



**Master Schedule**

Date/Time	Event
<b><u>Tuesday, Nov. 10</u></b>	Tour Operator Education Day - <i>Sponsored by Aon</i>
11:30 a.m. - 12:30 p.m.	Vendor Relationships and Contracting Speaker: Jeff Ment, Ment Law Group
1:30 - 2:30 p.m.	Tour Operator Risk Management Speaker: Peter Maidhof, Aon Affinity
3 - 4 p.m.	Obtaining Forgiveness for your Paycheck Protection Loan and Managing Losses Speaker: Lisa Curtin, Caldwell CPAs Bill Caldwell, Caldwell CPAs
<b><u>Wednesday, Nov. 11</u></b>	
Time TBD	NTA Board of Directors Meeting
<b><u>Thursday Nov. 12 - Friday, Nov. 13</u></b>	WFTA FoodTreX Americas Conference
<b><u>Monday, Nov. 16</u></b>	<b>BONUS DAY-</b> <i>Sponsored by Aon</i>
9:30 a.m. - 10:15 a.m.	International Meet up FTA Meet up

10:30 a.m. - 12:15 p.m.	Best Pitch Presentations
12:15 - 12:25 p.m.	Break
12:25 - 1 p.m.	Government Relations Bruncher
1:15 - 2:50 p.m.	Sales Mission Sessions 1
2:50 - 3:05 p.m.	Break
3:05 - 4:40 p.m.	Sales Mission Sessions 2
4:45 - 5:30 p.m.	First timer Meet up YP Meet up
5:15 - 6:15 p.m.	Buyer Happy Hour <i>Sponsored by Visit Clarksville</i>
<b><u>Tuesday, Nov. 17</u></b>	
9:45 - 10 a.m.	Welcome to vTREX from HQ & Presenting Sponsor <i>Sponsored by Norwegian Cruise Line</i>
10:05 - 10:35 a.m.	General Session <i>Sponsored by WeTravel</i>
10:35 - 10:45 a.m.	Break
10:40 a.m. - 12:40 p.m.	DMO Appointments Session 1
10:50 - 11:35 a.m.	Education Sessions

	How to Instill Confidence in Your Travel Brand
	Speaker: Lucas Ennis, WeTravel
	Get FIT! Working with Independent Travelers and Small Groups
	Speaker: Julie Payne, CTP, Hershey's Chocolate World
11:40 a.m. - 12:25 p.m.	Education Sessions
	Using AI to Assist Your Team
	Speaker: Beth Zeisenis, Your Nerdy Best Friend
	Advocating for Your Industry
	Moderator: TBA
	Panelists: TBA
12:25 - 12:45 p.m.	Break
12:45 - 1:40 p.m.	Bruncher: Network Forum Meetings
	<i>Bruncher sponsored by Charlotte and NASCAR Hall of Fame</i>
	<i>DMO Network Forum sponsored by Red Hot Groups</i>
	<i>TO Network Forum sponsored by Bonjour Quebec</i>
1:40- 1:50 p.m.	Break
1:50 - 2:35 p.m.	Education Sessions
	Public Relations during a Crisis
	Speaker: Cathleen Johnson, Cathleen Johnson Tourism Consulting
	Faith-based Travel
	Speaker:
1:50 - 3:45 p.m.	DMO Appointments Session 2

2:35 - 2:45 p.m.	Break
2:50 - 3:35 p.m.	Spotlight Session: Ask the Operators for Suppliers <i>Sponsored by Sports Leisure Vacations</i> Moderator: TBA Panelists: TBA
3:45 - 4 p.m.	Rest & Relaxation Break
4:05 - 4:15 p.m.	Check-in with Jim & Catherine
4:20 - 5:30 p.m.	Happy Hour <i>Sponsored by Whisper Trading &amp; Services, LLC</i>
<b><u>Wednesday, Nov. 18</u></b>	
9:45 - 10 a.m.	Welcome to vTREX from HQ & Presenting Sponsor <i>Sponsored by A Closer Look Tours, Inc.</i>
10:05 - 10:35 a.m.	General Session <i>Sponsored by Visit Springfield</i> Speaker: Adam Sacks, Tourism Economics
10:35 - 10:45 a.m.	Break
10:40 a.m. - 12:40 p.m.	Tour Supplier Appointment Session DMC, Sightseeing, Tour Operators (registered as sellers), Attractions, Airlines, Corporate Partners
10:50 - 11:35 a.m.	Education Sessions Sustainability Is the New Resiliency: How Building Back Responsibly Can Avoid Future Crises for Destinations Speaker: Jessica Flores, Tourism Cares

