



# **SYTA Annual Conference Webinar for New Attendees**

**July 13, 2022  
3:00 PM EDT**

Presenters:

Carylann Assante, CAE, CEO of SYTA  
Courtenay Betts, EF Explore America  
Christopher Rosenow, Hudson Yards  
Pam Sullivan, WorldStrides



WASHINGTON, DC  
AUGUST 26-30, 2022

#syta2022

# WELCOME TO SYTA!

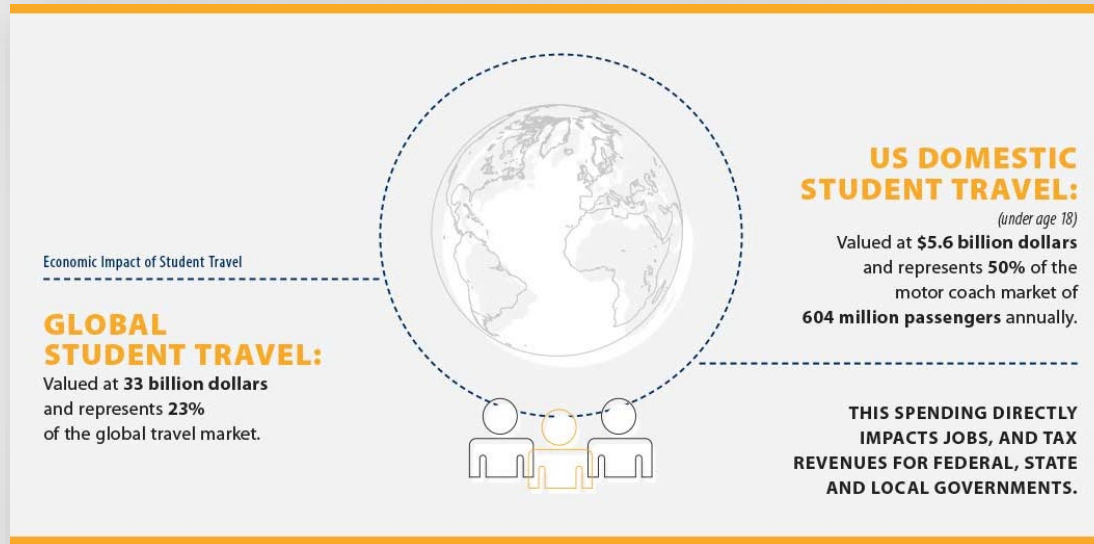


Congratulations on becoming a member of SYTA-Student & Youth Travel Association!

## PRIOR TO PANDEMIC

Student travel is a \$185 billion industry and represents 24% of all global tourism annually

SYTA represents three million youth travelers annually





# WHAT WE DO FOR STUDENT & YOUTH TRAVEL

**PROMOTE**  
the value of  
travel to social,  
cultural and  
educational  
growth

**ADVOCATE**  
for safe,  
professional  
and ethical  
travel

**PROMOTE**  
the business  
interests of  
those engaged  
in student and  
youth travel

**KEEP UP TO  
DATE**  
with the latest  
student group  
offerings in  
each  
destination

**MONITOR**  
federal travel  
regulations

**REPRESENT**  
the student  
market at  
industry related  
conferences

# THE SYTA COMMUNITY



## NETWORKING

Intimate access to leading decision makers on both tour operator and supplier side of the industry



## EDUCATION

Workshops, webinars, and exclusive articles on topics of interest



## KNOWLEDGE

Shared information keeps members at the forefront of industry developments and enhancements



## LEADERSHIP

Business growth ideas, resources, and promotional opportunities

# SYTA's THREE BRANDS



**SYTA** represents the student travel industry and provides business opportunities and resources for its association members.

