



SYTA Annual Conference Webinar for All Attendees

**July 27, 2022
1:00 PM EDT**

Presenters:

Terry Valentine, Bob Rogers Travel
Lindsay Hill, Destination DC
Emily Donovan, Fly My Group
Amy Cannon, SYTA

SYTA
ANNUAL
CONFERENCE

WASHINGTON, DC
AUGUST 26-30, 2022

#syta2022

WELCOME BACK!



Adele Youngs

Live Travel & Tours

President, SYTA Board of Directors



SYTA STAFF



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2022 CONFERENCE COMMITTEE



<p>Tami Rogers Bob Rogers Travel Co-Chair</p>	<p>Courtenay Betts EF Explore America Member</p>
<p>Emily Donovan Fly My Group Co-Chair</p>	<p>Lori Scott Visit Fairfax Member</p>
<p>Nicholas Faranda Disney on Broadway Member</p>	<p>Linda Jeffries Greater Beaufort – Port Royal Convention & Visitors Bureau Member</p>
<p>Allison French Broadway Inbound Member</p>	<p>Pam Sullivan WorldStrides Member</p>
<p>Mike Stoupa Visit Prince William Member</p>	<p>Adele Youngs Live Tour and Travel SYTA President</p>
<p>Christopher Rosenow Hudson Yards Member</p>	<p>Carylann Assante SYTA SYTA CEO</p>
<p>Sarah Robinson Tourism Winnipeg Member</p>	<p>Kasie Smith Serendipity Media Media/Marketing</p>
<p>Lindsay Hill Destination DC Member</p>	<p>Amy Cannon SYTA Staff</p>



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

CONFERENCE LOCATION



Washington Hilton

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

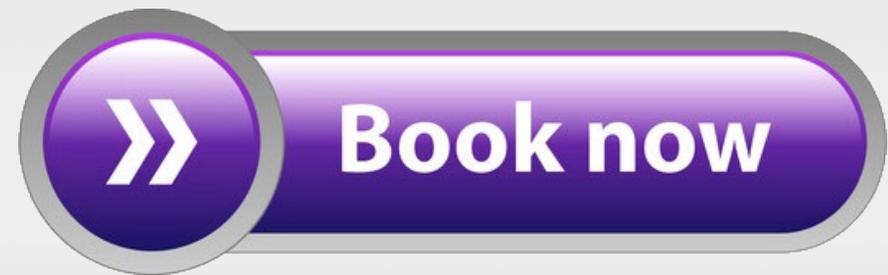


Located in the beautiful Dupont Circle area of Washington, DC, this location is rich in architecture, historic landmarks and embassies. It is also home to outstanding restaurants, boutique stores and numerous social activities. With a Metro station a few blocks away, it is easy access to downtown DC as well as suburbs in Northern Virginia and Maryland.

HOTEL RESERVATIONS



- We encourage you to book your hotel room now. Cut off at the Washington Hilton with the SYTA discounted rate is **August 1st**.
- To secure these rates, you must make your hotel arrangements through the link or phone number on the website.



