

Plan to take full advantage of all the workshops, preferred partner round robins, fireside chats and general sessions available during CoNexion 2023. We encourage you to use the below worksheet to rank your top three workshop selections in each workshop rotation as well as preferred partner round robins. You will attend one round robin track; however, we do suggest ranking your top 3 to make it easier during the registration process. This will make your workshop and round robin registration process much easier. (Registration for workshops and roundtables will open in July; 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 – Embarkation Day - Saturday, August 19

Optio	nal Pre-CoNexion Workshop	My Selections
Tim	e TBD Saturday, August 19	Selections
New Kids at Sea with Martin Mussey, Business Development & Education Manager, and members of the Business Development team Specialty	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!  This session will take place after general session and prior to dinner. Time will be announced as soon as confirmed.	
	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	

## Workshop Rotation #1 - 11:00 a.m. - 12:00 p.m. Sunday, August 20

	Workshop Rotation #1	Му
11:00 a.m	12:00 p.m. Sunday, August 20	Selections
The Bots are Taking Over,	We all have seen a flurry of news lately about Artificial	
or are they? What	Intelligence (AI) and ChatGPT and how it's revolutionizing the	
ChatGPT and AI could	world. But what does that mean for the travel industry, and more specifically, you? Insider secret: it's not as scary as you	
mean to you	think. In this workshop, we will introduce you to the OpenAI	
Presented by Rich Ferrucci,	technology and discuss real-world examples of how you can	
Business Development and	use it to your advantage.	
Education Manager and Mike		
Foster, President, Nexion Canada	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Technology		

The Ultimate Royal Caribbean Update with Pura Aguilar, National Accounts Manager, Royal Caribbean International	Join Royal Caribbean for this exciting and "ultimate" update where you will learn all about Icon of the Seas, Utopia of the Seas and additional brand updates  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Preferred Partner		
The Allianz Advantage with Karen Burke, District Director, Sales, Allianz Partners  Preferred Partner	Learn how Allianz is taking care of your customers and the tools that we have in place for advisors.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Tips to Effectively Close Online Leads and Build Client Rapport with Lisa Gillis, Business Development & Education Specialist and Arika Banghart, Sales Manager	In this ever-evolving digital world, learning how to work with clients you may not know can be a challenge. Join Lisa Gillis and Arika Banghart as they discuss tips and best practices for turning digital leads into lifelong clients  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
How to Highlight your Value and Earn More with ALG Vacations with Lisa Doss, Director of Sales, Hosts, ALG Vacations  Preferred Partner	We will discuss the value you bring to your clients with ALG Vacations as your partner, along with added benefits and earning possibilities to grow your business profitably.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Travel Advisor's Training to Easy Content Creation: from Zero to Social Media Hero with Kierra Masale, Marketing Manager and Kaira Diaz, Marketing & Social Media Specialist  Social Media	Calling all travel advisors who want to become social media heroes and effortlessly create captivating content! In today's digital landscape, it is crucial for travel advisors looking to connect with their audience to stand out in a competitive industry. This hands-on and interactive workshop, "Travel Advisor's Training to Easy Content Creation: From Zero to Social Media Hero," is designed to equip travel advisors with easy tactics and confidence to create engaging content that resonates with their audience and drives business growth.	
	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	

## Workshop Rotation #2 – 1:15 p.m. – 2:15 p.m. Sunday, August 20

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	Workshop Rotation #2	My Selections
1:15 p.m	. – 2:15 p.m. Sunday, August 20	Selections
Grow Your Sales with Tips from our Partners with Lisa Doss, Director of Sales, Hosts, ALG Vacations, Bonnie Raschka, VP, Head of Leisure, Travel, Accident & Health, Chubb North America and Kristen Steele, Senior Director, Key Accounts, Globus family of brands Hosted by: Charles Sylvia, ECC, VP, Trade Relations and Industry Special Envoy, Cruise Lines International Association	Join us for a panel of experts to hear pro tips on how to grow your travel business. Our panelists will share ideas and strategies to help you discover new ideas that you can implement into your travel business.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Specialty Panel		
Types of Business Structures and What they Mean with Rich Ferrucci, Business Development and Education Manager	Sole Proprietor, Partnership, LLC, C-Corp, S-Corp, oh my! What do these all mean, and what's the difference, anyway? This workshop will walk through the types of business structures, along with the benefits and drawbacks of each one to help you make informed decisions when choosing to structure (or restructure) your agency.	
Business	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Press Your Luck with United with Kelly Ferrigno, National Account Manager, United Airlines	Yes the game is on! Come hear all about what United Airlines is doing next and get to press your luck to see what is in store.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Preferred Partner		
Excel Your Sales on Excel Class! with Kirsten Sanchez, Business Development Director, Carnival Cruise Line Preferred Partner	Learn everything there is to know about the NEW Excel class ships, including secret tips, so that you can maximize sales and commissions.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
The Best in the Galapagos, Celebrity Flora earns the only	Join Susana Romero, Director of Galapagos Sales & Communications, on a journey to explore the unique flora and fauna of the Galapagos Islands. You will hear about how Celebrity combines luxury with sustainability in the Galapagos	

