests

8:00am – 11:40am
Tour Director Sessions

Session I: Memory Mojo – *Put your brain on speed dial. Tools and Techniques for Instantly improving your memory.*

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 tour and travel industry.*

Session III: Achieving Success in the Growing Field of Student Travel – *Tips from Experienced Tour Directors / Tour Operators*

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

Session I: Tour Directors: Your Eyes and Ears on the Road and your Greatest Salesperson *Utilizing your TD's knowledge and skills to promote your company on tour and during the off season*

Session II: Unraveling the Red Tape of Tour Guide Licensing and International Regulations *The logic, the legalities, and the loopholes for local, inbound and international tour directors and guide.*

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 (Students) – *The student tour operators join tour directors to speak with each other about issues of importance within the student tour market.*

11:45am – 1:15pm
Luncheon for all participants

1:30pm – 5:40pm
Marketplace I – Tour directors interview with tour operators in 15-minute intervals.

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

Roundtable A – Thinking Outside the Box.
Discover the variety of other employment opportunities within the travel industry. Utilizing your skills within your company or elsewhere.

Roundtable B – Unraveling the Red Tape of Tour Guide Licensing and International Regulations. *The logic, the legalities, and the loopholes for local, in bound and international tour directors and guides.*

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 19, 2011

Continental Breakfast for
Crowne Plaza Guests

8:20am – 12:30pm
Marketplace II – Tour directors interview with tour operators in 15-minute intervals.

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

Roundtable A – Thinking Outside the Box. *Discover the variety of other employment opportunities within the travel industry. Utilizing your skills within your company or elsewhere.*

Roundtable B – Unraveling the Red Tape of Tour Guide Licensing and International Regulations. *The logic, the legalities, and the loopholes for local, inbound and international tour directors and guides.*

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

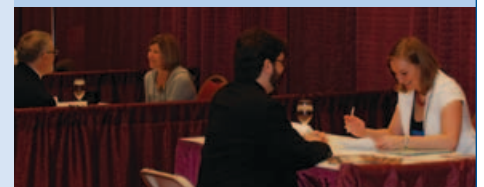
12:45pm – 2:30pm
Farewell Luncheon & Keynote Speaker

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

6:30pm
Finale Evening hosted by the **World of Coca-Cola**
"a culinary tour around the globe."

THURSDAY, JANUARY 20, 2011

8:30am/1:00pm – 6:00pm
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 group interviews with each other in fifteen-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.



CROWNE PLAZA®

ATLANTA - RAVINIA

The Crowne Plaza Ravinia Hotel is built around a series of waterfalls and beautiful terraced gardens. The hotel is surrounded by 10 wooded acres of winding footpaths. This 15-story hotel has a lush three-story greenhouse atrium lobby and a state-of-the-art health club, providing guests with comfort, serenity and convenience. World class shopping is just across the street. Use the hotel's complimentary shuttle or walk to popular Atlanta nightspots and restaurants. Your stay will include a continental breakfast each morning.



Complimentary Sightseeing FAM Tours

All participants are invited to enjoy complimentary pre- and post- Symposium sightseeing FAM tours of the Atlanta 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 16, 2011



PRE-SYMPOSIUM

Tour A : Full-day Atlanta City Tour (8:30am – 5pm)

Experience Atlanta, the cosmopolitan capital of Georgia. Visit the Atlanta History Center, in the heart of the Buckhead district. Learn about the road to freedom that began with Abraham Lincoln and the Emancipation Proclamation: the executive order to free the slaves; the Civil War and the path toward social justice that led to the American

Civil Rights Movement. Capture “the dream” as you tour the Martin Luther King, Jr. National Historic Site, center of the Civil Rights Movement. Tour the world headquarters of the CNN studios, located just beyond the striking Atlanta skyline. Take a memorable trip through the breathtaking Georgia Aquarium, the largest aquarium in the world.

