

**2009 NTA Annual Convention
 November 14–18
 Reno, Nevada
 Schedule of Events**

Saturday, Nov. 14 — Casual Day

7:15 a.m.–6:15 p.m.	Continuous shuttle service between the convention center and NTA Convention hotels
7:30 a.m.–6 p.m.	Registration Convention Mall Media Office Research Center <i>Sponsored by Las Vegas Convention and Visitors Authority</i> Seminar Office
8:15–9:15 a.m.	Professional Development Seminar <ul style="list-style-type: none"> • Tour Operator Crackerbarrel
9:30–10:30 a.m.	Professional Development Seminar <ul style="list-style-type: none"> • Berkely on Risk Management • Best Practices Table Topics <i>Sponsored by American Express OpenSM</i> • China Market Update
10:45 a.m.–Noon	Professional Development Seminar <ul style="list-style-type: none"> • Heritage Tourism and Connecting with the African-American Market
10:45 a.m.–12:15 p.m.	Buyer-to-Buyer Exchange
12:30–1:45 p.m.	International Luncheon (all attendees welcome) <i>Co-sponsored by Jordan Tourism Board and Mexico Tourism Board</i>
2–6 p.m.	Sightseeing Tours (casual attire). Following the tours, participants will be dropped off at their Convention hotels.
7–9:30 p.m.	Jim Santini Appreciation Dinner (tickets required) <i>Co-sponsored by Nevada Commission on Tourism</i>
Evening	Dine-around at a restaurant of your choice

Sunday, Nov. 15

7:30 a.m.–10 a.m.	Continuous shuttle service between the convention center and NTA Convention hotels
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7:45 a.m.–6:15 p.m.	Registration Convention Mall Media Office Research Center <i>Sponsored by Las Vegas Convention and Visitors Authority</i> Seminar Office
7:45–11:15 a.m.	Concession breakfast items available for purchase.
8:15–11:45 a.m.	Destination Pavilion (DMO Prescheduled Appointments, operators walking)
10 a.m.–4 p.m.	Staggered shuttle service between the convention center and NTA Convention hotels. Shuttles will depart from the convention center and NTA Convention hotels every ½ hour.
10:30–11:45 a.m.	Professional Development Seminars <ul style="list-style-type: none"> • Harnessing the Power of Social Media for Effective PR and Brand Development <i>Sponsored by American Express OpenSM</i> • Green Travel, Sustainability and ROI • Strategic Packaged Travel Leadership, Management and Administration (CTP Approved Course) — Part 1
Noon–1:45 p.m.	Business Luncheon <i>Sponsored by Alaska Travel Industry Association</i>
2–3:15 p.m.	Professional Development Seminars <ul style="list-style-type: none"> • ALL WELCOME! A Look at the Global Gay and Lesbian Market • Ask the Operators for Suppliers • Strategic Packaged Travel Leadership, Management and Administration (CTP Approved Course) — Part 2
3:45–4:45 p.m.	Tour Supplier Election and Talk Time
2–5 p.m.	Destination Pavilion, continued (DMO Prescheduled Appointments, operators walking)
4–6:30 p.m.	Continuous shuttle service between the convention center and NTA Convention hotels
5–6:15 p.m.	Wine & Cheese Reception <i>Sponsored by Hilmar Cheese Company Visitor Center, IHG InterContinental Hotels Group, Tour Illinois and Seneca Niagara Casino & Hotel</i>
7:15–10:45 p.m.	Shuttle service between Convention hotels and Icebreaker
7:30–10:30 p.m.	Icebreaker <i>Sponsored by Reno-Tahoe</i>

Monday, Nov. 16

7:15 a.m.–10 a.m.	Continuous shuttle service between the convention center and NTA Convention hotels
7:30 a.m.–6:30 p.m.	Registration Convention Mall Media Office Research Center <i>Sponsored by Las Vegas Convention and Visitors Authority</i> Seminar Office
7:30–11:30 a.m.	Concession breakfast items available for purchase.
8–9 a.m.	Optional Caucuses
8–9 a.m.	Tour Operator Election and Talk Time <i>Sponsored by San Diego Travel Coalition, The Big Bay, San Diego's Waterfront and Bartell Hotels</i>
9–10 a.m.	Open Appointments and Appointment Scheduling Session (operators seated)
10 a.m.–Noon	Destination Pavilion Shopping I
10 a.m.–4 p.m.	Staggered shuttle service between the convention center and NTA Convention hotels. Shuttles will depart from the convention center and NTA Convention hotels every ½ hour.
12:15–2 p.m.	Theatre Direct & Broadway.com/groups Luncheon
2:15–4:15 p.m.	Fast Pitch
4–6:30 p.m.	Continuous shuttle service between the convention center and NTA Convention hotels
4:15–6:15 p.m.	Destination Pavilion Shopping II and Reception on the Floor <i>Reception Sponsored by California Tourism and the Hilmar Cheese Company Visitor Center</i>
6:30–9:30p.m.	Dine–around at a restaurant of your choice
9:15 p.m.–12:45 a.m.	Shuttle service between Convention hotels and Tourism Rocks
9:30 p.m.–12:30 a.m.	Tourism Rocks <i>Sponsored by Hard Rock Café International (USA), Inc., Las Vegas Convention and Visitors Authority and Nevada Commission on Tourism</i>