Forbes Travel Guide Rating in Ecuador with Susana Romero, Director of Galapagos Sales and Communications, Celebrity Cruises	Islands, our seamless, all-inclusive packages, and the unique experiences Celebrity offers in the Galapagos. Plus, find out how you can earn top commission on the bundled packages. Discover the 3 unique vessels including the Eco-luxurious, all-suite mega yacht Celebrity Flora, now the first and only resort in Ecuador to earn a Forbes Travel Guide Four-Star Rating.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Preferred Partner		
When the Unexpected Occurs, Do you Have a Plan? With Susan Hall, Business Development & Education Manager, Heather Kindred, Director, Business Development and Education	Do you have a plan in place should something catastrophic or out of your control occur? As a business owner, you have an ongoing responsibility to your clients, any employees or ICs, and to yourself and your family. Join us as we discuss the importance of having a Succession and Continuity Plan and why you need one now!  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Business		

## Workshop Rotation #3 – 2:30 p.m. – 3:30 p.m. Sunday, August 20

Workshop Rotation #3 2:30 p.m. – 3:30 p.m. Sunday, August 20		My Selections
Google Business Profile – Your Secret Advantage with Rich Ferrucci, Business Development and Education Manager Business	Did you know there's an easy and free way for your travel business to appear on Page 1 of Google? It's true! In this session, we'll reveal the tremendous benefits of a Google Business Profile. You'll learn what it is, why you should have one, how to use it to your greatest advantage, and how to manage it as a complement to your social media and online presence.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	

Make Ship Happen with Virgin Voyages with John Diorio, Vice President, North America Sales, Virgin Voyages	Learn how to Raise your Sales with Virgin Voyages. Get insights into why Sailors are coming onboard and why Virgin Voyages won the best overall cruise line by the Cruise Critic Cruisers Choice Award.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Preferred Partner		

	kshop Rotation #3 Continued n. – 3:30 p.m. Sunday, August 20	My Selections
Growing Your Holland America Line Business through Personal Branding with Andrew Davis, Senior Manager, National Accounts, Holland America Line	Discover how to build and promote your personal brand through destination storytelling and identifying the clients to target. Learn the benefits of growing your business by partnering with Holland America Line.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Preferred Partner		
Embracing Diversity: a Guide to Understanding, Engaging, and Serving the LGBTQIA+ Travel Market with Martin Mussey, Business Development & Education Manager and Kaira Diaz, Marketing & Social Media Specialist	Diversity in travel and thought is the key! This is a workshop for ALL advisors. Learn how to be better informed as an industry professional. How to ask engaging questions and understand the "why" behind how to better serve the LGBTQ+ community.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Specialty		

The Perfect Pitch with Berit Griffin, Manager Public Relations and Chris Dobrogosz, Communications Specialist  Specialty	Join this experiential workshop to get comfortable writing media pitches. We'll work in small groups with writing prompts so that you can get comfortable pitching your local media.  Participation required!  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
What is New and Exciting at American Airlines Vacations? with Ana Iglesia, Account Sales Manager, American Airlines Vacations  Preferred Partner	The evolution of American Airlines Vacations. Included in the seminar/workshop will be a discussion of the products offered by AA Vacations and most recent changes to AAV. How these benefits benefit both the travel advisor and the end customer. How to promote/sell the new AAV.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	

