WE’RE READY TO SHINE

Are you ready for ABA Marketplace? We are excited about finally being able to gather together and see everyone in Grapevine, TX in a few short weeks. Marketplace is sure to be buzzing with energy as we reconnect with long time friends and forge new relationships. Here at Women in Buses, we’ve been looking forward to this event all year. If you’re anything like us, you are ready to get back to socializing and learning from like-minded businesspeople in tourism and travel.

In this newsletter you will find the agenda for Women in Buses day on Friday, January 7th. We have an evening day planned and are looking forward to seeing your shining faces.

Friday, January 7th – Gaylord Texan Resort, Grapevine, TX
02:00 PM – 06:00 PM
General Session
1:00 PM – 2:15 PM  Fort Worth Meeting Room
An energized session with news from the WIB Leadership. Where we’ve been and where we are going.

Awards
The winners of the Women in Buses Award and the Women in Buses Operational Excellence Award will be announced. Be there to celebrate the phenomenal women who are honored with these awards.

Crisis Management Panel
Location: Fort Worth 5-7

Networking Break
2:30 PM – 3:15 PM  - Fort Worth Foyer

Breakout Sessions
3:15 PM – 4:45 PM

WIB Day: Breakout Session #1
WIB Operations & Maintenance Committee
Location: Networking Floor, MCI Booth #2
This session allows you to apply your knowledge and learn critical skills to the operation of a motorcoach with a hands on demonstration of a MCI coach.

WIB Day: Breakout Session #2
Executive Management Committee
Location: Austin 1-3
More than a Boss: Leadership is a critical part of managing a business. More than 50% of people have quit a job due to their Manager. At Women in Buses Day, the Executive Management Committee will present three critical elements of being a great manager and leader. Learn the how to’s and how not to’s of running a meeting, networking and employee feedback coaching. Get ready to stand up, move around and be engaged!

WIB Day: Breakout Session #3
Travel, and Charter Committee
Location: Fort Worth 5-7
Working with Tour Operators: More than ever, suppliers need to be in tune with working with tour operators and understanding how to meet their needs. Working with Tour Operators will give you the tools to navigate the ever changing tour planning highway that you can put into place during and after Marketplace.

Welcome Reception
5:00 PM – 6:00 PM  Fort Worth Foyer
Kick back your heels (or boots) and spend time socializing with us as we sip our WIB Signature Cocktail and d’luxes and get to know your fellow members. Sponsored by Motor Coach Industries.

LET’S GET READY TO SHINE

DO YOU KNOW SOMEONE WHO WANTS TO JOIN WIB?
Join Women in Buses then join us in Buses Day at the ABA Marketplace on Friday, January 7, 2022. This will be a great day of networking, education, and fun!

Registration is open through your Marketplace Passport or by emailing wib@buses.org. We look forward to seeing you soon!

Contact us at wib@buses.org to see how to get involved with our organization.

FLEET GRAPHICS:
TIPS TO VISUALLY WOW YOUR AUDIENCE

Your trailer, bus, or vehicle is often referred to as a moving billboard. After many years of developing award-winning creative for fleet graphics, we suggest that you select designers who specialize in this medium. Reviewing designs under a specialized, fleet graphics lens will help create the biggest marketing impact when your vehicles are on the road.

GET THE MOST OUT OF your membership!

JOIN Women In Buses
https://www.buses.org/about/councils/WIB/

Membership Page
Contact us at wib@buses.org to see how to get involved with our organization.

SHARE THIS NEWSLETTER WITH another woman in the bus world who can benefit from our network.

“Don’t just stand for the success of other women-insist on it."
–Gail Blanke, President and CEO, Lifedesigns

UPCOMING EVENTS
For a full listing of events and to register for special webinars, please visit:
https://www.buses.org/councils/WIB/events/category/women

WIB Wednesday
December 1
2:00-3:00 p.m  ET
Presentation Skills for the Post Pandemic Travel Pro that Creates Results

Marketplace Webinar
December 7
2:00-3:00 p.m  ET

WIB Wednesday
December 15
2:00-3:00 p.m  ET

Join WIB leadership as we preview WIB Day and Marketplace. This networking session will get you excited for all of the upcoming events in Grapevine. All first timers, bring your questions and we are ready to answer them and help you to move to Marketplace.

WOMEN IN BUSES COUNCIL
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A PROGRAM OF THE AMERICAN BUS ASSOCIATION

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WE LOOK FORWARD TO SEEING YOU SOON!

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