



Plan to take full advantage of all the workshops, preferred partner roundtables, fireside chats and general sessions available during CoNexion 2021. We encourage you to use the below worksheet to **rank your top three workshop selections in each workshop rotation** as well as **preferred partner roundtables**. This will make your workshop and roundtable registration process much easier. (Registration for workshops and roundtables will open later this summer; watch for an email from the CoNexion Event team with instructions.)

Workshops are designated by topics in **green** under course name to help you pinpoint areas of interest. We ask that you match your individual experience to the specific workshop when making selections.

Pre-CoNexion – 4:30 – 5:30 p.m. Sunday, September 26

Optional Pre-CoNexion Workshop 4:30 – 5:30 p.m. Sunday, September 26		My Selections
<p>New Kids on the Block <i>With Martin Mussey, Business Development & Education Manager, and members of the Business Development and Member Services teams</i></p> <p>Specialty</p>	<p>Are you new to CoNexion? New to Nexion Travel Group? One part mixer and one part networking, this opening session is for our newest attendees. Meet others just like you and make "CoNexions" that will last you all conference long!</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #1 – 10:15 – 11:15 a.m. Monday, September 27

Workshop Rotation #1 10:15 - 11:15 a.m. Monday, September 27		My Selections
<p>Increase Your Commissions with Celebrity Cruises Alaska Cruisetours Cruise Line <i>Presented by Brendan Halcomb, Cruisetours Sales & Marketing Manager</i></p> <p>Preferred Partner</p>	<p>Join Brendan Halcomb, Alaska Cruisetours Sales Manager, for a lively workshop on the value of including Celebrity's Alaska Cruisetours within your product portfolio. Discover the key areas of interest on a multi-night land tour, learn how to educate and excite your clients to explore both Alaska's coastline and interior, and understand the unique inclusions that make a Celebrity Cruisetour a seamless and premium experience.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #1 Continued 10:15 - 11:15 a.m. Monday, September 27		My Selections
<p>Secrets to Success with Holland America Line <i>With Ila Zimmermann, Sr. Manager of National Accounts</i></p> <p>Preferred Partner</p>	<p>Holland America Line is celebrating 75 years of taking guests to Alaska in 2022! Join us to learn secrets on how to build and promote your Alaska group from start to finish with our step-by-step guide, top tips, tools, marketing resources and more! Also, do not forget about HAL's award-winning Cruisetours in Denali and the Yukon. See you there!</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>PR 101 <i>With Berit Griffin, Public Relations Manager, Internova Travel Group</i></p> <p>Specialty</p>	<p>Have you ever wondered how businesses get in the news? Learn about what PR is and how it can help you grow your business and get recognized as a valued expert.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>United Next... <i>With Kelly Ferrigno, National Account Manager</i></p> <p>Preferred Partner</p>	<p>Come hear what United has going on in the coming year. From our sustainability to aircraft orders to BOOM supersonic, join Cathy, Kelly and Maria on a fun journey. Psst.... hope you like Bingo.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>How to Financially Structure Your Business <i>With Rich Ferrucci, Martin Mussey, Business Development and Education Managers</i></p> <p>Specialty</p>	<p>Think of your business like a home. Is it built on a good foundation to support all that it contains? In this workshop we will explore the foundational items you should think about for your travel business to ensure it does not fall like a house of cards.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>The Unique Guest Experience for 2022/2023 <i>Presented by Rebecca Anne Gonser, BDM So Central, Maribel Lascalere, BDM, Joseph Eastep, Senior Director, Strategic Accounts Karen Seiler, BDM and Mai da Pra Director Industry Relations</i></p> <p>Preferred Partner Panel</p>	<p>Our panelists from American Queen Steamboat Company, Club Med, Oceania Cruise and Pleasant Holidays describe the unique guest experiences available to your clients in breathtaking all-inclusive destinations, the modern luxury of elegant riverboats. These imaginative insider tours explore the heart of the destination's culinary and cultural tradition or immersive customized vacation packages.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #2 – 11:30 a.m. – 12:30 p.m. Monday, September 27

