

# VIRTUOSO TRAVEL WEEK

THE VALUE OF CONNECTIONS // AUGUST 10-13

## PROFESSIONAL DEVELOPMENT SESSION OVERVIEW



**ALISON  
MILLER**



**ELIZABETH  
RUSKE**

### Finding Your Power Through Connections

Join Dr. Alison Miller and Elizabeth Ruske as they lead a practical workshop on harnessing the power of building and maintaining connection to your team – as you continue to find creative ways to produce results. We are confronted daily with concerns for our jobs and the economy as well as protecting our health. And yet, we still have a job to do! Whether you operate as an individual or you are the leader of a team, leveraging others is key.

#### KEY TAKEAWAYS:

- Clarity about what you bring to the team and what they can count on you for
- Knowledge of how to make all your connections meaningful
- Practical tips and practices for ways to build and maintain connections in our virtual world



**BRANT  
MENSWAR**

### Attaining Adaptability: The Undiscovered Path to Rock Star Resilience

Just as the band is about to play their big hit, an unexpected surge knocks out the power, rendering the screaming fans silent in the dark. The lead singer calmly tells everyone to turn on their phone flashlights, grabs an acoustic guitar, and performs the most incredible version of that song. Why didn't he panic under the unexpected change? How was he able to adapt in an instant to perform even better? Rock stars know the secret to defining the "what and why" so the "how" can pivot on a moment's notice.

The global pandemic has made it more important than ever to be able to adapt quickly and effectively. In this powerful, highly interactive virtual experience, Brant Menswar uses live music, cinematic multi-camera views, and engaging chat and videos to reveal the undiscovered path to rock star resilience.

#### KEY TAKEAWAYS:

- How our Black Sheep Values
- guide and strengthen us
- Why our internal GPS fails
- How to adapt and consistently pivot when things change



**ELLEN BURTON**

### Pivot: Tapping Into Your Legacy of Success

In this session, Virtuoso members have the ability to draw on initial aspirations, past successes, cultivated resources, and the ability to apply them to today's challenges with two goals:

1. To evaluate and pivot perspectives on their current business.
2. To tap into their legacy of success to set themselves up for the return of travelers and prosperity.

#### KEY TAKEAWAYS:

- You will regain clear recollection of your "why" and what motivated you to offer travel/hospitality services
- You will tap into specifics on how to build a legacy of success
- You will become aware of what a pivot looks like and be encouraged to recommit to your innate ability to work toward success, even during a drought

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**ERIN  
GARGAN KING**

## Digital Persuasion: Sell Smarter in the Modern Marketplace

In person, you have eight seconds before someone decides how they feel about you using your nonverbal persuasion skills: your appearance, your eye contact, your smile. Online, you have just 2.5 seconds – and none of those personally persuasive elements. Creating a new opportunity begins with persuading your recipient in just a few words of a mobile preview that they should stop the scroll and engage with you.

Erin shows audiences why some sales professionals' digital messaging wins face time with new prospects, while 90 percent of messages do not. She shares her proven three-step formula for effectively eliciting a response to spark dialogue and break through the "empathy blockers," aka our screens.

Using Erin's PUB method, travel advisors are empowered and equipped to attract attention, increase influence, and sell smarter in the social, mobile, and digital age.

### KEY TAKEAWAYS:

- Exactly how to communicate to ignite more face-to-face dialogue in a digital age
- How to avoid the number one thing blocking you from being your most persuasive self when you type anything to anyone anytime
- Learn Erin's proven, powerful formula so you can stop being ignored and start influencing more people to say Yes!



**JOHN AYO**

## Wellness Magic: Inside Secrets to Boost Your Immune System to Keep You Well

What are the best ways to boost your natural immunity to keep you healthy during these crazy coronavirus days?

John will share immediately useful tips for healthy choices that you can make to maximize your immune system's ability to keep you healthy.

You can't perform at your best in work and life if you don't feel well.

1. What are the best foods to eat and supplements to take to maximize your body's immune system
2. What lifestyle choices are you making that hurt your immune system?
3. What are the three main causes of all chronic illness and how can you balance them?

This content-packed and fast-paced presentation will unveil natural health secrets that can help your body to heal itself.

