

## Pre-Conference Training 2025

*For a description of each session, please refer to pages 4-10 of this document*

Tuesday 22<sup>nd</sup> July

Time	Room 1	Room 2	Room 3	Room 4
9am – 10.30am	Elite Hotel Partnerships: Unlocking Exclusive Opportunities <i>Katie</i>	Cruise: Virtuoso Voyages <i>Rhona</i>	Fares & Ticketing: FAQ's <i>Prem</i>	Starting your social media journey <i>Brydie</i>
10.30am – 11am	<i>Morning Tea</i>			
11am – 12.30pm	Combatting the OTA's <i>Katie &amp; Kelly</i>	Using Chat GPT in your business <i>BSM Team</i>	Fares & Ticketing: How to avoid ADM's <i>Prem</i>	Getting creative on your social media journey <i>Brydie &amp; Ki</i>
12.30pm – 1.30pm	<i>Lunch</i>			
1.30pm – 3pm	CLIA Masterclass: Expedition Cruising <i>Peter Kollar (CLIA)</i>	Time Management & Technology for your business <i>BSM Team</i>	Fares & Ticketing: Managing schedule changes <i>Prem</i>	Rethinking Escorted Touring: Shifting Perspectives for Success <i>Alex Obleshchuk (Tour Atlas)</i>
3pm – 3.30pm	<i>Afternoon Tea</i>			
3.30pm – 5pm	CLIA Masterclass: Cruise Trends & Training <i>Peter Kollar (CLIA) &amp; Rhona</i>	MTA Companion – Introduction <i>Kirsty</i>	NDC: why, what & how? <i>Prem</i>	Marketing tools & skills for your business <i>Kerryn</i>

## Wednesday 23<sup>rd</sup> July

Time	Room 1	Room 2	Room 3	Room 4
9am – 10.30am	GDS Workshop: GAL <i>GAL representative</i>	GDS Workshop: Sabre <i>Sabre representative</i>	GDS Workshop: Amadeus <i>Amadeus representative</i>	Using Chat GPT in your business <i>BSM Team</i>
10.30am – 11am	<i>Morning Tea</i>			
11am – 12.30pm	Rethinking Escorted Touring: Shifting Perspectives for Success <i>Alex Obleshchuk (Tour Atlas)</i>	Fares & Ticketing: Managing schedule changes <i>Prem</i>	CLIA Masterclass: Expedition Cruising <i>Peter Kollar (CLIA)</i>	Collaboration Workshop: Sharing Best Practice & Generating Ideas <i>BSM Team</i>
12.30pm – 1.30pm	<i>Lunch</i>			
1.30pm – 3pm	Starting your social media journey <i>Brydie</i>	Fares & Ticketing: How to avoid ADM's <i>Prem</i>	CLIA Masterclass: Cruise Trends & Training <i>Peter Kollar (CLIA) &amp; Rhona</i>	Leveraging AI for Operational Efficiency <i>BSM Team</i>
3pm – 3.30pm	<i>Afternoon Tea</i>			
3.30pm – 5pm	Elite Hotel Partnerships: Unlocking Exclusive Opportunities <i>Katie</i>	Mastering Essential Small Business Skills <i>Georgia &amp; Kirsty</i>	Beyond the Butler: Selling Soul, Not Just Suites <i>Elsa McLean (Adventureworld)</i>	Networking & Sponsorship to grow your business (working ON your business) <i>BSM Team</i>

## Thursday 24<sup>th</sup> July

Time	Room 1	Room 2	Room 3	Room 4
9am – 10.30am	Virtuoso: Making the most of your Virtuoso membership & working with onsites & suppliers <i>Virtuoso</i>	Fares & Ticketing FAQ's <i>Prem</i>	MTA Companion – Introduction <i>Kirsty</i>	Why planning for your business is important (goal setting workshop) <i>BSM Team</i>
10.30am – 11am	<i>Morning Tea</i>			
11am – 12.30pm	Virtuoso: What is luxury & how should I manage my luxury client? <i>Virtuoso</i>	NDC: why, what & how? <i>Prem</i>	MTA Companion – Tips & Tricks <i>Kirsty</i>	Increasing Profitability & Leveraging your Database <i>BSM Team</i>
12.30pm – 1.30pm	<i>Lunch</i>			
1.30pm – 3pm	Virtuoso: Making the most of your Virtuoso membership & working with onsites & suppliers <i>Virtuoso</i>	Getting creative on your social media Journey <i>Brydie &amp; Ki</i>	Combatting the OTA's <i>Katie &amp; Kelly</i>	Collaboration Workshop: Groups & Hosting <i>BSM Team</i>
3pm – 3.30pm	<i>Afternoon Tea</i>			