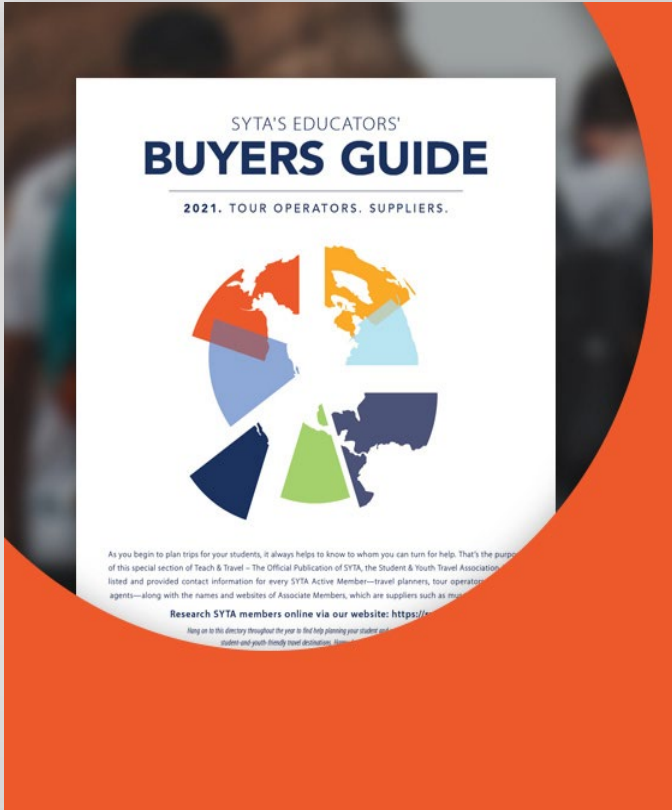


The **SYTA YOUTH FOUNDATION** is the non-profit arm of SYTA that impacts the lives of culturally, linguistically or economically at-risk students and youth through travel experiences.



**TEACH & TRAVEL** is the official publication of SYTA. Each issue reaches 95,000 educators interested in student travel.





**A premier benefit** of SYTA membership

**Annual listing** of tour operator and supplier members

**Distributed directly** to 40,000 educators who plan & execute student travel

**Distributed** at multiple tradeshow

**Available digitally** on SYTA.org

**Online updates** quarterly



# SYTA RESOURCES

SYTA Website – [www.syta.org](http://www.syta.org)

Members Only Section – [my.syta.org](http://my.syta.org)

Member Directory

SYTA Research Digest

Safety Resource Guide

Recorded Webinars and PowerPoints



# SYTA STAFF



**Chief Executive Officer**  
Carylann Assante, CAE  
cassante@syta.org



**Director of Operations**  
Becky Armely  
barmely@syta.org



**Sr. Manager of Education & Professional Development**  
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**Director of Communications & Membership**  
Amy Cannon  
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**Membership Coordinator**  
Kayla Swem  
kswem@syta.org



# SYTA STRATEGIC PARTNERS



## SYTA STRATEGIC PARTNERS



WASHINGTON, DC  
AUGUST 26-30, 2022

#syta2022



- ▶ **OVER 20,000** Pre-scheduled business trade meetings
- ▶ **50+ HOURS** of networking opportunities
- ▶ **EDUCATION SESSIONS**
- ▶ **SIGHTSEEING** around Washington, DC

# CONFERENCE LOCATION



## Washington Hilton

1919 Connecticut Avenue, N.W.  
Washington, DC 20009



Located in the beautiful Dupont Circle area of Washington, DC, this location is rich in architecture, historic landmarks and embassies.

It is also home to outstanding restaurants, boutique stores and numerous social activities.

With a Metro station a few blocks away, it is easy access to downtown DC as well as suburbs in Northern Virginia and Maryland.

# REGISTRATIONS



- Over 725 registered to date!
  - 205 Tour Operators, representing 88 Companies
  - 483 Suppliers, representing 398 Companies
  - Allied partners, speakers, staff



# WHAT'S INCLUDED IN YOUR REGISTRATION FEE



- General Sessions
- All Evening events
- Luncheons each day:
  - Saturday – Annual Conference Welcome
  - Sunday - SYTA Youth Foundation
  - Monday – Presidential Speeches and Best of Broadway
- Education Sessions
- For Tour Operators – coffee and/or breakfasts



# SYTA MOBILE APP



- This will serve as your conference program. You can easily access important event information, such as:
  - Complete schedule
  - Event information
  - Venue maps
- Share your event experience with others by checking in to sessions, meeting areas, and sponsor booths
- See what is most popular with your fellow attendees
- Expand your professional network and have fun! The app provides an easy way to connect with fellow attendees, exhibitors, and sponsors during the event.





# BUSINESS APPOINTMENTS

# BUSINESS APPOINTMENTS



- Buyer (tour operator) appointment-taking attendees are seated at individual booths
- Seller (supplier) appointment-taking attendees walk the floor and move from buyer to buyer
- These 6-minute prescheduled one-on-one appointments are the heart of SYTA's Annual Conference
- If you have back-to-back appointments, there is a one-minute walking break between appointments
- Talking point: Use the Appointment Portal to send emails with those you wish to meet.