Tour B : Half-day Atlanta City Tour (1pm – 5:30pm)

Experience Atlanta, the cosmopolitan capital of Georgia. Visit the Atlanta History Center, in the heart of the Buckhead district. Learn about the road to freedom that began with Abraham Lincoln and the Emancipation Proclamation: the executive order to free the slaves; the Civil War and the path toward social justice that led

to the American Civil Rights Movement. Tour the world headquarters of the CNN studios, located just beyond the striking Atlanta skyline. Take a memorable trip through the breathtaking Georgia Aquarium, the largest aquarium in the world.

THURSDAY, JANUARY 20, 2011



POST-SYMPOSIUM (STOP AT AIRPORT BEFORE RETURNING TO HOTEL)

Tour C : Athens / Stone Mountain (8:30am – 6pm)

Travel through the Southern countryside to Athens, Georgia nestled below the foothills of the Blue Ridge Mountains. En route, view iconic Stone Mountain, the Mount Rushmore of the South. Arrive Athens, a notable stop on the Georgia Antebellum Trail. Its stately architecture was spared by General Sherman during his march to the sea. There are 16 neighborhoods on the National Register of Historic Places and 21 significant African-American Heritage sites. Visit its

restored Victorian-era downtown with art galleries, restaurants and trendy shops. Athens is also a popular stop on the Georgia Music Trail because of its storied musical history. Recent homegrown bands include R.E.M. and the B-52's with hundreds of bands playing live music in downtown clubs. View the University of Georgia, one of the oldest universities in the United States and home of the Bulldogs.

Tour D : Gone With The Wind (8:30am – 1pm)

Come visit Clayton County, Georgia – the official home of Gone With The Wind. Located just 15 miles south of downtown Atlanta, you'll find the southern hospitality you would expect from a small town. A tour of Stately Oaks Plantation with authentic outbuildings, the Road To Tara

Museum filled with Gone With The Wind memorabilia and city tour with our local storyteller, Peter Bonner of Historical & Hysterical Tours will give you just a taste of what groups can experience!



Symposium Features

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



Symposium 2011 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 waitlist 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 "you old timers" to attend Symposium to share your wisdom and knowledge to inspire others to "raise the bar" of professionalism even higher.

As the English author Kenneth Grahame wrote in *The Wind and the Willows*: "Come home...by your fireside, with your goodly store of worldly memories."

We are looking forward to welcoming you home to your ITMI Symposium.

REGISTRATION FORM ITMI SYMPOSIUM 2011

Atlanta, Georgia | January 16–20, 2011

REGISTRATION DEADLINE: OCTOBER 31, 2010

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 / Title (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 Crowne Plaza online at <http://bit.ly/abma5p> or by phone 1-888-233-9527

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.

SHARE-TWIN ROOM at \$59.50 per person per night, plus 12% room tax

SINGLE ROOM at \$119 per night, plus 12% room tax

My requested share partner is:

I DO NOT REQUIRE accommodations

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

Smoker Non-smoker

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 1/14 Sat 1/15 Sun 1/16 Mon 1/17 Tues 1/18 Wed 1/19 Thur 1/20

SIGHTSEEING

Complimentary Sightseeing FAM Tours See previous page for descriptions.

PRE-SYMPOSIUM—SUN, JAN. 16, 2011

POST-SYMPOSIUM—THUR, JAN. 20, 2011

Tour A : Full-day Atlanta City Tour (8:30am – 5pm)

Tour C : Athens / Stone Mountain (8:30am – 6pm)

Tour B : Half-day Atlanta City Tour (1pm – 5:30pm)

Tour D : Gone with the Wind (8:30am – 1pm)

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, 2010 deadline): \$100

Check payable to ITMI.

I authorize my fees to be charged to my:

VISA MC AMEX

Account #

Exp

Security Code

Signature

Faxed registration payment is due within 5 working days.

TOTAL AMOUNT ENCLOSED: _____

Cancellation Policy

Full refund if canceled prior to November 14, 2010.

50% refund if canceled prior to December 1, 2010.

No refund after December 1, 2010

SPONSORS



World of



at Pemberton Place



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

625 Market St., Suite 810 | San Francisco, CA 94105
(800) 442-4864 | (415) 957-9489 | fax (415) 957-9474
www.itmisf.com | travel@itmisf.com

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!