



2020 Program



CONTINUING EDUCATION, CONTINUING EXCELLENCE

With the press of one button you access the education, training and skills you need for professional and business excellence. As the first and longest-running industry university-sponsored certification program, ABA's Certified Travel Industry Specialist program allows you to update your professional profile anytime, anywhere!



CERTIFIED TRAVEL INDUSTRY SPECIALIST ◀

Certification is a mark of excellence that you carry with you everywhere you go. The American Bus Association (ABA) created the Certified Travel Industry Specialist (CTIS) Program to provide an opportunity for members of our industry to gain practical business and industry-specific knowledge to build a strong business reputation for the industry. These continuing education programs were created exclusively for the motorcoach and group travel industry and extend the benefits of professional education past our industry shows and into your business.

ABA believes in the value of professional certification and the creation of programs that are industry specific, relevant, and flexible. To this end, ABA has partnered with Indiana University-Purdue University Indianapolis (IUPUI). The CTIS correspondence courses are administered by IUPUI's highly acclaimed professional staff. These rigorous, demanding but essential courses, designed exclusively for the motorcoach and group tour industry, introduce you to new concepts in the industry and expand your professional and personal skills.

Complete the enrollment form available on our web page, www.buses.org/ctis or in this packet, and return it to ABA with your enrollment fee. After ABA receives your enrollment, you will receive a welcome email from ABA and a welcome packet from Indiana University-Purdue University Indianapolis (IUPUI) that will include the IUPUI course enrollment form. Each enrollee will also be matched with a mentor who will offer advice, encouragement, and share any tips and pointers for the successful completion of the CTIS Program.

Enrollment in the Certified Travel Industry Specialist Program includes:

- University administered courses – the first in the industry
- Up-to-date knowledge of trends and tools for group travel
- Flexible scheduling – can be completed at home, in the office or on the road
- ABA Member Discounts – the most cost-effective program in the industry
- Mentoring Program
- Record Keeping - we will track your progress for you
- Transferable - your enrollment can move with you, from one place of employment to the next
- Your enrollment does not expire until you graduate – our commitment to you

RECORD KEEPING

All enrollees can check their progress towards graduation at www.buses.org/ctis. Enrollees can view the number of IUPUI courses that they have completed and the number of Marketplace seminars credited towards graduation. All enrollees who have completed or are in the process of completing all IUPUI course credits will be notified before the next graduation ceremony to confirm graduation status.



You may enroll in the program at any time during the year. The CTIS program is designed to be completed within 12 months. However, you may take longer with no additional ABA enrollment fees.

CTIS GRADUATION IS CELEBRATED EACH YEAR AT THE AMERICAN BUS MARKETPLACE.

YOUR INVESTMENT

One time ABA Enrollment Fee:

~~\$125 ABA Member~~ **Complimentary**

Course Fee for the IUPUI courses:

\$249 ABA Member per course

Total Fee for CTIS program for ABA Members in 2020:

\$0 Enrollment
\$249 for Customer Service
\$249 for Promoting Your Business
\$249 for Business Grammar and Writing
\$249 for Elective 1
\$249 for Elective 2
+ Cost of Books
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\$1245 Total Investment

ENROLLMENT DISCOUNTS

~~\$50 Discount on the enrollment fee for the program if enrolled by March 15, 2020.~~

COMPLIMENTARY FOR 2020

~~20% Discount when you register for five IUPUI 2020 courses by Feb. 15, 2020.~~

20% FOR EACH COURSE FOR 2020 - COURSE FEE IS NOW \$199.20

YOUR RETURN

Whether you are an individual looking to enhance your group travel expertise or an employer looking to hire the best, the professional certification programs of the American Bus Association can help you achieve your goals. Certification represents a widely-respected stamp of approval for the highest quality skill levels. Designations help define career paths and help identify the most desirable professionals in the industry to build business relationships.

FOR INDIVIDUALS	FOR EMPLOYERS
Give yourself a competitive advantage.	Hire employees who are ready to perform.
Set yourself apart.	Influence sales in the group travel market with employees who have achieved this industry specific designation.
BENEFITS OF CERTIFICATION FOR THE INDIVIDUAL	BENEFITS OF CERTIFICATION FOR THE EMPLOYER
Increase your career opportunities and marketability.	Help managers differentiate the most qualified travel professional and attract the brightest candidates/ employees.
Enhance your credibility as a travel professional so you can remain competitive and relevant in an industry of continual change.	CTIS Certification increases individual and workgroup productivity levels, which will maximize the value of your workforce.
Assesses your knowledge of the group travel industry.	Retain the best by investing in the professional development of staff with proven returns.
Allows you to earn industry validation for your knowledge.	Leverage the experience of your workforce.