# BUSINESS APPOINTMENTS



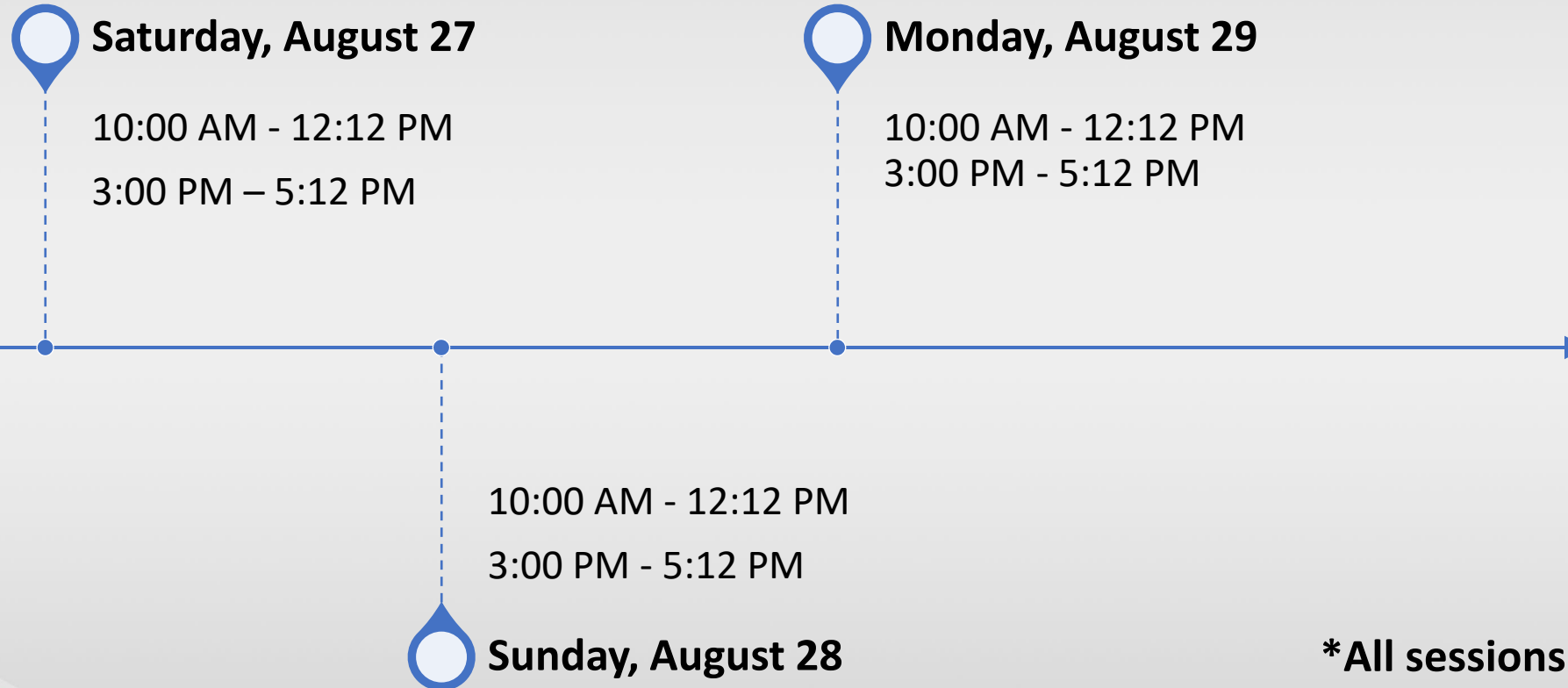
- Six business appointment session blocks
- 114 appointment slots available
- The appointment scheduling program schedules nearly 80% of mutually requested appointments (between buyer and seller) and 75% of Buyer requested appointments
- Ratio 3.4 Associate Member to every Active Member

# BUSINESS APPOINTMENTS



- Sellers will have consolidated appointments  
Suppliers will see their appointments spread over four of the six business appointment sessions. This gives you time to attend education sessions, schedule meetings, catch up on voicemails or take a break. NOTE: We cannot confirm appointment sessions prior to releasing final schedules and appointments are selected at random regardless of company type.

