

GBTA-Wisconsin - 2019 14th Annual Travel Conference Agenda

The American Club – Kohler, WI – January 8-9, 2019



Sponsored by Omega World Travel

Tuesday, January 8th

4:00p – 5:00p **SESSION 1 – The In's and Out's of Rates & Availability, from a Hoteliers Perspective**
Speaker: Linda Gulrajani – Vice President, Revenue Strategy & Distribution
Marcus Hotels & Resorts

5:30p – 8:30p **Silent Auction**
Heavy hors d'oeuvres, a drink coupon and cash bar

Wednesday, January 9th

7:00a – 8:00a Registration / Hot Continental Breakfast ***Sponsored by: Marriott Hotels*

8:00a – 8:10a Welcome Attendees

8:10a – 9:15a **SESSION 1 – Flying the Uncertain Skies** ***Sponsored by: Appleton International Airport*
Speaker: Lisa Krzywicki, Manager of Geopolitical Analysis & Intelligence - United Airlines
How geopolitical changes affect U.S. aviation worldwide

9:15a – 9:30a Break

9:30a – 10:35a **SESSION 2 – What Large Companies are Doing and How we can Learn from Them** ***Sponsored by Fox World Travel*
Speaker: Tony D'Astolfo, Senior Vice President, NORAM – Serko Ltd.

10:35a – 10:50a Break

10:50a – 12:10p **SESSION 3 – Supplier Panel** ***Sponsored by: Avis Budget Group*
Moderator: Bradley Seitz – Topaz International
Panelists: Jonathan Messerer, Manager-Distribution Strategy – American Airlines
Gus Vonderheide, VP Global Sales – Hyatt Hotels
Beth Kinerk, VP Global Sales – Avis Budget Group
Bring your questions for this all-star group of travel suppliers

12:10p – 1:35p **LUNCH** ***Sponsored by United Airlines*

- 12:15 – Serve Lunch
- 12:20-12:30 – Sponsor Presentation (United Airlines – Nick Depner)
- 12:45-12:55 – Sponsor Presentation (Omega World Travel)
- 1:10-1:30 – GBTA-Wisconsin Business Meeting

1:35p – 2:40p **SESSION 4 – Direct Only and Allied Only Sessions** ***Sponsored by: MKE Airport*
Direct Members Session: Marcie Domine – GBTA-Wisconsin Direct Director
Topic: Travel policy and other industry trends

Allied Members Session: Listen, Learn, Engage: Shaping Excellent Customer Experiences
Speaker: Mary Michaud, Founder – VisualLeverage

2:40p – 2:55p Break

2:55p – 4:15p **SESSION 5 – Use the Good China** ***Sponsored by: MKE Airport*
Speaker: Star Bobatoon
<https://www.starbobatoon.com/>

We are all endowed with gifts, talents and abilities that are uniquely ours. Stop resisting, ignoring and hiding your gifts. Find the freedom to explore your true capacity.

4:15p – 4:30p Prize Drawings & Close, Adjournment

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