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23rd Educators Update Focuses on Curriculum and Future Skills

CITC's Annual Update for Educators and Industry Trainers took place May 26-27 at the Ted Rogers School of Management, Ryerson University in downtown Toronto. Educators and trainers from Vancouver to St. John's attended the Curriculum Review on May 26th with most also attending the Update on May 27th.

Coralie Belman CTM (Hon) conducted the Curriculum Review by looking at the latest changes to the National Occupational Standards for Travel Counselling and then ensuring that these were reflected in the learning outcomes in the Core Curriculum used at all the endorsed travel programs in Canada. The role of social media in the classroom was one of the discussion points, as well as agency operations, agency promotion and marketing, client services, and sales.

At the end of the day, the participants walked the short distance to the Metropolitan Hotel where an amazing dinner, sponsored by the hotel and Hemisphere's Restaurant, was served. **Heidi Pawlyshyn**, the hotel's Director of Sales and Marketing welcomed the educators, followed by a greeting from **Ed Bennington CTM**, Senior Manager Rewards, the AIRMILES@Reward Program, which served as the Platinum Sponsor for the two-day educational event.

Dawn Aitken CTC, opened up the Educators Update the next morning with an inspiring program of speakers and activities. **Michelle Mulrine**, Sales Manager at Contiki Holidays spoke about young people being attracted to the industry. She was followed by **Gregg Tilston**, Global Social Media Leader at Flight Centre who talked about the use of Social Media in the Classroom and the need to embrace technology. Gregg provided some excellent examples to the audience. **Marc Mancini**, the noted travel speaker and author was able to come by the conference and regaled the educators with stories of his early days as a tour guide in Canada.

The supplier showcase featured an excellent variety of products and services for educators and trainers and included **Thomas Cook, VIASINC, Foreign Affairs, Westjet, Nelson Publications, the New England/Canada Tourism Centre, Contiki Holidays, CITC** and **Intrepid Travel**.

The lunchtime Keynote was delivered by **Richard Vanderlubbe**, President, TripCentral.ca. Richard spoke about the future of travel agents and used examples from his business to talk about the quality of travel program graduates and the skills needed not only to be hired, but also to grow in a travel career.

Sudarshan "Suds" Jagannathan, Director of Business Development at Travelport Canada provided the final talk on charting a career path in travel, as well as providing some information about Travelport's role in the industry.

Traditionally, the Update ends with a cracker barrel session—where educators raise various concerns and the group as a whole discusses suggestions and solutions. Popular topics this year included the availability of Fams to enhance the education of travel students, and some of the educational challenges posed by social media.

Winners of the prizes drawn throughout the day included **Karen Moyle CTC** of Humber College (gift card from **Westjet**), **Jan Duffy CTC** of Centennial College (Gift card from **Westjet**), **Tammy Chircop** of Flight Centre (two nights lodging at Indian Head Resort, New Hampshire, courtesy of the **New**

England/Canada Tourism Centre) and **Anke Foller-Carroll** of Humber College who won the land package to Grand Pradise Playa Dorado Resort and Casino in Puerto Plata, Dominican Republic, courtesy of **Amhsa Marina**.

Sincere thanks are extended to CITC staff **Cynthia Sum**, Events Coordinator, **Teresa Hoang**, Certification Programs Coordinator and **Ruby Shepherd**, Publications Coordinator as well as a great big vote of appreciation to **Dawn Aitken CTC** for moderating the Update for another year. Conference sponsors included the Platinum Sponsor, the **AIRMILES®Reward Program**, General Sponsors-- **Enterprise Rent a Car**, National Car Rental, **Westjet Airlines and Westjet Vacations**, and **Air Canada**. **Sabre Travel Network** sponsored the refreshment break, and **Hemisphere's at the Metropolitan Hotel** which sponsored the dinner. Sponsors of prizes included **The New England/Canada Tourism Centre**, **Amhsa Marina** and **Westjet**. Eco-Bags were provided by **Foreign Affairs**.

Details on the 24th Educators Update will be available in February, 2012