



**Trams Summer Camp  
Owner/Manager Seminar for Success  
Thursday, August 27, 2009**

**10:00AM – 10:30AM**

**Working On Your Business –Not Just In Your Business**

*With Sharon Meyer and Scott Caddow*

- Who's running the show?
- What systems are you using to market, sell travel, create invoices?
- Is there Quality Control in Agency?
- Do you know how to analyze your data for making decisions?
- What reports are being used to analyze finances, agent productivity, and track marketing results?
- How is data being collected, used?

**10:30AM – 11:45AM**

**Aligning Your Back Office and Influencing Your Bottom Line**

*With Linda Pannekeet*

- Profiles: Travel History's Role in Marketing
- Invoices: Booking Channels, Commission Structure Changes, Increased CC Sales
- Payments: Monitoring and Reducing Expenses
- Reporting: Turning Data into Knowledge
- Quality Control
- Financial Modeling

**12:15PM – 1:00PM**

**Socializing through Social Networking**

*With Scott Caddow and Jaime Conway (work through lunch)*

- Realistic application and success stories
- AgentStream – Peer-to-peer networking in a professional community
- Facebook – Building upon relationships through a social community
- Other Web 2.0 Tools Useful to Your Business...Twitter, Blogs, Forums, etc.

**1:00PM – 2:15PM**

**Creating a Proactive Selling Process to Keep Pace with Today's Consumer**

*With Marcie Karavakis and Teresa Giacalone*

- Front Office Sales Tools
- Evolution of the Travel Agent
- Getting Agents to adapt to new technology
- Increasing Sales/Productivity
- Using Res Cards from Inquiry to Booking
- Using Reminders/Batched Reminders/Activity Manager
- New sales strategies for today's consumer
- Q & A

**2:30PM – 3:45PM**

**Focus and Identify – Driving in Your Desired Business**

*With Marcie Karavakis, Teresa Giacalone, Ken Jonker, and Suppliers*

- Do you have a marketing strategy?
- Are you measuring Return on Your Marketing Campaigns?
- CBMS Survey Tool and Why It's Important
- Customer Retention
- Group discussion.

**3:45PM – 4:45PM**

**Wrap and Open Forum**

*With Sharon Meyer*

Bring some ideas on:

- How to improve supplier relationships
- Supplier Expectations regarding Agency Marketing
- Insurance Marketing
- A look ahead – future technology
- Getting Agents to use new technologies
- Agent Incentives
- Res Card Creation Philosophy
- Internet Booking Challenges
- Repeat Customers
- Welcome Home Process