

first incentive travel conference

February 27-28, 1974
Hotel Roosevelt, New York City



Continuing
Education



New York University
School of Continuing Education
Division of Business and Management

first incentive travel conference

WHY THIS CONFERENCE IS IMPORTANT TO YOU AND YOUR ORGANIZATION

This conference offers a unique opportunity to gather practical know-how from experts who will provide vital information on a marketing, and customer relation tool that can deliver impressive results.

Incentive travel is worth looking into

- If your current marketing posture calls for maintenance of good relations with established accounts rather than aggressive selling.
- If you're still selling hard, still seeking ways to upgrade old accounts and develop new ones.
- If you need to get more productivity from your work force.

Conference speakers will present clear and incisive evaluations of every project they discuss so that you have the facts you need before you act. The concepts and techniques presented can be applied immediately to your planning and decision making.

Each speaker answers participants' questions. Discussion is encouraged and speakers are available for special comment and consultation.

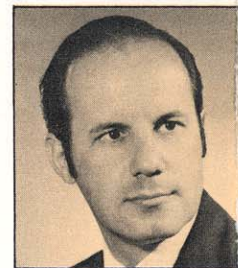
- Find out how to turn people on, get them fully involved and totally effective.
- Hear top men explain the public relations and promotional aspects values of incentive travel.
- Learn from one of the world's largest tour companies places that most stimulate extra performance by incentive travel program participants.
- Get the information you need to decide whether to do it yourself or engage an incentive house.
- Find out how to stir up performance competition within your company's ranks.
- Learn the special requirements for smaller firms.
- Gain a thorough understanding of financial and tax matters associated with incentive travel.
- Hear an airline executive's up-to-the minute report on the effect of the fuel shortage on travel.
- Gain a proper perspective for incentive travel in the total marketing/sales program.
- Hear an incisive evaluation of the different kinds of competitions and get the facts you need to decide what will work best for your company.
- Hear first-hand reports on some of the country's most successful programs.
- Learn the critical decisions you must make to get started.
- Evaluate how a travel agent fits into your incentive travel picture.
- Get all the information you need to determine how an incentive travel program can substantially improve your company's profitability.
- Hear about extraordinary results that cannot be matched by conventional promotions.
- Learn how the country's shrewdest marketing pros sew up dealer/distributor loyalty and stir

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Dean Denis Sinclair Philipps

Director, Division of Business and Management, School of Continuing Education, New York University



Richard Cavalier

Consultant on Meeting Functions, author of "Achieving Objectives in Meetings," and Conference Moderator.

Mr. Cavalier, one of the country's most astute travel and meeting observers, tells why more companies every year are turning to incentive travel to stimulate greater productivity among employees, agents, distributors and retail outlets.