

Tour Operators: Spring Meet Education Matters Headline Speaker Paul Vitale

Year after year, National Tour Association members give high marks to the Spring Meet educational sessions, based on relevance of topics and information that applies to their business. The seminar lineup for the 2007 event should maintain that tradition of informing and educating.

Tour operators and receptive tour operators come together during Spring Meet to collaborate, create new partnerships and discuss the changes they are seeing in the industry. Participants take part in idea exchanges and hear professional speakers discuss industry trends.

Spring Meet is the kind of event where an acquaintance may become your colleague. And in time, that colleague may develop into a valuable business partner. This industry is about building relationships and Spring Meet is an event custom-made for just that.

Headlining the selection of professional speakers is Paul Vitale, of Vital Communications in Little Rock, Arkansas, who will present two educational sessions to delegates in Kelowna, British Columbia:

- **It's Your Business, It's Your Name**— If a business doesn't provide a customer with good value and service, they will go elsewhere ... and they'll tell eight to 10 people about their negative experience. This multi-media presentation will focus on the key aspect of quality customer service to ensure strong business relationships and financial success.
- **Inspired Teamwork & Leadership** — Get inspired during Vitale's closing session presentation, which will illustrate the importance of uniting people for a common cause, understanding and respecting diversity and encouraging individuals through positive actions.



"I anticipate coming away from Spring Meet brimming with optimism and a number of ideas. Our industry needs to be able to keep up with a myriad of changes and these discussions will help plant some important seeds," says Darla Dench, Julian Tours.



The 2007 NTA Tour Operator Spring Meet is open to tour operators and receptive tour operators and will be held April 26-28 in Kelowna. "I very much enjoy the NTA Spring Meet. I like the intimate and informal setting and the many networking opportunities," states Erika Elisabeth of Harlem Spirituals, New York Visions.

Agrees Jorge Cazenave of Argentina, "Compared to other shows, this one has the right size; enough people to make it interesting and not so big that you get lost in the crowd."