# Workshop Rotation #4 – 11:00 a.m. – 12:00 p.m. Monday, August 21

	Workshop Rotation #4	My
11:00 a.m.	. – 12:00 p.m. Monday, August 21	Selections
Idea Exchange — Creating New Business with Jackie Friedman, President, Nexion Travel Group and Vicki Freed, Senior Vice President, Sales, Trade Support and Service, Royal Caribbean International	Are you looking for innovative ways to create new business? Do you have great ideas, but are unsure of how to execute them? Join Jackie Friedman, President of Nexion Travel Group and Vicki Freed, Senior Vice President, Sales, Trade Support and Service of Royal Caribbean 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.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Specialty		
How to Earn More Commissions with NCL Groups with Kris Kiersarsky, Account Manager, Norwegian Cruise Line	Learn more about our best-in-class affinity group program and how you can earn more money by selling Norwegian!  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Preferred Partner		
Azamara – Small Ships, Big Experiences, Amazing Destinations with Mitch Platt, Strategic Business Development Manager, Azamara  Preferred Partner	In the vast arena of vacation options, this workshop will give you the tools you need to better articulate the benefits of small ship cruising with Azamara, along with learning about the carefully crafted itineraries and unique destinations that allow your customers to have the authentic, immersive experience they are seeking, while earning commissions with commas.	
	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Under Utilized Features in AgentMate that You May Not know You Need with Lisa Gillis, Business Development & Education Specialist	Learn about different features in AgentMate that can assist you in managing your business and why you should utilize these features.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. ONLY	
Technology	ADDIENCE. ALL EAF EMENCE LEVELS - U.S. UNLI	

Branding Your Social Profiles in the Travel Industry: a Workshop for Advisors with Kierra Masale, Marketing Manager and Kaira Diaz, Marketing & Social Media Specialist	Your social profiles serve as the face of your business to foster trust and loyalty among your followers. The "Branding your Social Profiles in the Travel Industry: A Workshop for Advisors" is designed to help you craft a cohesive and compelling brand identity across your social media platforms. Through a series of engaging exercises, group discussions, and live demonstrations, you will gain practical skills and insights to create a strong visual identity, develop consistent messaging, and communicate your unique value proposition to your target audience effectively.	
Social Media		
	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Nexion Cruise Group Block Space Program with Victoria Rios, Industry Relations Director and Liliana Ferreira, Cruise Group Specialist	Join your Nexion Cruise team for an overview of Nexion's Cruise Group Block Space Program. The team will walk you through all you need to know before booking into a Nexion HQ group including:  Benefits of booking into the program Where to find these groups How to book through Cruise Complete and/or	
Technology	Cruise Line booking engines  • and more!  Audience: All Experience Levels – U.S. & Canada	

## Workshop Rotation #5 - 11:00 a.m. - 12:00 p.m. Friday, August 25

	Workshop Rotation #5	Му
11:00 a.m 12:00 p.m. Friday, August 25		Selections
Panel: Finding Passion and Success through Reinventing Ourselves Advisor Panel: Adrianne Raia, Eileen Blum and Michael Capps Hosted by Susan Hall, Business Development & Education Manager	At one time or another we have all traveled a path of reinventing ourselves, either through career changes or by figuring out what niche is ideal for our growth and passion. Join our panel of advisors as they share the path they took to get where they are today and what's still ahead for them as they continue to evolve.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Specialty Panel		

Come See why Princess is #1 in Alaska with Cindy Botelho, National Accounts Director, Meetings & Incentive Sales and Bret Gove, National Accounts Manager, Princess Cruises  Preferred Partner	With more than 50 years sailing the Great Land, it's no wonder that more guests choose Princess in Alaska than any other cruise line. Discover why we've been awarded "Best Cruise Line in Alaska" for 15 consecutive years by Travel Weekly  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Enhancing the Traveler and the Travel Professional Experience with Timika Narine, Manager – Agency Global Sales, Delta Air Lines Preferred Partner	Join Delta Business and Delta Vacations on a journey into the products and services that define best-in-class travel experiences and distribution that drives customer value  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Do a Double Take on Your Database With Lisette Thurman, Strategic Accounts Director, Regent Seven Seas	Discover where/how to find first time Regent Seven Seas guests within your database. Learn how the programs and promotions with Regent Seven Seas help you successfully target those guests.  AUDIENCE: PREMIUM CRUISE SELLERS – U.S. & CANADA	
Preferred Partner  Scaling Your Business the RIGHT WAY for YOU!  with Jackie Friedman, President Nexion Travel Group and Heather Kindred, Vice President, Business Development & Education  Business	Your business is growing and you can't handle any more business. You want to expand your team but don't know when and how to do it. This workshop will cover some tried and true approaches that will help you take your business to the next level.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Elevate Your Expertise: Discover Elite Club by RIU and Our Latest News at RIU Hotels & Resorts! with Hugo Aguilera, Director of Marketing & Business Development, RIU Hotels  Preferred Partner	Join our exclusive travel agent workshop and uncover the secrets to enhancing your client's experience at RIU Hotels & Resorts. Dive into the Elite Club by RIU premium concept, exploring its comprehensive range of services, exclusive added values, and the exciting new Hotels and destinations where this concept will soon be available. Immerse yourself in the knowledge of our latest Hotels, renovations, and enticing offers, while gaining insights on how to earn rewards by promoting RIU Hotels & Resorts worldwide. Don't miss this opportunity to level up your expertise and provide unmatched experiences to your clients.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	