Don't miss this fun, engaging, and one of the most entertaining wellness sessions you will ever attend!

### KEY TAKEAWAYS:

- Discover the one simple change that will drastically improve your health
- Optimize your health around technology
- Learn the best ways to boost your immune system to keep you healthy



**KATIE MARES**

## Earning HER Business: The Importance of Tailoring Your Experience to the World's Most Influential Consumer

Katie will share practical experiences as a female C-Suite Executive and Customer Experience Expert. She will educate travel advisors on the impact women have on the luxury travel space as chief purchasing officers and the most influential consumers in the world.

She will also share the physiological differences between men and women and how to use this information to change the way you deliver the consumer brand experience and tailor it to the decision-maker, the woman.

### KEY TAKEAWAYS:

- List the physiological differences between men and women
- Recognize how to create real relationships with the female consumer
- Identify ways to make the female consumer's experience tailored and personalized

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**LAURIE GUEST**

## Confidence Sells: 5 ½ Steps to Bring Your Best Self to the Surface

Developing confidence is critical to the success of every entrepreneur. Whether you are a travel advisor who struggles to build people skills or maybe you battle with imposter syndrome, this session will help you.

Laurie shares the 5 ½ steps to find your best, bold self, and build your brand. Confidence is the feeling of self-assurance which finds its roots in appreciation of your abilities and qualities. Let's find your confidence and celebrate it!

### KEY TAKEAWAYS:

- Steps to uncover your best self at work and home
- Develop strategies to build your personal brand
- Uncover your unique abilities to increase your confidence



**MICHAEL BARBER**

## Deliver + Engage = Growth: A Framework for Successful Email Marketing

We can all agree that email marketing is easily one of the best revenue-generating marketing tactics for travel advisors. Unfortunately, most advisors – and small and large businesses alike – simply aren't doing email marketing well. Whether it's not paying attention to deliverability, designing emails for the wrong context that their customers find themselves in these days, or not tracking the right metrics, marketers continue to struggle to effectively leverage the inbox. But with simple changes and paying attention to how people consume our emails, marketers can make big impacts on their email campaigns and drive significant revenue increases from this channel.

### KEY TAKEAWAYS:

- Understand email deliverability and ensure their campaigns make it into the inbox
- Engage subscribers with the right copy, design, and accessibility best practices
- Grow subscription lists



**NEEN JAMES**

## Systems Thinking: How Travel Advisors Can Build and Nurture Client Relationships During Challenging Times

As a travel advisor, you're often driven by two goals: how to grow sales, and in order to do that, how to build your referrals.

Given our current industry situation and the unique nature of our business, it's often easy to fall into the trap of focusing on metrics, rather than the meaning behind those metrics.

But what if you create a system in your travel business that was just as good at building and nurturing relationships as it is at building results?

Join Neen to learn the systems you need to build, how to apply them to your business, how to keep yourself (and your team) accountable. You'll learn everything you need to know to stay top of mind with your important clients for a long-term relationship that's dedicated to your business.

### KEY TAKEAWAYS:

- Design your daily routine to accelerate your personal and professional results and improve productivity
- Build an advocate system that continues to generate referrals during these times
- Discover strategies you can apply immediately to nurture relationships in unique ways that will make you stand out from your competitors

# VIRTUOSO TRAVEL WEEK



**ORLANDO  
BOWEN**

## How to be a Game Changer When the Game Itself Has Changed: Navigating Life's Storms With Positivity and Perspective

Orlando will engage participants around ways to stay positive in the face of adversity. Travel advisors will be inspired by the stories and strategies to discover how to stay positive and gain perspective in every difficult situation.

### KEY TAKEAWAYS:

- There is great power in perspective
- Forgiveness is a high performance tool
- Sometimes life's greatest gifts don't look like gifts when they first arrive



**PHIL JONES**

## Exactly What to Say: The Magic Words for Influence and Impact

Could it be possible that the biggest reason that you are not achieving your potential is because there are multiple moments in which you do not know exactly what to say, when to say it, and how to make it count?

Let's face it, not having the right words at the right time could be the very reason that potential customers are choosing someone other than you as opposed to seeing the true value that you could deliver.