REGISTRATIONS

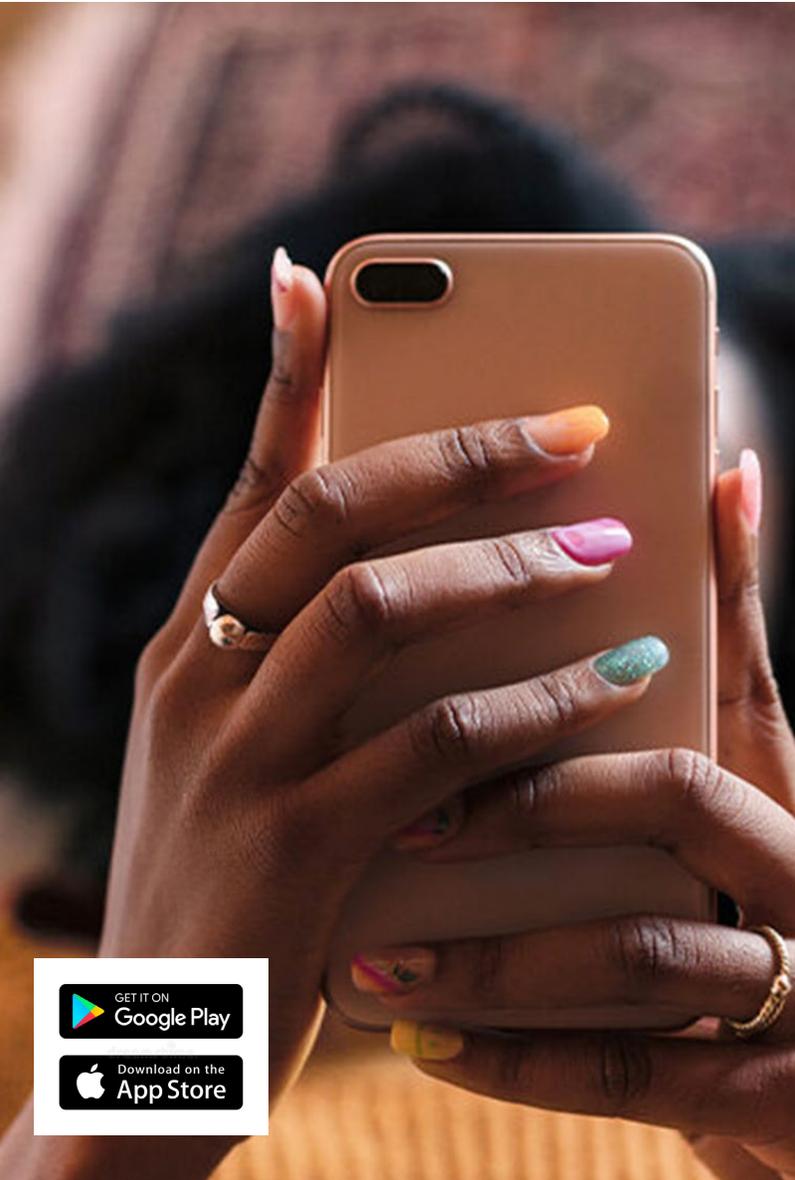


- Over 800 registered to date!
 - 203 Tour Operators, representing 91 companies
 - 558 Suppliers, representing 450 companies
 - Allied partners, speakers, staff

WHAT'S INCLUDED IN YOUR REGISTRATION FEE



- General Sessions
- All Evening events
- Face-to-face business appointments
- Luncheons each day:
 - Saturday – Annual Conference Welcome
 - Sunday - SYTA Youth Foundation
 - Monday – Presidential Speeches and Best of Broadway
- Education
- 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
- *Your personal business appointment schedule will not be in the app



BUSINESS APPOINTMENTS



- 6-minute prescheduled one-on-one appointments
- Ratio of 4 suppliers to 1 tour operator
- Final appointment schedules will be available online on **August 9**
- Suppliers will see their appointments spread over 4/6 of the six business appointment sessions. This gives you time to attend education sessions, schedule meetings, catch up on voicemails or take a break
- PYOS: In accordance with SYTA's commitment to sustainable practices, there will be no paper schedules. Please plan to **Print Your Own Schedule**

BUSINESS APPOINTMENT HOURS



Saturday, August 27

10:00 AM - 12:12 PM
3:00 PM - 5:12 PM

Monday, August 29

10:00 AM - 12:12 PM
3:00 PM - 5:12 PM

Sunday, August 28

10:00 AM - 12:12 PM
3:00 PM - 5:12 PM

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

TIP: 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



TIP: PREPARATION IS KEY

- 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! Consider bringing an iPad or Tablet to show your product, attraction or venue

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





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!



EDUCATION SESSIONS & TRAVEL TALKS



- Take advantage of the **Education Sessions**. 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
- NEW! **Travel Talks** are unique sessions that allow tour operators to gain in-depth knowledge of a destination, region, or product. In this 30-minute presentation, attendees will gain information and have opportunities to engage in discussion and ask questions all aimed at providing quality education
- Suppliers – don't miss these educational opportunities:
 - Supplier Session: Saturday, 8:45 AM – 9:45 AM
 - Tour Operator Panel: Sunday, 8:45 AM – 9:45 AM



SCHEDULE OVERVIEW

THURSDAY, AUGUST 25



- Attendee arrivals
- Registration and Host booth: open 2:00 PM – 6:00 PM
- Volunteer opportunities

FRIDAY, AUGUST 26



- **MORNING & AFTERNOON**

- Attendee arrivals
- Registration
- Sightseeing Tours
- SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing

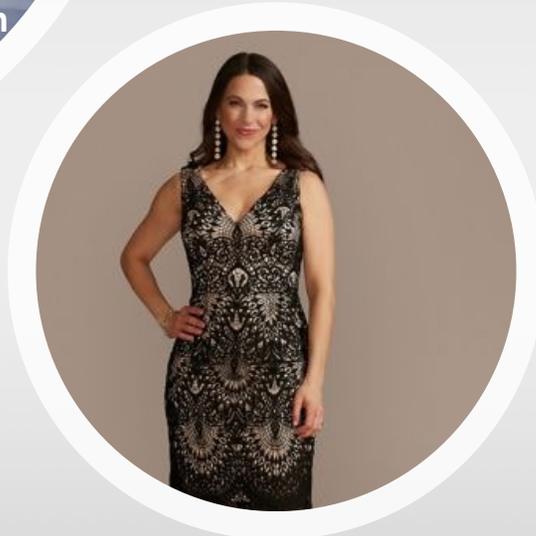
- **EVENING**

- **The Capital of Explorations: A Night Celebrating 25 Years of Student & Youth Travel**

