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
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
<table>
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<tr>
<th>WHAT WE DO FOR STUDENT &amp; YOUTH TRAVEL</th>
<th>PROMOTE the value of travel to social, cultural and educational growth</th>
<th>ADVOCATE for safe, professional and ethical travel</th>
<th>PROMOTE the business interests of those engaged in student and youth travel</th>
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<td>KEEP UP TO DATE with the latest student group offerings in each destination</td>
<td>MONITOR federal travel regulations</td>
<td>REPRESENT the student market at industry related conferences</td>
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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

<table>
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<th>SYTA</th>
<th>SYTA represents the student travel industry and provides business opportunities and resources for its association members.</th>
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<td>SYTA Youth Foundation</td>
<td>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.</td>
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<td>Teach &amp; Travel</td>
<td>TEACH &amp; TRAVEL is the official publication of SYTA. Each issue reaches 95,000 educators interested in student travel.</td>
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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 tradeshows

Available digitally on SYTA.org

Online updates quarterly
SYTA RESOURCES

SYTA Website – www.syta.org
Members Only Section – my.syta.org
Member Directory
SYTA Research Digest
Safety Resource Guide
Recorded Webinars and PowerPoints
OVER 20,000 Pre-scheduled business trade meetings

50+ HOURS of networking opportunities

EDUCATION SESSIONS

SIGHTSEEING around Washington, DC
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.

#syta2022
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

Saturday, August 27
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

Monday, August 29
10:00 AM - 12:12 PM
3:00 PM - 5:12 PM

*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
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
### MENTOR PODS

**Pam Williams**
Huntsville/Madison County Convention & Visitors Bureau

**Rene Pereira**
Wyndham Resort & Conference Center

**Dana Romanelli**
Country Music Hall of Fame & Museum

**Paul Serio**
Performing Arts Consultants Music Festivals

**Derek Hughes**
Hughes Brothers Theatre

**Erica Del Rosario**
Hersha Hospitality Management

**Helen Abrecht**
Warner Bros. Studio Tour Hollywood

**Janine Rickborn**
Class Travel, LLC

**Jen Orkisz**
Educational Tours, Inc.

**Kathryn Angara**
SSN Hotels

**Kristin Johnn**
Embassy Suites Hotel Los Angeles Downey

**Theresa Mule**
Jefferson Convention & Visitors Bureau

**Valgerdur Lindberg**
Jonsdottir

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**Lee Callicutt**
Visit Montgomery County

**Rob Cothran**
Group Travel Network

**Becky Evans**
Performing Arts Consultants Music Festivals

**Luis Lintner**
Appina Travel

**Ursula Land**
AdvantEdge Tours, LLC

**Jennifer Deutsch**
Educational Travel Adventures

**Alisa Shalhorn**
Gateway Arch and Riversboats

**Doug Southworth**
The Adventure Parks of Outdoor Ventures

**Jeannie Sadaphal**
Art Encounter/Creation Museum

**Juan Pablo Suarez**
Ottawa Tourism

**Julie Miller**
Mann Travels

**Katie Stanley**
Virginia Arts Festival

**Marc Fioravanti**
Performance Tours

**Mariette Sigurdsson**
Iceland Travel

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**Pam Sullivan**
WorldStrides

**Mimi Viehbauer**
MCA Transportation

**Amanda Thibeau**
Ambridge 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 Gaeta**
Segenstrom Center for the Arts

**Brad Killenberger**
Aloft Chicago Mag Mile

**Greg Austin**
Willow Valley Hospitality

**Lane Engacher**
Gaylord Opryland Hotel

**Luke Perkins**
History Colorado

**Madison McClellan**
Georgia Aquarium

**Rhonda Walker**
Experience Prince George's

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**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**
Enterourage 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

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**Martha Kelley**
GLR Tours

**Christopher Rosenow**
Hudson Yards

**Laine Garner**
Louisiana Travel Association

**Alex Urdaneta**
Viages A Plus, Inc.

**LouAnna Henton**
Nashville Convention & Visitors Corporation

**Anthony Germaino**
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

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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