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## Workshop Rotation #6 - 1:00 p.m. - 2:00 p.m. Friday, August 25

	Workshop Rotation #6	My
1:00 p.	m. – 2:00 p.m. Friday, August 25	Selections
Internova Hotel and In- Country Partner Programs with Pam Meehan, Vice President, Hotel Programs, Internova Travel Group	Join Pam Meehan, Vice President Hotel Programs, Internova Travel Group, for an enlightening session on the hotels programs, partner updates, best practices and our In-Country Partner Program for experiences your clients can't find on Google!	
Program	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
The AmaDifference with Jesica Benitez, Strategic Partner Networks Manager, AmaWaterways  Preferred Partner	"Ama" means love — and love is at the heart of everything we do, from the way we design our ships to the development of our river cruise itineraries to the high levels of service we deliver to our guests. From the start, AmaWaterways has been a leading force in the river cruise industry. We were the first to offer twin-balcony staterooms, include a specialty restaurant, carry a fleet of bicycles on board, offer a broad selection of tours and more. Join us to learn the points of distinction that will turn your clients' river cruise journey into the trip of a lifetime!  AUDIENCE: ALL EXPERIENCE LEVELS — U.S. & CANADA	
Time Management that WORKS! with Martin Mussey, Business Development & Education Manager  Specialty	Say goodbye to overwhelm and hello to efficiency as you uncover practical strategies and proven techniques to maximize your time. Adjust your thinking so you can achieve more without sacrificing your sanity. Don't miss this opportunity to learn the secrets of successful time management and supercharge your productivity.	
	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	

Instagram Story Post Strategies for Travel Advisors: Amplify Your Reach, Grow Your Business with Kierra Masale, Marketing Manager and Kaira Diaz, Marketing & Social Media Specialist	Are you a travel advisor looking to leverage the power of Instagram to expand your reach and enhance your business? In today's digital age, social media has become an indispensable tool for connecting with potential clients. During this workshop, you will dive deep into the world of Instagram stories, understanding their unique features and exploring the immense potential they hold for travel advisors.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Social Media		
The Future of Airline Retailing with Robbi Hamida, Senior Vice President, Nexion Travel Group Specialty	How we book air is changing, as are the rules to book air. NDC (New Distribution Capability) is offering your customers more options when they book air. This session will help you understand where this journey into NDC has brought us and where it's going, regardless of where you book air.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
The Benefits of a Relationship with Sandals & Beaches Resorts with David Ridge, Regional Director of Sales, Western Region, Sandals & Beaches Resorts	Join Sandals & Beaches Resorts for an exclusive look at all the New enhancements and destinations that are coming soon! Come learn how incorporating Sandals & Beaches Resorts into your portfolio of brands and working alongside your BDM, will help you grow your business! Let us share with you the knowledge of what Sandals & Beaches Resorts has for your clients to enjoy the vacation of a lifetime.	
	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Preferred Partner		

## Workshop Rotation #7 – 11:00 a.m. – 12:00 p.m. Saturday, August 26

	Workshop Rotation #7	My
11:00 a.m. – 12:00 p.m. Saturday, August 26		Selections
Mastering Instagram Reels for Travel Advisor Marketing with Kierra Masale, Marketing Manager and Kaira Diaz, Marketing & Social Media Specialist	Instagram Reels has quickly become one of the most engaging and influential content formats, capturing the attention of your audience through short, captivating videos. In this workshop, you will unlock the secrets to creating compelling Reels that will drive brand awareness, attract new clients, and position yourself as a trusted expert in the travel industry.	
Social Media		