	Panelists: TBD
	Marketing Session
	Speaker:
11:40 a.m. - 12:25 p.m.	Education Sessions
	Accounting for Crises
	Speakers: Lisa Curtain and Bill Caldwell, Caldwell CPAs
	Hands-on Marketing Session
	Speaker:
12:25 - 12:40 p.m.	Break
12:45 - 1:40 p.m.	Bruncher: BizNet
	Facilitators: Jim Warren, CTP; Anderson Vacations Catherine Prather, CTP; NTA
1:40- 1:50 p.m.	Break
1:50 - 2:35 p.m.	Education Sessions
	Combatting Uncertainty Fatigue: Managing Stress in an Unpredictable World
	Speaker: Eliz Greene, Embrace Your Heart
	Diversity and Inclusion Panel
	Moderator: TBA
	Panelists: TBA
1:50 - 3:45 p.m.	Tour Supplier Appointment Session
	DMC, Sightseeing, Tour Operators (registered as sellers), Attractions, Airlines, Corporate Partners
2:35 - 2:45 p.m.	Break

2:50 - 3:35 p.m.	Spotlight Session: Ask the Operators for DMOs <i>Sponsored by Sports Leisure Vacations</i>
3:45 - 4 p.m.	Check-in with Jim & Catherine
4:05 - 4:15 p.m.	Rest & Relaxation Break
4:20 - 5:30 p.m.	Happy Hour
	<b><u>Thursday, Nov. 19</u></b>
9:45 - 10 a.m.	Welcome to vTREX from HQ & Presenting Sponsor <i>Sponsored by Destination Cleveland</i>
10:05 - 10:35 a.m.	General Session: The Ultimate Journey through America's National Park System <i>Sponsored by Explore Cochise County, AZ</i> Speaker: Mikah Meyer
10:35 - 10:45 a.m.	Break
10:40 a.m. - 12:40 p.m.	Tour Supplier Appointment Session Railroad, Casino, Multiple Service, Passenger Vessel, Restaurant, Hotel, Motorcoach Operator
10:50 - 11:35 a.m.	Education Sessions Don't Become Extinct: Join the Sales Evolution Speaker: Shawna Suckow, The Buyer Insider
	China Outbound Travel Market: Where Does the Market Currently Stand? Speaker: Dr. Robert Li, Temple University

11:40 a.m. - 12:25 p.m.	Education Sessions
	How to be More Memorable in Marketing
	Speaker: Shawna Suckow, The Buyer Insider
	Culinary Session
	Speaker: Erik Wolf, World Food Travel Association
12:25 - 12:40 p.m.	Break
12:45 - 1:40 p.m.	Bruncher
	<i>Sponsored by Memphis Tourism</i>
1:40- 1:50 p.m.	Break
1:50 - 2:35 p.m.	Education Sessions
	Spotlight Session: Wellness Magic: Inside Secrets to Boost Your Immune System to Keep You Well
	Speaker: John Ayo, Travel Balance
1:50 - 3:45 p.m.	Tour Supplier Appointment Session
	Railroad, Casino, Multiple Service, Passenger Vessel, Restaurant, Hotel, Motorcoach Operator
2:35 - 2:45 p.m.	Break
2:50 - 3:35 p.m.	Education Session
	Session Information TBA
	Speaker:
3:45 - 4 p.m.	Break
4 - 4:50 p.m.	Spotlight Session: All Attendee Power Hour
	<i>Sponsored by Experience Grand Rapids</i>

	Facilitator: Michael Weinberg
5 - 6 p.m.	Closing Event
	<i>Sponsored by Opry Entertainment Group and Nashville Convention and Visitors Corp.</i>
<b><u>Friday, Nov. 20</u></b>	
11:30 a.m. - 2 p.m.	Super Appointments
2 - 3 p.m.	Break
2:30 - 4:30 p.m.	Super Appointments