# BUSINESS APPOINTMENT HOURS



**\*All sessions are open to all appointment takers**



# KEY DATES

- April 19, 2022 – Company Profile Creation & Research Open
- May 5, 2022 – Appointment Requests Open
- July 26, 2022 – Appointment Requests Close
- August 9, 2022 – Final Appointment Schedules Available Online



# RESEARCH COMPANIES WITH WHOM YOU HAVE APPOINTMENTS



Spend time researching your appointments before the show so that you will have a clear idea of who you are seeing and what you need to learn from them



Review company websites, check online profiles, see what past-history your company has had with each client

# IDENTIFY COMPANIES WITH WHOM YOU WANT TO MEET



- Once you receive your final appointment schedule, determine which companies you wanted to meet with that are not on your schedule
- Reach out to them to see if there is a time outside of appointments to meet or ask staff to help coordinate an introduction onsite



# UPDATING YOUR PROFILE

- Your company profile is your most valuable marketing tool for your appointments at the SYTA Annual Conference
- This is the key search criteria used for appointment seekers
- You can continue to make any updates

# PREPARE YOUR MATERIALS FOR APPOINTMENTS



- Prepare a 30-second elevator speech
- Prepare your materials for conference in advance.
- Order extra business cards to bring with you!
- In effort to be more sustainable, digital sales sheets are available within the appointment portal. Sellers - be sure to upload your file. Only Buyers will have access to the files as part of the Sellers' profile. Consider bringing an iPad or Tablet to show your product, attraction or venue.



# PROFILE SALES SHEET

- Suggested Detail to include:
  - One 8.5" x 11" page (can be front and back if printed)
  - Website
  - Company Description
  - Sales Contact Detail
    - consider a headshot so folks register a name with a face
    - contact information
  - 2022/2023 Pricing, if Available
  - Map of location
  - SYTA Member Benefits/Group Perks
- If you need an example of a sales sheet, contact your mentor



# CONFERENCE TIPS



# APPOINTMENT TIPS FOR NEW TOUR OPERATORS



- Understand your book will be full!
- Schedule breaks – two allowed per appointment session
- Prioritize appointments by most important when requesting
- Take notes when meeting with suppliers
- If you do not get an appointment with someone, try to set up a time to meet up with them at a networking event
- Complete your appointments (If you do not complete your appointments, you will be subject to an additional registration fee)

# BUSINESS APPOINTMENT ETIQUETTE

- Be on time
- End on time
- Be respectful
- Turn phone off
- Ask about a preferred time and manner in which to follow up





# SET GOALS

- Make a list of the goals you want to achieve at the SYTA Conference. Include your own personal goals and those of your company.

# READ E-NEWSLETTERS & WEBSITE



- Read through the Conference materials carefully and make a plan for attending the show. Review the show floor, education sessions, evening events, and additional activities.
- Prioritize your schedule so you can accomplish everything in which you'd like to take part



# KNOW YOUR SCHEDULE

- Review your final appointment schedule (once you receive it)
- If you are traveling with multiple people from your organization, coordinate your schedule with your colleagues ahead of time
- Highlight your “must attend” events



# WEAR YOUR BADGE

- Your badge is your ticket to all conference events
- Supplier/Sellers will have black neck wallets
- Tour Operators/Buyers will have blue neck wallets
- Be sure to pick up a New Attendee ribbon and wear it with pride – this is a great conversation starter and a good way to meet people





# SELECT EDUCATION SESSIONS



- Take advantage of the educational offerings. Not only is it great to learn the latest trends from leaders in the travel industry, this is also a way for you to connect with other members of SYTA.
- Sessions may count toward earning your Certified Student Travel Professional (CSTP) designation.



# UTILIZE YOUR MENTOR

- Your mentor will be reaching out to you to help you navigate your first SYTA Conference. Utilize his/her expertise and get your questions answered.
- There will be designated Mentor/Mentee meet-up area onsite
- If you have not received a Mentor assignment, please reach out to Amy at [acannon@syta.org](mailto:acannon@syta.org)

# MENTOR PODS



Pam	Williams	Huntsville/Madison County Convention & Visitors Bureau
Rene	Pereira	Wyndham Resort & Conference Center
Dana	Romanello	Country Music Hall of Fame & Museum
Paul	Serra	Performing Arts Consultants Music Festivals
Derek	Hughes	Hughes Brothers Theatre
Erica	Del Rosario	Hersha Hospitality Management
Helen	Albrecht	Warner Bros. Studio Tour Hollywood
Janine	Rickborn	Class Travel, LLC
Jen	Orkisz	Educational Tours, Inc.
Kathryn	Angara	SSN Hotels
Kristin	Johns	Embassy Suites Hotel Los Angeles Downey
Theresa	Mule	Jefferson Convention & Visitors Bureau
Valgerdur Lindberg	Jonsdottir	GJ Travel - Iceland & Greenland