Workshop Rotation #2 11:30 a.m. – 12:30 p.m. Monday, September 27		My Selections
<p>Sell More Universal <i>With Lisa Mullins, BDM for Universal Parks & Resorts Vacations™</i></p> <p>Preferred Partner</p>	<p>Join us for a Universal focused workshop where you can learn more about how to grow your business with Universal. We will focus on top-down selling, teaching you how to build your revenue and give your clients the Ultimate Universal experience – all while earning more commission.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>Leaders Edge Part 1: Set-Up & Fundamentals <i>With Susan Hall, Business Development & Education Manager</i></p> <p>Technology</p>	<p>This session is to introduce the Leaders Edge website program to agency owners who have not yet taken advantage of this free marketing tool that is included in your Nexion Travel Group membership. You'll learn about the many features that are customizable to help promote your agency while focusing on your niche. We'll highlight another marketing tool, Agent Profiler, which is a prerequisite for having a Leaders Edge website. This fundamental session sets you up for 'Leaders Edge Part 2' where you will learn how these marketing products work perfectly together to help attract new leads.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>More Freedom. More Profit. <i>With Sheila Folk, CEO, Travel Industry Solutions</i></p> <p>Preferred Partner</p>	<p>Let's face it. You're here because your travel agency is full of BS*.</p> <p>*All the crap you HAVE to do, that don't want to do, that takes up all your time, doesn't add value for your clients or your business, yet you can't seem to get it right. We think it's just the "cost of doing business" if we want to work for ourselves, doing the work we love.</p> <p>In this session, Sheila is going to talk to you about the three things that you need to get it right: your clients, your processes, and your authority. If you are ready to enjoy the fruits of your labor with a no BS agency, this workshop is for you!</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>How to Build Your Business with Groups! Norwegian Cruise Lines <i>With Soleil Domagala, National Accounts Senior Manager and Brandy Azamar, Account Manager</i></p> <p>Preferred Partner</p>	<p>Join Soleil and Brandy for a deep dive into growing your group business with Norwegian Cruise Line! We will share insights for finding new group business, becoming your own group leader and how to leverage our best-in-class Affinity Group Program. Additionally, we will highlight newest ship, Norwegian Prima!</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #2 Continued 11:30 a.m. – 12:30 p.m. Monday, September 27		My Selections
<p>Learn all About the Rebirth of Travel with AmaWaterways <i>Presented by Kristin Karst, Executive Vice President and Co-Owner</i></p> <p>Preferred Partner</p>	<p>Learn how AmaWaterways is leading the way, by enhancing the River Cruise experience. Your guests will reunite with loved ones – and AmaWaterways has developed so many innovative experiences to cater to your clients’ interests. These include Heritage on the River experiences in partnership with Ancestry; sailings that include a visit to the once-in-a-decade Floriade expo for those interested in gardening; and Christmas Markets Cruises to celebrate the holidays in a bigger, brighter way. Our hosted wine cruises continue to be a popular choice for our guests. We also have many multi-river journeys and options for you to customize your clients’ ideal combination river cruise experience, from our Seven River Journeys through 14 countries to up to four back-to-back itineraries in France.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS– RECOMMENDED U.S. ONLY</p>	
<p>The Survivors Circle Panel <i>With Rich Ferrucci, Business Development & Education Manager, Heather Kindred, Director, Business Development and Education</i></p> <p>Specialty Panel</p>	<p>We are bringing a panel of your peers together to hear stories of success. Topics may include how they gained control during the chaos, how they re-imagined or reinvented their business with a new vision, lessons learned or tips and resources, or how they moved their travel business into the future.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #3 – 10:30 a.m. – 11:30 a.m. Tuesday, September 28