Tuesday, Nov. 17

7:15 a.m.–10 a.m.	Continuous shuttle service between the convention center and NTA Convention hotels
7:30 a.m.–4:45 p.m.	Registration

Convention Mall
Media Office
Research Center
Sponsored by Las Vegas Convention and Visitors Authority
Seminar Office

- 7:30–10:45 a.m. Concession breakfast items available for purchase.
- 8–11:30 a.m. Tour & Travel Exchange (Tour Supplier Prescheduled Appointments, operators seated)
- 9–10 a.m. DMO Election and Talk Time
- 10 a.m.–3:30 p.m. Staggered shuttle service between the convention center and NTA Convention hotels. Shuttles will depart from the convention center and NTA Convention hotels every ½ hour.
- 10:15–11:30 a.m. Professional Development Seminars
- Ask the Operators for DMOs
 - Bounce! How You Can Survive and Thrive in This Recession
Sponsored by American Express OpenSM
 - Strategic Packaged Travel Marketing and Sales (CTP Approved Course) — Part 1
- 11:30 a.m.–1 p.m. Luncheon
Sponsored by Tourist Office of Spain
- 1–4:30 p.m. Tour & Travel Exchange, continued (Tour Supplier Prescheduled Appointments, operators seated)
- 1:15–2:30 p.m. Professional Development Seminars
- The Diamond Touch
Sponsored by American Express OpenSM
 - Lessons in Risk and Crisis Management
 - Strategic Packaged Travel Marketing and Sales (CTP Approved Course) — Part 2
- 3:30–5:45 p.m. Continuous shuttle service between the convention center and NTA Convention hotels
- 4:30–5:30 p.m. Reception and Tourism Cares Live Auction
- 7:15–10:45 p.m. Shuttle service between Convention hotels and convention center
- 7:30–10:30 p.m. Return to Woodstock
Co-sponsored by The Berkely Group and San Diego Travel Coalition, The Big Bay, San Diego's Waterfront and Bartell Hotels

Wednesday, Nov. 18

- 7:15 a.m.–10 a.m. Continuous shuttle service between the convention center and NTA Convention hotels

7:30 a.m.–4:15 p.m.	Registration Convention Mall Media Office Research Center <i>Sponsored by Las Vegas Convention and Visitors Authority</i> Seminar Office
7:30–11 a.m.	Concession breakfast items available for purchase.
8–11:30 a.m.	Tour & Travel Exchange (Tour Supplier Prescheduled Appointments, operators seated)
10 a.m.–3 p.m.	Staggered shuttle service between the convention center and NTA Convention hotels. Shuttles will depart from the convention center and NTA Convention hotels every ½ hour.
10:15–11:30 a.m.	Professional Development Seminars <ul style="list-style-type: none"> • Faith-based Marketing Revenue Secrets Featuring Two Industry Experts • Strategic Packaged Travel Financial Management (CTP Approved Course) • The Year in Travel and Tourism: Lessons Learned <i>Sponsored by American Express OpenSM</i>
11:45 a.m.–1:30 p.m.	Tourisme Montréal, Tourisme Québec and Canadian Tourism Commission Luncheon
1:45–4 p.m.	Tour & Travel Exchange, continued (Tour Supplier Prescheduled Appointments, operators seated)
3–5:30 p.m.	Continuous shuttle service between the convention center and NTA Convention hotels
6:15 p.m.–12:15 a.m.	Continuous shuttle service between the Atlantis Resort Casino Spa/convention center and NTA Convention hotels
6:30 p.m.–7:30 p.m.	Gala Reception (formal or semi-formal attire)
7:30 p.m.–Midnight	Gala Dinner and Dance (formal or semi-formal attire) <i>Sponsored by Reno-Tahoe</i>

Thursday, Nov. 19

Morning	Post-Convention Familiarization Tours depart from NTA Convention hotels
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