FRIDAY EVENING EVENT



Robert and Arlene Kogod
Courtyard, Smithsonian American
Art Museum



The Capital of Explorations: A Night Celebrating 25 Years of Student & Youth Travel

- [Cocktail or evening attire is suggested](#)
- Enjoy light fare and drinks
- Sponsored by Destination DC, SYTA, Maryland Office of Tourism Development, Virginia Tourism Corporation, Smithsonian American Art Museum and Local Partners
- Evening tour of the monuments with Big Bus
- Event and transportation included

#syta2022

SATURDAY, AUGUST 27



- **MORNING**
 - Celebration Breakfast for Tour Operators
 - Supplier Attendee Session
 - Student & Youth Travel Showcase
 - SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing
 - Travel Talks for Tour Operators
 - Business Appointment Session I
 - Education
- **AFTERNOON**
 - **Annual Conference Welcome Luncheon**
 - Student & Youth Travel Showcase
 - SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing
 - Business Appointment Session II
 - Education
- **EVENING**
 - SYTA Board of Directors Election Closes
 - **Dine Around**

SATURDAY EVENING EVENT



Dine Around

- [Attire will depend on your activity](#)
- Diverse roster of restaurants
- Washington Nationals vs. Cincinnati Reds
- Six the Musical at The National Theater
- Cirque du Soleil's KURIOS

SUNDAY, AUGUST 28



- **MORNING**

- Tour Operator Coffee and Education session
- Supplier Session: Tour Operator Panel
- Student & Youth Travel Showcase
- SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing
- Travel Talks for Tour Operators
- Business Appointment Session III
- Education

- **AFTERNOON**

- **SYTA Youth Foundation Luncheon**
- Student & Youth Travel Showcase
- SYTA Youth Foundation Silent Auction & Chance Drawing
- Business Appointment Session IV
- Education

- **EVENING**

- **Evening on the Water with City Cruises Washington, DC**

SUNDAY EVENING EVENT



Evening on the Water with City Cruises Washington, DC

- Enjoy City Cruises' signature vessel with a dockside party complete with DJ, dinner, drinks, and dancing!
- Want to experience DC landmarks from a whole new perspective? Departing from the Wharf at 8:15 pm, move over to the Odyssey Washington DC for a one-hour cruise along the Potomac.



MONDAY, AUGUST 29



- **MORNING**

- Tour Operators: The Guild of Professional Tour Guides breakfast, Job Fair, education
- Student & Youth Travel Showcase
- SYTA Youth Foundation Lounge: Silent Auction & Chance Drawing (closes at 12:00)
- Business Appointment Session V
- Education

- **AFTERNOON**

- **Presidential Speeches and the Best of Broadway Lunch**
- Student & Youth Travel Showcase
- Business Appointment Session VI
- Education

- **EVENING**

- **Closing Night at Pinstripes**



MONDAY EVENING EVENT

Closing Night at Pinstripes

- Enjoy food, drinks, dancing, bowling, bocce and more!
- Throw it back and dress as you would have on a Friday night at the bowling alley in 8th grade.



WASHINGTON GUILD JOB FAIR



- SYTA is partnering with The Guild of Professional Tour Guides of Washington D.C. to provide Tour Operators and Guides with a “Job Fair” opportunity
- Participating Tour Operators will be at their booths and Guides will stop by to introduce themselves
- Tour Operators are encouraged to bring additional staff to meet with the Guides during and after the Job Fair
- Guides will register through The Guild for the Job Fair and Education Sessions at the Washington Hilton Hotel
- Following the Job Fair, Guides will be attending a dedicated Tour Operator Panel and Education Session

