

PENNSYLVANIA BUS ASSOCIATION

PRESENTS

Investing in the Motorcoach Industry: Increasing Your ROI

March 19, 2012 • Harrisburg East Holiday Inn • Harrisburg, PA

Pennsylvania motorcoach operators report that even though they transport more than 3 million passengers annually on charters and tours, many of the businesses that serve their groups lack a basic understanding of motorcoach client needs and requirements. This seminar is intended to increase supplier awareness of those needs.

SEMINAR INFORMATION

Who Should Attend? Any individual who is or wants to reach out to the Motorcoach Industry for increased business opportunities including hotels, CVBs, museums, theatres and many other industries.

What is Included? Seminar Workbook with topic and instructor handouts, continental breakfast, lunch, breaks, and a Certificate of Completion which will be issued upon receipt of the final homework assignment.

Learn While You Earn! The Seminar is being held one day before the 2012 Marketplace events. By adding one day to your travel schedule, you'll get a valuable learning experience that will boost your group sales performance.

Something Different! If you're looking for a 'let's hold hands and feel good about ourselves' experience, this isn't it! What you will receive is no nonsense information and ideas you can take back to your office and put to work the very next day.

Hotel Information. Harrisburg East Holiday Inn, 4751 Lindle Road, (Exit 20ff of Rt. 283) Harrisburg, PA 17111. For reservations contact the Holiday Inn directly at 717-939-841 or www.stayholiday.com

- Rate is **\$107 inclusive**
- Comp High Speed Internet Service
- Indicate you will be attending PBA's 2012 Marketplace.
- PBA's room block will be released to the public **March 4, 2012**, after which reservations will be accepted on a space available basis.

SCHEDULE OF SEMINAR SESSIONS

7:00 - 8:00 am

Registration and Breakfast (Meet & Greet)

8:00 – 8:15 am

Welcome Comments on what will take place during the seminar

Linda Mauzy, Group Marketing Manager, Laurel Highlands and Lois Stoltzfus, Director of Sales and Marketing, Executive Coach

8:15 – 9:00 am

Secrets of A Successful Relationship with Operators Relationship building is the key to working with operators. Understand how decisions are made when choosing or not choosing a destination and why.

Speaker: Amy Brooks, Vice President, Susquehanna Trailways

9:00 – 9:45 am

Insider Lingo Understanding motorcoach terms and language will increase your performance potential in the industry.

Speaker: Cheryl Clemens, Director of Sales, Toby's – The Dinner Theatre of Columbia and Baltimore

9:45 – 10:15 am

Becoming Motorcoach Friendly Avoiding obstacles and understanding restrictions keep motorcoaches coming back. Keep the driver happy!!

Speaker: Lois Stoltzfus, Director of Sales and Marketing, Executive Coach

10:15 – 10:30 am

Break

10:30 – 11:15 am

The Benefits of Working with DMOs Partnerships are everything in developing new business at your property. Your DMO is the best source in helping you to form lasting partnerships.

Speaker: Linda Mauzy, Group Sales Manager, Pennsylvania's Laurel Highlands

11:15 – 11:45 am

Packing & Pricing Operators are looking for packages to help them sell their tours. Learn how to pull together a successful package and price it to make it a win - win for all.

Speaker: Lisa Malago, Director of Sales & Marketing, Pillar Hotels

11:45 am – 12:30 pm

Lunch

12:30 – 1:05 pm

Get the Word Out Profile sheets are one of the most important marketing pieces for your property. Learn the dos and don'ts of a successful profile sheet.

Speaker: Sandy Gambone, Senior Account Executive, Spencer Advertising & Marketing

1:05 – 1:45 pm

Social Media Facebook, Twitter, LinkedIn, Flickr – learn how these social medias can enhance your marketing opportunities at very little cost to your property.

Speaker: Debbie Stremmel, Director of Marketing, Allegra Marketing

1:45 – 2:00 pm

Break

2:00 – 2:45 pm

Selecting and Working the Shows Selecting the shows that are best for your property will increase your success and your ROI.

Speaker: Rich Gilbert, Travel Trade Sales, Maryland Office of Tourism

2:45 – 3:30 pm

Follow Up – No follow up = no new business = no return on investment...keep your follow up out of File 13!

Speaker: Lois Stoltzfus, Director of Sales and Marketing, Executive Coach

3:30 – 4:00 pm

Wrap-up - Q & A - Homework

Linda Mauzy, Group Marketing Manager, Laurel Highlands and Lois Stoltzfus, Director of Sales and Marketing, Executive Coach

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2012 Registration Form

Please use a separate registration form for each person attending.

► REGISTRANT INFORMATION

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

How long have you been in the motorcoach industry? _____ In your current position? _____

Are you attending PBA's 2012 Marketplace? Yes No

► **SPECIAL OFFER:** If you register for a Marketplace booth, you can **deduct 10% from your seminar registration fee.** Booth registration must be received prior to or with seminar registration form to be eligible for the discount.

What other shows have you attended? ABA OCMA NTA SYTA VMA Other _____

What type of organization do you represent? Hotel Restaurant Attraction Other _____

► REGISTRATION FEES

Due Date	Member or Non-Member	Registration Fee	10% Discount (if applicable)	Amount Due
On or Before March 1, 2012 LOWEST RATES!	PBA Special Member rate	\$179		\$
	Non-Member rate	\$229		\$
After March 1, 2012	PBA Special Member rate	\$209		\$
	Non-Member rate	\$259		\$

► PAYMENT INFORMATION

Check Enclosed Charge: \$ _____ to VISA MasterCard American Express

Credit Card # _____ Expiration Date _____

Complete Billing Address of Card w/ zip code) _____

Authorized Signature _____ Date _____

Return completed form with payment to:
Pennsylvania Bus Association • 4405 North Front Street • Harrisburg, PA 17110
717-236-9042 telephone • 717-236-1391 fax (fax applies to credit card payments only)
www.pabus.org for 2012 Marketplace Information