The reality of modern business is that many of your competitors are winning business from you. It's not because they are better than you, it's because they are telling a better story.

Learn the real value of your words and discover dozens of simple changes and key phrases that will allow you to control more conversations, reframe what others see, and unlock the power of communication to the subconscious brain of your customers.

### KEY TAKEAWAYS:

- Reframe what you think about selling and salesmanship
- Discover how the correct use of language can help you persuade and influence others
- Learn exact word choices to help your customers make smart decisions faster



**PREET  
BANERJEE**

## Using Decision Science to Help With Business Planning During COVID-19

Making better financial decisions can lower stress and increase productivity both at home and at work. Bringing together his background in neuroscience, money, and even cars, Preet Banerjee explains how the human brain is hard-wired to make decisions about money that are not always in line with our goals.

He will show you how we make different decisions when presented with the same information based on a number of variables. You can learn when you are optimized to make the best business decisions.

Preet will also discuss a framework for how to handle the uncertainty of business planning when it comes to unknowable health restrictions due to COVID-19, possible second wave effects, and more. Uncertainty breeds anxiety and stress. But it also presents opportunities. Learn how you can use drive new revenue opportunities right now.

### KEY TAKEAWAYS:

- Understand how the brain's hard-wiring impacts your decisions
- Learn when to make your best decisions
- Apply a framework for business planning during uncertainty

# VIRTUOSO TRAVEL WEEK



**RACHEL  
SHEERIN**

## Working Through Burnout: How to Comeback to Work You Love

Giving your best to clients, teams, and your world makes you happy – and happy people succeed more. You love going above and beyond 365 days a year – but what happens when we start to lose that loving feeling?

In this high energy session, we'll take a look at our beliefs on success, why burn out happens, and how you can enjoy your life, own your joy, and absolutely love your success. Rachel's hilarious "truth bombs" on who and what causes us to burn out are matched with easy-to-use strategies and mindset shifts that will keep us feeling and being our best.

Attendees walk away with awareness about burnout, signs to watch for, and how to reconnect with themselves to boost happiness and success in work and life.

### KEY TAKEAWAYS:

- Discover what burnout is and why people who are massively successful are more at risk of burning out
- Gain awareness around the common causes of burnout, how burnout shows up in our daily lives and work, and how to prevent burnout in your work through self-leadership and awareness practices
- Reconnect to your desires, values, and definition of success that builds a life and legacy you love
- Rachel's Daily Mindset + Emotional Journal Prompts
- Additional Burnout Resources List



**SHAWN  
KANUNGO**

## Disruption is Opportunity

Today, we are undergoing a paradigm shift. The world is not only changing because of technological innovation, but also because of COVID-19. We are now looking for the entire travel industry to explore uncharted waters.

To navigate this disruption, travel professionals need to take control of their own destiny. It requires us to make bold decisions in a world of uncertainty. How do we reinvent ourselves? How do we deliver better experiences to our clients in this new world? Today, we need to be bold, brave, and experimental.

Disruptive times require disruptive ideas. In this high-energy presentation, shot completely in an empty 750-person theater, Shawn Kanungo provides a bold roadmap for the future. He explores how to take unexpected approaches to innovation to remain competitive and relevant.

### KEY TAKEAWAYS:

- Dive deeper into how the combination of technology trends and COVID-19 will reshape the future of luxury travel
- Explore how travel professionals and companies can become more nimble, flexible, and experimental in this new world
- How can we build greater trust? Shawn details how to leverage technology and our existing travel brands to create greater trust with customers



**STACEY HANKE**

## Communicating With Influence in a Virtual World: Be the Leader You Were Meant to Be, Monday to Monday

Are your virtual and in-person interactions as effective as they can be or are you grateful when they're over?

You may not be as influential as you think you are. Most of us believe if we know our topic or if we feel good we must have influence. This virtual experience will give you the opportunity to take a closer look at how your clients experience you rather than what you believe to be true.