Lee	Callicutt	Visit Montgomery County
Rob	Cothran	Group Travel Network
Becky	Evans	Performing Arts Consultants Music Festivals
Luis	Lintner	Appina Travel
Urte	Land	AdvantEdge Tours, LLC
Jennifer	Deutsch	Educational Travel Adventures
Alicia	Stellhorn	Gateway Arch and Riverboats
Doug	Southworth	The Adventure Parks of Outdoor Ventures
Jeannie	Sadaphal	Ark Encounter/Creation Museum
Juan Pablo	Suarez	Ottawa Tourism
Julie	Miller	Mann Travels
Katie	Stanley	Virginia Arts Festival
Marc	Fioravanti	Performance Tours
Margret	Sigurjonsdottir	Iceland Travel

Pam	Sullivan	WorldStrides
Mimi	Vielhauer	MCA Transportation
Amanda	Thibeau	Aimbridge Hospitality
Greg	Dotson	Dr. Phillips Center for the Performing Arts
Tiffany	Crow	Hampton Inn and Suites San Diego Airport Liberty Station
Kimberly	Sauerwein	Our Group Tour
Anne	McNiff-Gaeta	Seegerstrom Center for the Arts
Brad	Krillenberger	Aloft Chicago Mag Mile
Greg	Austin	Willow Valley Hospitality
Lane	Lengacher	Gaylord Opryland Hotel
Luke	Perkins	History Colorado
Madison	McClellan	Georgia Aquarium
Rhonda	Walker	Experience Prince George's

Martha	Kelley	GLR Tours
Christopher	Rosenow	Hudson Yards
Laine	Garner	Louisiana Travel Association
Alex	Urdaneta	Viajes A Plus, Inc.
LouAnna	Henton	Nashville Convention & Visitors Corporation
Anthony	Germano	Hudson Yards
Gregory	Ford	San Diego Zoo & San Diego Zoo Safari Park
Heather	Williams	Ford's Theatre
Kai-Ti	Kao	Empire State Building Observatory
Mark	Phillips	The Magic Duel Comedy Show
Michael	Saunders	Destination Niagara USA
Pablo	Camino	Spain Is Music
Zoey	Allan	Guardian Music and Group Travel

Kelly	Dean	Ottawa Tourism
Jason	Temple	Rowdy Bear Snowpark
Dave	Mazzarisi	Performing Arts Consultants Music Festivals
Courtenay	Betts	EF Explore America
Stacey	Warren	Hampton Inns of New England
Meaghan	McKnight	Entourage Management
JoAnn	Morris	Holiday Inn Express Brooklyn
Lisa	Conway	Battleface, Inc.
Michelle	Clagett	Fritz's Adventure
Mike	Gwinn	Pigeon Forge Department of Tourism
Monique	Ferreira	Lafrance Hospitality
Sam	Krause	Skydeck Chicago
Sophia	Thompson	The Track Family Fun Parks



# QUESTIONS?



**Join us for the next webinar  
Wednesday, July 27 2022 at 1:00 PM EST**

**Conference Preview Webinar for All Attendees** - Join us as we walk through the 2022 SYTA Annual Conference. We'll cover what to attend, what to wear, how to get involved, special events and more!

**Be sure to register!**



# SYTA GUARANTEE

- If you have not had the opportunity to meet with a particular tour operator or supplier company, let a member of the SYTA leadership or SYTA team know, and we will arrange a personal introduction for you!





# BE READY TO MAKE MEMORIES


Yes, it's a business conference and you will do business, but you are also going to have fun, meet new friends and create wonderful memories. Make the most of it!





# APPOINTMENT PORTAL DEMO





**SYTA**  
ANNUAL  
CONFERENCE

**AUGUST 26-30, 2022**  
WASHINGTON, DC

SYTA Website

### My SYTA

Registered Delegate Login

Please enter your individual login ID and password:









Individual Login ID


Individual Password

Login

To retrieve your individual login ID or individual password click [here](#).

SYTA STRATEGIC **PARTNERS**





The Voice of Student & Youth Travel®