	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
MSC Cruises – Discover the Future of Cruising with Lionel Garcia, Director, Strategic Accounts, MSC Cruises	Discover new ships, home ports, terminals and more! Learn about MSC's sustainability efforts, the latest updates and promotions.  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Preferred Partner		
Specialization Matters! How to Define Your Niche and Utilize Your Supplier Partners with Arika Banghart, Sales Manager	Feeling like a jack of all trades but master of none? Join us to learn how having a niche or specialization gives you that competitive advantage by equipping you with the necessary skills and knowledge to deliver an experience that will keep your clients coming back for more!	
Specialty	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Peer Accountability – What is it and How Can You Leverage it When Growing Your Business? With Lisa Gillis, Business Development & Education Specialist and Martin Mussey, Business Development & Education Manager	Discover the power of peer accountability and learn how to harness it to accelerate your business's success. Do not miss this opportunity to unlock new strategies, gain invaluable insights, and connect with like-minded entrepreneurs. Get ready to take your business to the next level!  AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	
Business  SNAP! at Sea with Alicia Curtis, Manager, Service Delivery and Ignacio Olveira, Support Specialist  Technology	SNAP! tips and tricks! If you occasionally book air, car and/or hotel, take this opportunity to get to know this easy-to-use tool. You will learn what SNAP! is, key benefits and tips. "Sea" behind the scenes to see the checks the team does on your behalf. Meet a member of the SNAP! team in person. Have fun as we chat about SNAP!	
	AUDIENCE: ALL EXPERIENCE LEVELS – U.S. & CANADA	

# Cruising Elevated with Avalon Waterways & Globus "Choice" Touring

with Michael Lawson, Senior Account Manager, Key Accounts, Globus famliy of brands Avalon Waterways has redefined river cruising by going against the current and away from the ordinary.

Globus takes travelers beyond the guidebooks, beyond expectations, and beyond the "ordinary tour"

How YOU can become comfortable leveraging these messages to increase your river cruising and tour sales!

\*Remember last year at CoNexion? Exclusive offers for those that attend!!

**AUDIENCE: ALL EXPERIENCE LEVELS - U.S. & CANADA** 

**Preferred Partner** 

#### **Supplier Round Robin Tracks**

Below are the supplier round robin tracks. You will select **ONE TRACK** with the designated suppliers within that track as your roundtable selection.

#### Track 1:

#### **Supplier Name**

**CELEBRITY CRUISES** 

**AMAWATERWAYS** 

**ALG VACATIONS** 

CF TRAVEL INSURED INTERNATIONAL

**CUNARD** 

PERSONALIZED SERVICES

r ENSONALIZED SERVICES

#### Track 3:

#### **Supplier Name**

**RIU HOTELS** 

**GLOBUS FAMILY OF BRANDS** 

MSC CRUISES

**HYATT INCLUSIVE COLLECTION (AM RESORTS)** 

**VIRGIN VOYAGES** 

**ENTERPRISE HOLDINGS** 

**OCEANIA CRUISES** 

**TRAVELPORT** 

#### Track 5:

#### **Supplier Name**

NORWEGIAN CRUISE LINE

**SANDALS & BEACHES RESORTS** 

**AZAMARA** 

**AMERICAN CRUISE LINES** 

#### Track 2:

#### **Supplier Name**

**DELTA AIR LINES / DELTA VACATIONS** 

**CARNIVAL CRUISE LINE** 

**ALLIANZ PARTNERS** 

**VIKING CRUISES** 

**DISNEY DESTINATIONS** 

PLAYA RESORTS

**SEABOURN** 

#### Track 4:

#### **Supplier Name**

**HOLLAND AMERICA LINE** 

ROYAL CARIBBEAN INTERNATIONAL

**CHUBB** 

**ABERCROMBIE & KENT** 

**GOGO VACATIONS** 

**IBEROSTAR RESORTS** 

**SCENIC & EMERALD YACHTS** 

#### Track 6:

#### **Supplier Name**

**UNITED AIRLINES** 

PRINCESS CRUISES

**REGENT SEVEN SEAS CRUISES** 

**CLUB MED** 

HILTON PONANT VACATION EXPRESS QATAR AIRWAYS HURTIGRUTEN EXPEDITIONS
WINDSTAR CRUISES
AMERICAN AIRLINES VACATIONS