

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**

***Sponsored by Promega*

Speaker: Linda Gulrajani – Vice President, Revenue Strategy & Distribution
Marcus Hotels & Resorts

5:30p – 8:30p

Silent Auction ***Sponsored by: Enterprise Holdings*

Heavy hors d'oeuvres, a drink coupon and cash bar

During Silent Auction:
Professional head shots available at no
charge 5:45p-6:45p

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, SVP 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*

- 12:10 – Serve Lunch
- 12:25-12:35 – Sponsor Presentation (United Airlines – Nick Depner)
- 12:45-12:55 – Sponsor Presentation (Omega World Travel – Gloria Bohan)
- 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 & Adjournment

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