PROGRAM DETAILS

Certification requires successful completion of two components:

FIVE INDIANA UNIVERSITY PURDUE UNIVERSITY INDIANAPOLIS (IUPUI) CORRESPONDENCE COURSES

As an enrollee, you will complete three required courses and two electives of your choice. All course information is sent to you electronically. (You will need to purchase the books on your own). All of the IUPUI courses in the CTIS program are run through the IU Canvas system. You will need a computer with an internet connection to participate in the courses.

Required Courses (All Three Courses)

Customer Service
Promoting Your Business
Business Grammar and Writing

Elective Courses (Pick Two of the Four)

Personal Organization and Effectiveness
Ignite Your Effectiveness by Improving Your Sales Skills
Effective Advertising
Running a Business: Understanding the Numbers Is Step #1

EIGHT MARKETPLACE EDUCATION SEMINARS

Seminars may be attended during ABA's annual Marketplace or listened to on purchased CD's of the seminars. You will receive credit for any recorded educational seminar from 1989 through the present Marketplace. If you have not previously completed educational seminars and wish to listen to them, they are available on ABA's website for approximately \$10 each. Credit will be given when seminar evaluations are received by ABA. The seminar credit form is available online under the related resources sections, www.buses.org/ctis. Members are also able to participate in American Bus Association webinars for .5 credits.

REQUIRED COURSES

CUSTOMER SERVICE

Course Dates: July 1 – August 31, 2020

Learn to identify and profile your customer base; analyze their environment, develop tools to access that base, and learn techniques that can enhance your company's image to your customers. We will review five operating principles through interactive exercises. In this course, you'll have an opportunity to review your organization and your own strengths and weaknesses.

PROMOTING YOUR BUSINESS

Course Dates: September 1 - October 31, 2020

Learn how to make your business stand out. This course can help you promote your business with an understanding of the "guerrilla-marketing" concept for large and small businesses. Basic marketing strategies will be developed, along with exploration of successful advertising and promotions programs. Learn to create a stronger identity to better position your product or service, and develop a strategy to get the most out of your promotion dollars.

BUSINESS GRAMMAR AND WRITING

Course Dates: November 1 – December 15, 2020

Learn practical tips and techniques for successful business writing. This course provides a basic understanding of grammatical relationships rather than mere memorization of rules. Acquire skills to better target your audience and establish positive communications with your clients. Enhance your writing skills through exercises and letters, applying persuasive, controversial, and routine correspondence styles. Upon completion, you will have a reference portfolio of assignments. This course will encourage you to gain greater confidence and proficiency in both your business and personal correspondence.

ONE-CLICK...ANYTIME, ANYWHERE

ELECTIVE COURSES

EFFECTIVE ADVERTISING

Course Dates: March 15 - April 30, 2020

In our fast pace world we are bombarded with messages for goods and services. It can become overwhelming to the point we block them out. This course examines advertising and marketing in our harried world. We will look at personal attributes to become more effective about creating awareness about one's company and to grow the business. Identifying tools and resources will help to make a difference in the ability to increase effectiveness and separate one from their competitors. Lastly, blending advertising and marketing can help distinguish a company in a frenzied messaged filled society. After completing this workshop, you will be able to:

- Learn how to build and improve personal advertising and marketing skills.
- Identify the strengths and challenges for various types of campaigns.
- Develop an understanding for a competitors' approach to advertising and marketing.
- Create potential strategies for advertising and marketing.

RUNNING A BUSINESS:

UNDERSTANDING THE NUMBERS IS STEP #1

Course Dates: March 15 - April 30, 2020

There are multiple aspects of creating a thriving enterprise. Whether one is a business owner, an entrepreneur or an employee of a large corporation, having the ability to grow the organization is fundamental to each stake holder regardless of their position. One must have the ability to analyze the inner workings of that enterprise. It is important to justify one's observations based on facts and data, not guesses or bias. Each person's day to day work and role in that business is critical for success and growth. In this course we will look at each person's ability to move the business forward. After completing this workshop, you will be able to:

- Identify key measurement in your business
- Understand the culture of your business
- Communicate key components of success
- Develop a basic business plan

ELECTIVE COURSES

PERSONAL ORGANIZATION AND EFFECTIVENESS

Course Dates: May 1 – June 30, 2020

T.S. Eliot said, "We must not cease from exploration. And the end of all our exploring will be to arrive where we began and to know the place for the first time." This course provides the opportunity for you to examine and improve your effectiveness, not only at work tasks, but also as a whole person striving to fulfill your responsibilities as an entrepreneur or employee, a spouse, a friend, a parent, and other life roles. Stephen Covey has described timeless wisdom of the ages in a way that helps you tailor your own life plan for maximum benefit to yourself and others in his book, "The Seven Habits of Highly Effective People". Benefit from this excellent book, and improve your interpersonal skills in your professional environment and personal life.

