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CITC's Annual General Meeting Events Friday April 17th, 2009

Open to all industry members-Free!

HOW TO WIN A GOAT!

Val Carter, our AGM speaker won a goat on CBC radio! While we will not have any livestock to give away at our event, Val will relate her experience and the lesson that "success occurs when opportunity meets preparation", to speak to travel professionals about

- Looking at how to *move forward* , rather than dwelling on depressing media reports
- Sharing achievements...to instill confidence in your staff and your customers
- "Positivity"--how to market yourself to consumers when economic times are tough
- Priorities to be working on, in order to be ready for the upswing in business, that is just around the corner



Val's energy, humour and practical strategies will be your motivation to take a few simple steps to stay focused on your business, continue to spread your infectious enthusiasm to your clients, and to remember why you chose a career in travel in the first place.

One more thing – Val is probably the only speaker you'll meet who's won a goat in a radio competition.

Val Carter is speaking, as part of CITC AGM activities. The schedule for the day is:

1:00 pm	Registration and Coffee
1:30 pm	<u>The State of the Industry</u> , with Duncan Bureau, VP Sales & Interline, Westjet
2:15 pm	Break
2:30 pm	Val Carter, <u>How to Win a Goat</u>
3:20 pm	Break
3:30 pm	CITC's Annual General Meeting (Open to all industry members; only Full members of CITC may vote)
4:45 pm	Reception, sponsored by Reliable Insurance Grand Prize Draw
6:00 pm	Conclusion of activities

Your RSVP by April 10th is essential to help us prepare properly for the events
Reply to events@citc.ca or 1-800-589-5776. 416-484-4450 Fax: 416-484-4140