Workshop Rotation #3 10:30 a.m. – 11:30 a.m. Tuesday, September 28		My Selections
<p>Safer and More Personalized Cruises with Princess MedallionClass & New 2022 Cunard Grand Escape Voyages and More! <i>With Amanda Jordan, BDM, National and Strategic Accounts and LaDonna Allen, National Account Manager</i></p> <p>Preferred Partner</p>	<p>Join Princess Cruises’ LaDonna Allen for an in-depth look at how MedallionClass is taking cruising to the next level offering a safer and more personalized cruise experience fleet-wide around the globe. Also, join Cunard’s Amanda Jordan for an overview of new and unique Cunard product offerings for 2022. Knowing where Cunard sails and points of differentiation will help advisors increase their luxury sales with Cunard.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #3 Continued 10:30 a.m. – 11:30 a.m. Tuesday, September 28		My Selections
<p>Discover a World of Travel with Disney Destinations <i>With Eva Garfield, BDM</i></p> <p>Preferred Partner</p>	<p>Hear the latest from Disney Destinations – including the Walt Disney World 50th anniversary celebration; Avengers Campus at the Disneyland® Resort, the newest addition to the Disney Cruise Line fleet, the Disney Wish; new itineraries from Adventures by Disney; and much more!</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – CANADA</p>	
<p>Ask ASTA's General Counsel (Legal Q&A Session) <i>With Peter Lobasso, General Counsel for American Society of Travel Advisors (ASTA)</i></p> <p>Association</p>	<p>Join ASTA's General Counsel Peter Lobasso, as he answers your travel agency questions and concerns as it relates to selling travel, running a travel agency and other legal aspects surrounding you, your agency and the industry.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS– RECOMMENDED U.S. ONLY</p>	
<p>Idea Exchange — Creating New Business <i>With Jackie Friedman, President Nexion Travel Group, and Vicki Freed, Senior Vice President, Sales, Trade Support and Service of Royal Caribbean</i></p> <p>Specialty</p>	<p>Are you looking for innovative ways to create new business? Do you have great ideas, but are unsure of how to execute them? Join industry leaders for an interactive idea exchange to share your ideas and get tips from other travel advisors to help bring in new clients and take your business to the next level.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>Leaders Edge Part 2: Integrated Marketing for Leads <i>With Lisa Gillis, Business Development and Education Specialist</i></p> <p>Technology</p>	<p>Now that you have learned the first steps of Agent Profiler and Leaders Edge, it is time to learn how they fit into your Integrated Marketing plan. Good plans get the word out; GREAT plans create a lead magnet! Prepare to be great so you can magnetize your built-in 3-in-1 marketing system.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #3 10:30 a.m. – 11:30 a.m. Tuesday, September 28		My Selections
<p>Keys to Growing Your Business Strategically <i>Presented by Karen Burke, District Director, Allianz, Susan Shultz, Vice President of Trade Relations, American Cruise Line, Jeannie Bean, BDM, CIE Tours International, and Kristen Steele Director, Key Partners Globus family of brands</i></p> <p>Preferred Partner Panel</p>	<p>What do Allianz, American Cruise Lines, CIE Tours International and the Globus family of brands have in common? They can't wait to see you at CoNexion and share best practices on how to successfully sell their products and make more money. Our panelists will cover topics such as how to ask qualifying questions to find the best vacation option for your clients, as well as share tips on closing more sales and keep the commission checks coming! Bring your questions as there will be time for Q&A.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #4 – 2:15 p.m. – 3:15 p.m. Tuesday, September 28