IGNITE YOUR EFFECTIVENESS BY IMPROVING YOUR SALES SKILLS

Course Dates: May 1 – June 30, 2020

Every day in every situation, we must sell. We sell ourselves, we sell our company, we sell a service that our company offers, and we sell employees on how to be more motivated and effective. This course takes you from the "pre-sell" perspective through to "closing a deal." Learn effective sales competencies; learn what differentiates an individual who has not yet succeeded in selling well to a sales superstar. Gain an in-depth look at the dynamics and key components of a successful sales presentation - from the words you choose, to the medium your message is delivered, to your personal aura and actual physical presentation. In addition, this course will help you gain insight into critical measurements of sales success - from lead generation to qualifying potential audiences to writing RFPs. After completing this workshop, you will be able to:

- Improve relationships with customers
- Learn how to go the extra mile
- Amplify customer relationships
- Maximize the effectiveness of time spent with customers
- Boost business results

AN UP-TO-DATE COMBINATION OF COURSE WORK FOR GROUP TRAVEL PROFESSIONALS.

2020 ENROLLMENT APPLICATION

Complete one application form for each enrollee.



Continuing Education, Continuing Excellence

ONE TIME ENROLLMENT FEE:
\$125-ABA Member COMPLIMENTARY

Please Type or Print: Enrollment is non-transferable to another person but can transfer with an enrollee to a new employer.

Name _____

Company Address _____

Company _____

E-mail Address _____ Phone Number _____

PAYMENT INFORMATION: Total Amount Due \$0.

To register for IUPUI courses, download the registration form at www.buses.org/ctis. All IUPUI registration information and fees should be sent directly to IUPUI.

RETURN COMPLETED FORM FOR THE APPLICATION FEE TO:
AMERICAN BUS ASSOCIATION/CTIS PROGRAM
111 K STREET NE, 9TH FLOOR
WASHINGTON, DC 20002
TEL: 800-283-2877 FAX: 202-842-0850
E-MAIL: MEETINGSDEPT@BUSES.ORG
WEB: WWW.BUSES.ORG/CTIS



ABA Certified Travel Industry Specialist Program

2020 COURSE REGISTRATION FORM

Name	Employer
Residence Address	Business Address
City	City
State Zip	State Zip
Phone	Work Phone
Email	Work Email

TYPE OF ENROLLMENT	FEE	AMOUNT
2020-5 Class Enrollment 20% discount when enrolling before March 15 in all 5 classes	\$996	\$
20% discount per course from May 1 - Dec. 15 courses		
ELECTIVE COURSES		
Effective Advertising March 15-April 30, 2020	\$249	\$
Running a Business: Understanding the Numbers Is Step #1 March 15-April 30, 2020	\$249	\$
Personal Organization & Effectiveness May 1 - June 30, 2020	\$199.20	\$
Ignite Your Effectiveness by Improving Your Sales Skills May 1 - June 30, 2020	\$199.20	\$
REQUIRED COURSES		
Customer Service July 1 - Aug. 31, 2020	\$199.20	\$
Promoting Your Business Sept. 1 - Oct., 31, 2020	\$199.20	\$
Business Grammar & Writing Nov. 1 - Dec. 15, 2020	\$199.20	\$

Enroll online with a VISA/Mastercard/Discover/American Express on a secured site:
https://v2.aitapps-s.iu.edu/AIT_INlighten_V1_Online/cepd/CategoryLanding/Index/9-68F716AA-5849-44A9-84F9-80E87373B24C.

If you have general questions or need information on alternative forms of payment, contact our office at 317-278-9170 or pdce@iupui.edu.

For questions about the program or classes contact **Shohn Beeson, ABA Program Manager** at 317-278-5901 or sbeeson@iupui.edu.

Note: You will be contacted two weeks before class with information for purchasing books.