## Course Details (in alphabetical order)

<i>Course Name</i>	<i>Facilitator</i>	<i>Course Outline</i>
Beyond the Butler: Selling Soul, Not Just Suites	Elsa McLean <i>Head of Sales – Adventure World</i>	Think luxury only means five-star hotels and white-glove service? Think again. Join Elsa McLean for a fast-paced, interactive Masterclass that will flip your definition of luxury on its head. In this engaging session, you'll uncover how modern travellers crave meaning over marble and why the future of high-end travel lies in immersive, personalised experiences.  Walk away with fresh ideas, proven sales techniques, and practical tools to connect your current database with this new era of experiential luxury. If you're ready to shift your mindset and elevate your business beyond the expected, this is the Masterclass for you.
Combatting the Online Travel Agents (OTA's)	Katie Granger <i>MTA Product Coordinator</i>  and Kelly McDonald <i>MTA Cruise Product Coordinator</i>	The OTA's blasted into our world several years ago and seem to be able to offer incredible value that is hard to match and/or beat for land and cruise. If you are interested to find out how the online travel agents 'do it', this session is for you. You will learn how to upsell your clients from clever OTA (online travel agent) marketing to break down the myths and deliver a great customer experience.
Collaboration Workshop: Groups & Hosting	Lauren Ryan <i>BSM – NSW &amp; ACT</i>	Dive into the world of group travel and event hosting in this collaborative session. Share ideas, learn best practices, and discover strategies to successfully plan, market, and execute group experiences that benefit your business.
Collaboration Workshop: Sharing Best Practice & Generating Ideas	Clare Kearns <i>Senior BSM – National</i>	Join this interactive session to collaborate with peers, share proven strategies, and brainstorm innovative ideas to drive your business forward. Walk away with actionable insights and a renewed sense of teamwork and inspiration.

<i>Course Name</i>	<i>Facilitator</i>	<i>Course Outline</i>
Cruise Masterclass - CLIA: Expedition Cruising	Peter Kollar <i>CLIA Head of International Training &amp; Development</i>  and Rhona Rodgers <i>MTA Cruise Manager</i>	Join us for an exciting training session on Expedition Cruising, where you'll discover why selling expedition cruises is not only financially rewarding but also a powerful way to build customer loyalty. This rapidly growing sector of the cruise industry has seen a remarkable 71% increase in passengers from 2019 to 2023, making it a lucrative market for savvy travel advisors.  In this comprehensive session, we will cover everything you need to know about expedition cruising, including current trends, sales strategies, and destination insights  Whether you're new to the industry or looking to enhance your existing knowledge, this training will equip you with the essential tools to thrive in the exciting world of expedition cruising.
Cruise Masterclass - CLIA: Cruise Trends & Training	Peter Kollar <i>CLIA Head of International Training &amp; Development</i>  and Rhona Rodgers <i>MTA Cruise Manager</i>	Join Rhona and Peter for a transformative session on Cruise Sales and Professional Development. This dynamic training will delve into the latest trends in cruise sales and highlight the invaluable CLIA training resources available to travel agents. Participants will gain insights into each CLIA Elective, exploring the wealth of knowledge and skills they can acquire.  The session will cover various certification programs, online courses, and live training events designed to enhance your cruise sales capabilities and significantly boost your commissions. Whether you are just starting to sell cruise or looking to deepen your expertise, this session promises to equip you with essential tools for success in the thriving cruise market. Don't miss this opportunity to elevate your professional journey!
Cruise: Virtuoso Voyages	Rhona Rodgers <i>MTA Cruise Manager</i>	As a member of Virtuoso, MTA advisors have access to the amazing Virtuoso Voyages program, that really adds to your business and your customers cruise experience. You will learn more about the program, including how to register your clients for the program benefits.
Elite Hotel Partnerships: Unlocking Exclusive Opportunities	Katie Granger <i>MTA Product Coordinator</i>	We are now affiliated with over 20 luxury hotel programs. Whilst we appreciate that booking through traditional online booking portals, such as Expedia, Beds Online and Ready Rooms is easy, taking advantage of the benefits offered by our Elite Hotel Partnerships will help you not only grow your business, but also consolidate customer loyalty