Workshop Rotation #4 2:15 p.m. – 3:15 p.m. Tuesday, September 28		My Selections
<p>Improv for Your Travel Business <i>With Martin Mussey, Business Development and Education Manager, and Lisa Gillis, Business Development and Education Specialist</i></p> <p>Marketing</p>	<p>Have you thought about travel as a creative business? Step out of your comfort zone in this experiential workshop about running a travel business focused on client experience and not just logistics. Using practical application of improv, you will learn to say “Yes, and?” to more business coming your way. Coach Martin <i>promises you will have some laughs along the way too!</i></p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>Pods are the New Groups <i>With Rich Ferrucci, Business Development and Education Manager, and Becqi Sherman, Business Development and Education Specialist</i></p> <p>Specialty</p>	<p>Friends, families and similar-minded folks have recognized the value of connecting and travelling with a close group of people. Learn how to speak in the language of scaled-down groups while delivering unforgettable experiences.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #4 Continued 2:15 p.m. – 3:15 p.m. Tuesday, September 28		My Selections
<p>Geeking Out Power Session Part 1 <i>With Nancy Joslyn, Sr. Product Manager, Susan Hall, Business Development and Education Manager, and Pam Meehan, Sr Director Hotel Division Internova Travel Group</i></p> <p>Technology</p>	<p>Tech session Join Nexion’s version of a tech fair with quick bytes of information on these popular programs and tools. In this session: AgentMate Insurance Integration, AgentMate Client Management, Engagement Marketing, SELECT and Worldwide Program Overview</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>What’s New at Royal Caribbean and on CruisingPower <i>With Pura Fritzius, National Account Manager, and Jon Whitmer, Automation Product Specialist,</i></p> <p>Preferred Partner</p>	<p>Join Pura Fritzius, National Account Manager, and Jon Whitmer, Automation Product Specialist, for an update on the latest Royal Caribbean product news and a walkthrough demonstration of the newest features of CruisingPower, Espresso and Latte!</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. ONLY</p>	
<p>Why Should you Choose American Airlines Vacations as a Vendor <i>Presented by Ranses Matta, National Sales Manager</i></p> <p>Preferred Partner</p>	<p>Get to know why American Airlines Vacations is the most flexible, complete, and profitable option for you and your customers.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>“Discover the Secrets to ...” Panel <i>With Danny Becker, BDM South Central Region, Keli Washburn, Business Development Manager, Dan Griffin, Regional Sales Manager, Host Agencies, Eric Molina, Director, Business Development</i></p> <p>Preferred Partner Panel</p>	<p>If it’s secrets you want, it’s secrets you’ll get! “Discover the secrets to ...” with our panelists from Rocky Mountaineer, Vacation Express, Travel Insured and Viking Cruises as they uncover a treasure trove of insider tips and tricks to aid you in growing your business. What priceless secrets will you discover? The secrets to luxury rail travel in the USA. The secrets to higher commissions. The secrets to including insurance in closing a sale. The secrets to increasing repeat business and referrals. The secrets to exploring the world in comfort. This treasure trove of insider info is worth \$\$\$\$ to your bottom line!</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #5 – 10:15 a.m. – 11:15 a.m. Wednesday, September 29

Workshop Rotation #5		My
10:15 a.m. - 11:15 a.m. Wednesday, September 29		Selections
<p>Return to Travel <i>With Timika Narine, Multi-National Account, Delta Airlines</i></p> <p>Preferred Partner</p>	<p>Join our workshop to learn Travel advisor tools for sustaining “the new way of traveling ,” learn available corporate programs, Group booking updates and Delta Vacation incentives.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>“ALG Vacations Gives You the Tools to Grow Your Land Business!” <i>With Lisa Doss, Regional Director of Sales, Hosts</i></p> <p>Preferred Partner</p>	<p>Who is ALG Vacations? Learn about our six vacation brands offering worldwide land products, industry trends, policy updates, and our exclusive tools and programs created just for travel advisors to support your success!</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>Budgeting & Measuring Return on Investment <i>With Chris Martin, Senior Director, Universal Parks and Resorts Vacations</i></p>	<p>Do you know what to consider when putting together a marketing budget? Are your marketing efforts paying off? This information session about Budgeting & Measuring Return on Investment will take you through these topics and more!</p>	
<p>Mitigating Traveler Risk with John Rose <i>With John Rose, Chief Risk and Security Officer</i></p> <p>Specialty</p>	<p>Getting your clients traveling with confidence. Join Chief Risk and Security Officer John Rose for a spirited conversation on how to mitigate risk while traveling. He will touch on tools, documentation and real-life stories and events</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>SELECT & Worldwide Hotel Program 101 <i>With Pam Meehan, Sr Director Hotel Division Internova Travel Group</i></p> <p>Program</p>	<p>Dive into the Worldwide and SELECT programs built to maximize your earnings and your client’s experiences. Learn how SELECT, our value-added amenity program made up of the world’s most distinguished hotels and Worldwide, our rate-competitive program made up of more than 40,000 properties can enhance your client’s stay while earning you more commission. Enjoy a brief overview of the tools and resources available to you to make booking and travel planning easier.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #5 Continued		My Selections
10:15 a.m. - 11:15 a.m. Wednesday, September 29		
<p>Building Relationships with Other Advisors <i>Advisor Panel: Steve Lincoln, Christy Bartlett and Elizabeth Caran with Susan Hall, Business Development and Education Manager</i></p> <p>Specialty Panel</p>	<p>Do you have a desire to go on vacation and leave work behind? How do you handle your best clients when they ask you to book a type of travel you have no experience with or don't care about? Have you thought about what you will be doing in 5-10-15 years when you start to think about retirement? Are you prepared for those unexpected and possibly life-changing emergencies that pop up from nowhere?</p> <p>Join our panelists as they share their thoughts and personal experiences of how building special relationships with other Nexion advisors evolved to be so much more valuable than just a nice acquaintance.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #6 – 11:30 a.m. – 12:30 p.m. Wednesday, September 29

