



**MARCH 6, 2014**  
**PARK INN BY RADISSON TOLEDO**

Want to learn more about the group tour market? Join this interactive work session that will teach helpful sales techniques, share best practices and group tour trends and assist even seasoned group tour professionals take another look at their group tour marketing strategies. Don't miss this chance to learn from industry leaders and get inspired for the future of this changing and emerging market.

The bootcamp is being held before Heartland Travel Showcase opens its doors. Heartland Travel Showcase is a meeting place for tour operators who purchase travel and tourism suppliers from 12 states and Canada. Heartland Travel Showcase is presented by the **Ohio Travel Association** and last year resulted in more than \$10 million of sales.

**When: Thursday, March 6, 2014**  
**Where: Toledo Park Inn by Radisson**  
**Time: 1-5pm**

### **SCHEDULE:**

#### **1-3pm– Group Tour Selling Best Practices- “The People Industry”**

Diane Sphar, owner of Ohio Travel Treasures, teaches that financial success does not come from the “one-shot” approach! We are in a “people industry,” – the buying and selling of great relationships is a very important part of your business. Topics will include:

- Getting repeat business and expanding existing visits
- How to follow-up with referrals
- The sales process on the tradeshow floor or during a phone call, and how to make the most of a 6-minute appointment or conversation

#### **3-4pm- So What’s NEXT? - Turning Conversations Into Sales**

After the excitement of the show or a sales call is over, how do you turn it into results. Learn about creating follow-up that gets noticed, making sure your site inspections are engaging, customizing group experiences and developing tour experiences that sell.

#### **4-5pm– “Get on Board” with the Latest Trends and Demographics**

This open forum offers you an opportunity to learn from others as they share their group tour success stories. We'll talk about specific policies, share information on group trends, generations shifts and the buying cycles of tour planning professionals.

**OTA MEMBERS - \$50**  
**NON-OTA MEMBERS - \$80**

**Register Now!**

**DEADLINE for Early Registration is Feb. 27**

Visit [ohiotravel.org](http://ohiotravel.org) to download a high-resolution copy of the Ohio group travel infographic.