<i>Course Name</i>	<i>Facilitator</i>	<i>Course Outline</i>
Fares & Ticketing: FAQ's	Prem Halama <i>MTA Ticketing Team Leader</i>	During this Q&A session, you can take advantage of the staff on hand to ask any of your burning fares & ticketing questions, such as ADCOL's and reissues, how to find our fares, MTA Global Fares.
Fares & Ticketing: How to avoid ADM's	Prem Halama <i>MTA Ticketing Team Leader</i>	Receiving ADMs and want to know how to avoid them in the future? In this session we will teach you best practice tips on how to reduce the risk of receiving ADMs, what situations an airline may charge you and discuss some common misconceptions around ADMs.
Fares & Ticketing: Managing schedule changes	Prem Halama <i>MTA Ticketing Team Leader</i>	This session will show you how to handle schedule changes and where to find the relevant information, such as waiver codes, for processing. We will cover when a ticket needs to be reissued and how this can be determined. A demonstration on how easy these reissues can be processed through SmartTickets will also be included.
GDS Workshop: Amadeus	TBC	
GDS Workshop: Sabre	Nathan Salhani <i>Sabre - Product &amp; Technology Consultant</i>	
GDS Workshop: Travelport / GAL	Fiona Coyle <i>Travelport - Training Consultant, Learning and Development</i>	
Increasing Profitability & Leveraging your Database	Clare Kearns <i>Senior BSM – National</i> and Lauren Ryan <i>BSM – NSW &amp; ACT</i>	Unlock the potential of your client database to drive sales and increase profitability. This workshop will teach you how to analyse data, personalise outreach, and create campaigns that maximise client value and boost revenue.

<i>Course Name</i>	<i>Facilitator</i>	<i>Course Outline</i>
Leveraging AI for operational efficiency	Ruby McIntyre <i>BSM – Qld &amp; Nth NSW</i>	Explore how AI tools can transform your daily operations, from automating repetitive tasks to optimising workflows. This workshop dives deeper into AI-driven strategies and solutions, providing practical tips for maximising efficiency, saving time and resources for what matters most.  <i>Level: Intermediate and above competency. Some experience with AI/Chat GPT</i>
Marketing: Get Creative with Canva	Kerryn Taylor <i>MTA Marketing &amp; Communications Manager</i>	Are you ready to unlock your inner designer—even if you're a total beginner? Join our <i>Canva 101</i> training session, where you'll learn how to: <ul style="list-style-type: none"> <li>• Quickly add your contact details to a photo</li> <li>• Add an MTA logo onto a tile or video</li> <li>• Create a professional looking tile for Christmas, Easter etc</li> </ul> Plus, discover how to set up MTA assets in Canva's brand kit so they're always at your fingertips.  We'll also cover the final step: downloading your masterpiece so you can use it on your business social pages! Learn about file formats and when to use them to ensure your designs look professional.
Mastering Essential Small Business Skills	Georgia Traill <i>Head of Engagement &amp; Strategy</i>  Kirsty Tate <i>MTA Training Manager</i>	Running your MTA business successfully requires more than just a passion for travel—it takes financial savvy, strategic planning, and balance. In this interactive 1.5-hour session, you'll gain essential skills to manage your business finances with confidence. Learn the basics of cash flow management, effective budgeting, and tax planning to keep your business on track. We'll also explore strategies for achieving a sustainable work/life balance, helping you maintain focus and energy as you grow your business.
MTA Companion: Introduction	Kirsty Tate <i>MTA Training Manager</i>	This session introduces the amazing itinerary builder and app – MTA Companion or is a great refresher if you have not used the system for a while. If you are a new user, logins will be provided to you at the start of the session.