Workshop Rotation #6		My Selections
11:30 a.m. – 12:30 p.m. Wednesday, September 29		
<p>Living List Travel for Seekers of Transformational Experiences <i>With Jake Hauptert, Co-Founder & Chairman of the Board, Transformational Travel Council</i></p> <p>Specialty</p>	<p>By definition, a bucket list is “a number of experiences or achievements that a person hopes to have or accomplish during their lifetime”. This workshop spins “bucket list” into “living list” as many travelers are desiring more conscious and transformative travel that has a positive impact on their life and that of others. What is it and how can you capture this market?</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #6 Continued		My Selections
11:30 a.m. – 12:30 p.m. Wednesday, September 29		
<p>Regent Seven Seas Cruises: Reinvent Your Business to Drive More Luxury Sales <i>With Lisette Thurman, Strategic Accounts Director</i></p> <p>Preferred Partner</p>	<p>Which of your clients are diamonds in the rough? How do you mine your database to cultivate them then cross sell to brands like Regent Seven Seas Cruises? Put on your hard hat and safety goggles. Lisette is taking you on a diamond dig! She will uncover gleaming marketing tips, chip away to reveal the value comparisons that will captivate your clients and help you polish a marketing strategy to drive more luxury sales.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>Geeking Out Power Session Part 2 <i>With Virginia Baim, Manager of Operations, Nancy Joslyn, Sr. Product Manager, Ignacio Oliveira, Ticketing and Fulfillment Support, Lisa Gillis, Business Development and Education Specialist</i></p> <p>Specialty</p>	<p>Join Nexion’s version of a tech fair with quick bytes of information on these popular programs and tools. In this session: AgentMate Reports, AgentMate List Management, SNAP! & Air, OnTarget/Social Share.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>Selling the Best Big Ship Experience & Maximizing Profits.....Featuring Mardi Gras! <i>With Alicia Steuart, Senior Director of Sales, Carnival Cruises</i></p> <p>Preferred Partner</p>	<p>Learn about Carnival’s newest, most innovative ship and how to maximize your sales and commissions. Learn all of the special features, entertainment, dining venues and array of staterooms along with sales tips to enhance your customer’s experience and earn more commission.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	
<p>Deep Dive into SELECT and Worldwide Hotel Program Tools & Resources <i>With Marshall Davenport, Account Manager & Jeanne Watters, Senior Account Manager Hotel Division, Internova Travel Group Program</i></p> <p>Program</p>	<p>This workshop takes a deeper dive into our program tools provided to you through Worldwide and SELECT. By the end of this course, you will know how to leverage these program resources to earn more and serve your discerning clients seeking unique and individualized travel experiences.</p> <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

Workshop Rotation #6 Continued		My
11:30 a.m. – 12:30 p.m. Wednesday, September 29		Selections
<p>Visit Orlando <i>with Tom Valley, Travel Industry Sales Director, North America</i></p> <p>Specialty</p>	<p>Welcome to Orlando! If you're clients are dreaming of a getaway guaranteed to deliver the wonder, excitement and fun the family craves, no one does it better than Orlando's world-famous theme parks and attractions with ample opportunities for memory-making fun. Join Visit Orlando for this fun and informative session where we will cover:</p> <ul style="list-style-type: none"> • What's New in Orlando • Places to Stay • Exciting Attractions • Safe and Healthy Travel • Agent education and benefit programs <p>AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA</p>	

*Workshops subject to change as needed