



TRAVELMANAGERS

personally yours

TravelManagers' National Conference attracts small business & business relationship key note speakers

Wednesday, 5 November 2008

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While TravelManagers inaugural national conference being held at Sydney's Sheraton on the Park Hotel on Friday 14th November and Saturday 15th November has been built around "Partnership" it has a strong focus on self-commitment and the marketing of a small business.

Commenting on the conference agenda, TravelManagers' Executive General Manager Mandy Scotney said: "While some of our personal travel managers are juggling the responsibilities of parenthood and contributing to the family mortgage payments etc. many of them have joined TravelManagers to realize their dream or ambition to have their own business and be their own boss and we have been very fortunate in being able to secure the services of two of Australia's small business experts in Carolyn Stafford and Bruce Sullivan". Carolyn is a small business marketing expert and author of the book *Small Business Big Brand*. With over 20 years marketing experience with businesses small, medium and large, Carolyn is known as the 'No BS Marketer' – a reflection of her refreshingly down-to-earth and 'tell it like it is' approach. After many years in sales, training and marketing roles at Westpac and Merrill Lynch, Carolyn launched her own small business in 2002. After five years Connect Marketing Professionals is now a leading provider of marketing educational services to small businesses throughout Australia, and since its launch Carolyn has personally educated and inspired over 10,000 business owners around the world. Carolyn will focus on How to market your business and create new customers through existing relationships, reputation and referrals.

Bruce on the other hand, is a Relationships Specialist who has managed his own businesses since his teens so that by age 24 had established his own million dollar network of businesses. He is currently a director of six companies and has confirmed his business acumen in the areas of retailing, service, wholesale operations and real estate. Bruce has a unique understanding of peoples' abilities to relate to one another in the workplace and at home giving him a very practical and timely insight into the human side of the home-based day-to-day business environment. Bruce will present our personal travel managers with a variety of strategies to realize their goals and succeed in an environment that has been changing at a pace not previously witnessed by many of the current generation of business leaders as the world struggles to come to terms with the global financial crisis. As a relationships expert, Bruce focuses on three key areas, Service and Sales, Change Management and Personal Leadership and will discuss a number of proven practices to help personal travel managers grow their existing client relationships and survive and prosper in the changing and dynamic year ahead.

Scotney went on to say "Other presenters at the conference will include three of our personal travel managers who will share their reasons for becoming a personal travel manager, the secrets of their success and their future ambitions, Chris Paulsen, who founded House of Travel in New Zealand 21 years ago; and Tony Laker, an owner/operator of one of House of Travel's more recently opened travel agency outlets".

In just eight years, in a country where the average sized Travel Agency has a staff of four and a turnover of \$3.5 million, House of Travel – Invercargill has quickly become one of New Zealand's largest travel outlets with a staff of twenty and an annual turnover in excess of \$19 million. Tony says he fell into the travel industry and starting a new agency in a small city at a time when it was viewed by most as 'a brave and somewhat silly move'. He had no money, commissions were dropping and travel agencies were closing down nationwide. Tony is an example of how anyone can achieve success in business and life by sticking to the simple principals of 'Attitude, Belief & Focus'. Tony will tell about his rise from selling Watermelons on a nudist beach in

Greece, to winning the Business Excellence Award' for the House of Travel group nationwide.

Scotney concluded "Our personal travel managers are committed and professional about their chosen careers and our speakers have been chosen in recognition of this and I am extremely confident that all of them, including the team from head office will contribute to what will be a very valuable couple of days. This is our inaugural conference with personal travel managers coming from all over the country which is quite exciting as this will be the first time most of them will have had an opportunity to meet their peers from interstate and compare experiences and swap tips. The initial enthusiasm to maximize this opportunity has been inspirational"

For more information visit: <http://join.travelmanagers.com.au>

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