<i>Course Name</i>	<i>Facilitator</i>	<i>Course Outline</i>
MTA Companion: Tips & Tricks	Kirsty Tate <i>MTA Training Manager</i>	Love this system and want to learn more? Then this workshop is for you. Topics will include creating and saving library templates, adding post trip surveys, using the system to create travel quotes and itineraries and all the new MTA Companion features.
NDC: why, what & how?	Prem Halama <i>MTA Ticketing Team Leader</i>	These 3 letters have caused so much confusion and angst across the industry. NDC differs from airline to airline and from GDS to GDS. IATA has stated that its intention is to have NDC as an 'industry standard' by 2032. Join us for a discussion on NDC, see how it is being used by the airlines, learn about how you can take advantage of NDC fares currently in the market and book, sell & ticket these fares.
Networking & sponsorship to grow your business	Deborah Dewe <i>BSM – WA &amp; SA</i>	Learn the art of building meaningful connections and securing sponsorships to expand your business. This session focuses on strategic networking techniques and sponsorship opportunities to help you grow your business while focusing on the bigger picture.
Rethinking Escorted Touring: Shifting Perspectives for Success	Alex Obleshchuk <i>Tour Atlas co-founder</i>	Organised touring has evolved, and it's time to rethink how you sell and market these experiences to your clients. It's no longer the domain of large coaches and big groups only.  In this session, we'll explore how traveller preferences have shifted, from a desire for slower itineraries to an increased focus on unique and niche experiences.  We will discuss and provide insights into these changes, equip you with some practical tips on how you can stay on top of trends and develop strategies to connect with today's travellers in meaningful ways.  Organised touring is booming, lets unlock new opportunities for success!
Social Media: getting creative on your social media journey	Ki Williams <i>Key Account Manager, TTC Tour Brands</i>  and  Brydie Cox <i>MTA Marketing &amp; Events Executive</i>	If you have already started your Social Media journey and are needing inspiration and ideas for how to elevate it, join this hands-on session. We will discuss how to make captivating posts and take you through creating reels! Note: not recommended if you have not started social media. Please join one of the "Start your Social Media Journey" sessions.



<i>Course Name</i>	<i>Facilitator</i>	<i>Course Outline</i>
Social Media: starting on your social media journey.	Brydie Cox <i>MTA Marketing &amp; Events Executive</i>	FOR NEW TO SOCIAL MEDIA If you're new to Social Media or haven't started and want to get into it, this is for you! We will go through setting up your Facebook Business page and Instagram. Then we will cover quick tips and things to consider that will make the start of your journey less daunting.
Time Management & Technology for your business	Ruby McIntyre <i>BSM – Qld &amp; Nth NSW</i>	Learn how to effectively manage your time while leveraging simple, user-friendly technology to streamline your operations. This workshop is designed for those new to using digital tools, focusing on balancing priorities, automating basic tasks, and working smarter, not harder.  <i>Level: Basic/Entry-level Competency</i>
Using Chat GPT in your business	Lauren Ryan <i>BSM – NSW &amp; ACT</i>	Discover how Chat GPT can revolutionise your business operations, enhance customer interactions, and save time. This session introduces AI concepts in an accessible way, demonstrating practical methods to integrate Chat GPT into your workflows for increased efficiency and creativity.  <i>Level: Intermediate Competency Comfortable with technology but new to AI</i>
Virtuoso: Making the most of your Virtuoso membership & working with onsite & suppliers	Virtuoso	Unlock the full potential of your Virtuoso membership in this dynamic and practical session designed exclusively for MTA Advisors. Discover how to elevate your client experiences by leveraging the power of Virtuoso's global network, collaborating effectively with onsite partners, and building strong, strategic relationships with suppliers. This session will provide actionable insights and expert tips to help you stand out in a competitive market. Don't miss this opportunity to enhance your value, grow your business, and deliver unforgettable journeys.
Virtuoso: What is luxury & how should I manage my luxury client?	Virtuoso	Luxury means different things to different clients—and understanding those nuances is key to delivering exceptional service. In this insightful session, we'll explore the evolving definition of luxury travel and what today's high-end clients truly value. Learn how to identify luxury personas, tailor your approach to meet their expectations, and build long-term relationships that drive loyalty and referrals. Whether you're new to the luxury space or looking to refine your strategy, this session will equip you with the tools to confidently serve the most discerning travellers.
Why planning is important for your business (goal setting workshop)	Georgia Traill <i>Head of Engagement &amp; Strategy</i>	Discover the power of goal setting and strategic planning in this hands-on workshop. You'll learn how to set achievable goals, create actionable plans, and stay on track to achieve your long-term business objectives.