OVERVIEW OF SHOWCASE FLOOR



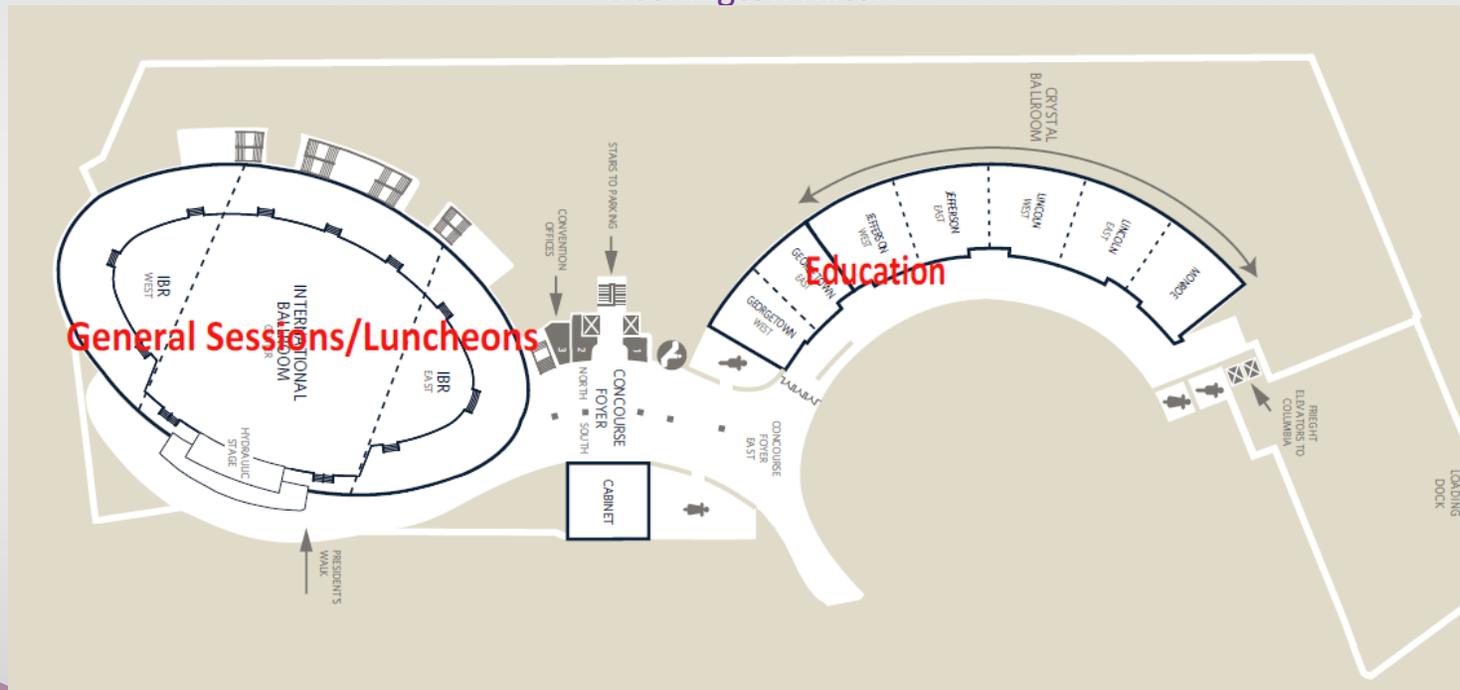
TERRACE LEVEL
Washington Hilton



OVERVIEW OF SHOWCASE FLOOR



CONCOURSE LEVEL
Washington Hilton



General Sessions/Luncheons

Education

BOARD OF DIRECTORS ELECTION



- Voting opens Monday, August 15 and closes Saturday, August 27, at 6 PM ET
- Candidate information available online at syta.org and ballots will be sent via email
- Primary contact for the company is the voting member

SUPPORT THE SYTA YOUTH FOUNDATION



- Proceeds raised from the Auction and Chance Drawing provide scholarships and programming for underserved youth to travel as part of their education
- **Silent Auction (online):** Bidders can register online and manage their bids through [OneCause](#). Silent Auction opens August 22nd.
- **Chance Drawing (onsite):** Conference attendees can purchase tickets in advance or onsite and drop their tickets in the item box of their choice for a chance to win fun prizes.
- Silent Auction and Chance Drawing will close on **August 29 at 12:00 PM**

BE A VOLUNTEER!



- This is a great way to meet new people and get involved while we are all together onsite
- All attendees are welcome to volunteer to assist SYTA staff and leadership at the 2022 SYTA Annual Conference
- Look for the Call for Volunteers soon!

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
- Ribbons – be sure to pick up your designated badge ribbons from the ribbon table at Registration





QUESTIONS?

We look forward to seeing you in Washington, DC!



REMINDER – Appointment schedules will be available on August 9th

SYTA STRATEGIC PARTNERS

AON Empower Results*

Branson MISSOURI ExploreBranson.com

BROADWAY Inbound

Cedar Fair YOUTH PROGRAMS

WASHINGTON DC WASHINGTON.ORG

DISCOVER Puerto Rico

Disney IMAGINATION CAMPUS

Disney ON BROADWAY

THE EMPIRE STATE BUILDING

fly my group

GROUP SALES BOX OFFICE at BROADWAY.COM

LEGENDS GLOBAL ATTRACTIONS

MCH Strategic Data

CF TRAVEL INSURED INTERNATIONAL A GRUBER & FORSTER COMPANY

UNIVERSAL ORLANDO RESORT Youth Programs