### KEY TAKEAWAYS:

- Does your verbal and nonverbal communication enhance or jeopardize your reputation and client's trust?
- Techniques that guarantee your clients are 100 percent all-in from start to finish
- How tos for holding yourself accountable for your development



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**STUART COHEN**

## Drive Future Sales With This Proactive, 10-Step Business Development Plan

Clients have postponed travel plans indefinitely. Stuart has the keys to your success despite the prevailing anxiety and uncertainty: Deploying a series of targeted activities to engage your most confident clients – before the competition approaches them. He will teach you how to increase engagement and sales despite a weak marketplace and without spending more on advertising. The secret? Embracing his new bucket list approach.

### KEY TAKEAWAYS:

- The radically newer approach to segmenting shoppers, prospects, and clients
- The communications strategies that drive up engagement
- The foundationally newer concept and initiatives towards building loyalty



**STUART COHEN**

## How to Build a Bigger, Better Group Business by Increasing Efficiencies, Effectiveness, and Margins

Group sales are highly lucrative for the small segment of advisors who have mastered this niche business model. Most advisors never achieve their full profit potential because they are practicing outdated, ineffective, and old-school methods. Stuart reveals the top 13 strategic steps that will flip your sales from good to great.

### KEY TAKEAWAYS:

- The sourcing and selling approach that nets higher quality groups
- The steps towards operating more efficiently while accomplishing more
- The financial choices that will bolster margins



**TAMI EVANS**

## Check Your Baggage: Activating Optimism in a Time of Pervasive Pessimism

Have you and your team reached “Zoom Doom”? Are you feeling a bit rusty on relationship skills, a little crunchy on communication concepts, and pooped-out on positivity?

Hard-Core Soft Skills are the super ninja power tools for the Tetris landscape we are now navigating.

During this entertaining and interactive program, participants will work on motivation, communication, and self-confidence to help manage the next several months of “virtual reality.”

These are the tools your team needs to help increase engagement, create communication cohesion, and elevate self-confidence for leadership and life.

### KEY TAKEAWAYS:

- Business growth through gratitude
- How to leverage the power of positivity to attract and retain clients
- The four elements needed to elevate and motivate yourself every day

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**TONY  
CHATMAN**

## Breaking Bias: Disrupting Unconscious Decisions That Lead to Unexpected Consequences

Did you know that bias affects decision-making? Decisions about your team, your clients, and pricing. Even decisions we make in the moment that can make or break our businesses.

Our decision-making contains hidden flaws. Flaws that sabotage our perceptions of people and beyond. Flaws with the potential to permeate every decision we make and to sabotage our good intentions, often without ever realizing it. Flaws that can damage our profits, brands, and even our businesses. Flaws that are biased.

Tony takes you on a journey of discovering biases as you learn what they are, how they occur, and why they may cause us to have responses that we don't even notice. We will look at ways to not only reduce biases and improve decision-making but to overcome those biases and regain connections that enhances our business and our lives.

### KEY TAKEAWAYS:

- Create clarity about unconscious bias blind spots that affect behavior and decisions
- Apply three simple strategies hacks to neutralize personal bias and its effects
- Remove the stigma around bias that mutes constructive conversation
- Identify and mitigate the impact of bias on client and co-worker relationships



**VIRGINIA  
IRURITA**



**KAREN  
FEDORKO SEFER**



**FILIPPO  
CURINGA**



**HOLLY  
MACKIE**

## Maximizing Your Competitive Advantage With On-Sites

Your On-Site partners are able to provide you, the advisors, with a distinct competitive advantage.

Not only do they offer access to specially designed experiences tailored to your clients, but also meticulous attention to detail, exhaustive knowledge of local health and safety measures, collaboration, and pure professionalism that will result in a seamless execution of your client's journey from concept to completion.

On-Sites have exceptional in-country relationships and knowledge, providing the ability to transform a program from good to great with exclusivity and unique access – more important now than ever before.

The On-Sites are committed to

supporting the Virtuoso Advisor community and to provide you with unique opportunities to gain the upper hand, as well as peace of mind.

### KEY TAKEAWAYS:

- Get an in-depth look at these advantages and learn how to maximize them
- See how you can develop your relationship with On-Sites to effortlessly learn more about a destination, using unique tools from webinars and sample programs to in-country educationals
- Build a strong relationship based on trust, knowledge, and peace of mind to enhance your booking experience



**JOIN THE CONVERSATION**  
**#VIRTUOSOTRAVEL**