



NTA Member Solution Talks — Theme: Change

Member RFP | Travel Exchange | St. Louis, Missouri | Feb. 26 – Mar. 2, 2017

Introduction

Now in their third year, NTA's Member Solution Talks are your opportunity to share ideas, inspire and inform! Launched at Travel Exchange in New Orleans, these talks are similar to the popular [TED/TEDx Talks \(wiki\)](#) and give NTA members the platform to share with colleagues their personal and professional challenges and accomplishments.

We want to build on past talk's successes and this is where you can help. Have you solved a problem troubling the travel and tourism industry? Do you have a vision or inspiration of how the packaged travel industry needs to evolve? Are you doing something every NTA member should be doing to find success? Or do you just have an accomplishment you want to share? If you answered yes to any of these questions, please consider sharing your story with your peers during the Member Solution Talks at Travel Exchange.

Every year we introduce an overarching theme for the talks. This year's theme will be "**Change.**" It's up to you how to define and interrupt "change" as it relates to your topic, but please be prepared to define, share and inspire the audience with how they can learn from your talk and build upon it for the betterment of themselves and the industry. It is our hope your talk will leave attendees with the knowledge and resources essential for them to innovate and evolve the industry.

Apply

To submit your talk for consideration, complete this online application. Each applicant must be registered or planning to attend Travel Exchange in St. Louis, Feb. 26–Mar. 2, 2017. **The application deadline Friday, January. 27, 2017.** There are limited spots available so each applicant will be evaluated on the following criteria:

- Topic/subject of your talk
- Relevance to the membership (*operators, suppliers, and DMOs*)
- Relevance to the travel and tourism industry
- Ability of the speaker to engage, inspire and communicate
- Past speaking performance(s)

After reviewing all applicants, those selected will be notified by email the status of their application on Friday, Feb. 3, 2017.

The *NTA Member Solution Talks* will take place on the Presentation Stage, located on convention floor at Travel Exchange, Wednesday, Mar. 1 between 9:30 and 11 a.m. ET. Each speaker will be allocated approximately 10 minutes to give his/her talk.



Things to Consider

- *Be creative:* Engage the audience. Do your best to create an interactive and appealing talk.
- *Be you:* Don't try to be someone you're not. And share your failures along with your successes.
- *Be simple:* Don't try to astonish the audience with big words and abstract thoughts. Give step-by-step examples and be specific.
- *Be a storyteller:* Relate to your audience and share anecdotes that touch your business specifically and to the industry overall.
- *Be humble:* Leave your ego at home. Don't brag or showboat your accomplishments.
- *Be respectful:* The audience is there to hear your triumphs and learn from your expertise, not a sales pitch for your products or services.
- *Be organized:* Don't read your presentation or ramble through your thoughts. And stay on point and on time!
- *Be inspired:* Watch a [TED Talk](#) or two, or more!

If you have any questions regarding the *NTA Member Solution Talks*, please contact Phillip Strunk by email or phone: phillip.strunk@ntastaff.com or +1.859.264.6546

Important Dates

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| ▪ Friday, Jan. 27, 2017 | Application deadline |
| ▪ Jan. 30–Feb. 3, 2017 | Application review |
| ▪ Friday, Feb. 3, 2017 | Applicant notifications |
| ▪ Feb. 26–Mar. 2, 2017 | Travel Exchange '17 |

Member Solutions Talks Application