

Friday, 2/22/08	Seaport Center - Cambridge (Set: 120)	Seaport Center – Beacon Hill I (Set: 126)	Seaport Center - Beacon Hill 2 & 3 (Set: 100)
10:00-11:30 AM	PROFESSIONAL SELLING SKILLS <i>(10 Credits toward CLIA ACC and MCC)</i> <ul style="list-style-type: none"> • Bernie Blomquist, Manager – Training Development, Cruise Lines International Association 	SEARCH ENGINE OPTIMIZING FOR TRAVEL PROFESSIONALS Working the Web for Success <i>(2 CEUs by The Travel Institute)</i> <ul style="list-style-type: none"> - SEO campaigns, social marketing, Google analytics • Max Hartshorne, Owner/Editor, GoNOMAD 	
11:30AM-1:00 PM	LUNCHEON & KEYNOTE – Seaport Center - Waterfront Ballroom (Set: 360 banquet) The State of the Cruise Industry <ul style="list-style-type: none"> • Andrew Stuart, Executive Vice President of Marketing, Sales & Passenger Service, Norwegian Cruise Lines 		
1:00-2:00 PM	PANEL PRESENTATION Making More by Thinking Outside the Box From travel insurance to niche tours to air consolidators, this panel of experts share more ways to make profits. <ul style="list-style-type: none"> • Moderator: Nigel Osborne, Executive Vice President, Key Tours International, Inc. • Ed Cocco, President, Travelex • Ecdat Poyraz, Manager - New England, Picasso Travel • Richard Walton, Founder, Global Vision International 	PANEL PRESENTATION Innovations in 2008 Cruising Cruise line executives share new programs, itineraries, destinations and campaigns to improve the cruising experience. <ul style="list-style-type: none"> • Moderator: David Crooks, VP - Cruise Product & Industry Relations, World Travel Holdings • Bo Fridsberg, Vice President - Sales, Hurtigruten • Keith Lane, Field Sales VP, Celebrity and Azamara Cruises • Ken Muskat ACC, Vice President - Sales, Royal Caribbean International • Adolfo Perez, VP - Reservations Sales, Carnival Cruise Lines • Joni Rein, VP - Sales Development, Costa Cruises • Andrew Stuart, Executive VP of Marketing, Sales & Passenger Service, Norwegian Cruise Lines 	TRAINING WORKSHOP Technology in Development of Home-Based Agents <ul style="list-style-type: none"> • Jackie Friedman CTC, CTIE, General Manager, Nexion, Inc.
2:00-2:45 PM	KEYNOTE: Lessons Learned for Agent Success – Seaport Center - Waterfront Ballroom (Set: 360 banquet) <ul style="list-style-type: none"> • Cheryl Hudak CTC, President & CEO, American Society of Travel Agents 		
3:00-5:00 PM	SHOW FLOOR OPEN EXCLUSIVELY TO TRAVEL INDUSTRY PROFESSIONALS and TRAVEL INDUSTRY OPENING RECEPTION		
5:30-8:00 PM	SHOW FLOOR OPENS FOR PUBLIC SNEAK PEEK		

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