



## Press Release – For Immediate Release

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### **ATAA's 2006 Educational Program includes Webinars, Conferences and Scholarships:**

First Event is Tepper's "Selling Luxury Group Travel" Webinar March 10-11 in Phoenix

**Phoenix, AZ – February 1, 2006:** The Association of Travel Agents of America has just announced its 2006 lineup of education events. The lineup includes ATAA-hosted events and ATAA sponsorships at events held by other industry groups. "We know that by working together we all win so we are active supporters of several industry events that we know bring significant value to the travel community," said Scott Cadow, president of ATAA's board of directors. "That support comes in the form of sponsoring speakers or by offering scholarships to ATAA members that want to attend."

Kicking off the lineup is Bruce Tepper of Joselyn, Tepper and Associates' interactive workshop on luxury group travel & meetings markets. Included in the seminar will be key tips such as:

- Getting your agency ready for group travel sales
- Understanding the luxury group traveler
- Creating high-end customized luxury groups on your own and through existing organizations
- The top 5 markets for customized luxury groups and how to sell to them
- Identifying and qualifying your best prospects
- Choosing the right suppliers
- Costing and pricing your services

#### **2006 Marks Nationwide Events and Webinars**

ATAA will be sponsoring educational opportunities throughout the year, including:

**Date:** *March 10 8:30 – 12:30*

**Event:** ***SELLING LUXURY GROUP TRAVEL with BRUCE TEPPER***

**Location:** *Hilton at the Phoenix Airport*

**Date:** *March 11*

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**Event:** ***SELLING LUXURY GROUP TRAVEL with BRUCE TEPPER***

**Location:** *Los Angeles, CA*

**Date:** *April 18-20, 2006*

**Event:** ***TRAMS TMU***

*\$100 scholarship for Members – apply for scholarship at [www.ataa.net](http://www.ataa.net)*

**Location:** *MGM Grand, Las Vegas, NV*

**Date:** *Late April through Early June*

**Event:** ***WEBINAR SERIES WITH SELECT INDUSTRY EXPERTS***

**Location:** *Online*

**Date:** *July 14-16, 2006*

**Event:** ***ANNUAL NUTS & BOLTS CONFERENCE***

**Location:** *Starr Pass Resort, Tucson, AZ*

**Date:** *September 9th*

**Event:** ***THE TRAVEL INSTITUTE NATIONAL FORUM***

*ATAA sponsors Nolan Burris of Visionistics' Educational Sessions*

*10 Full Scholarships available to ATAA Members*

**Location:** *Orlando, Florida*

**Date:** *September 4-9, 2006*

**Event:** ***ATAA SEMINAR AT SEA***

**Location:** *Carnival Victory, NY to Canada/New England*

**Date:** *December 1, 2006*

**Event:** ***ATAA ANNUAL MEETING & HOLIDAY CELEBRATION***

**Location:** *Phoenix, AZ*

For more information visit [www.ataa.net](http://www.ataa.net) and for questions about ATAA call (888) 550-1195.

### **About ATAA**

The Association of Travel Agents of America is a professional association that provides leadership in the travel sellers industry by empowering, strengthening, educating and supporting its members. Founded in 1983 as a regional organization, ATAA has significant membership in the western US and is growing to serve travel sellers nationwide by providing education and training tools to help members be more successful. More information about ATAA is available at [www.ataa.net](http://www.ataa.net), via email at [info@ataa.net](mailto:info@ataa.net) or by calling (888) 550 1195.

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