



# Conference Agenda

2008 BookingBuilder Conference, Dallas, TX

<b>Color Coding:</b>
BB Desktop
BB Genie
Other BB Related Products

## WEDNESDAY, 15 October, 2008

9:00 am - 5:00 pm	Registration/Check-In
9:00 am - 11:30 am	GDS Customization for BB Desktop (includes user prompt)
11:30 am - 12:30 pm	BBD Administrator Training
12:30 pm - 2:00 pm	Lunch Break
2:00 pm - 3:00 pm	Genie Beginner Training
3:00 pm - 4:30 pm	Genie Intermediate Training
4:30 pm - 7:00 pm	Advisory Board Meeting
7:00 pm - ?	Cocktail Party/Reception

## THURSDAY, 16 October, 2008

8:00 am - 4:00 pm	Registration/Check-In
8:00 am - 9:00 am	Continental Breakfast (feel free to bring breakfast to the Opening Ceremony)
8:30 am - 9:45 am	Opening Ceremonies Seth Perelman, Welcome, Staff Introductions, An Overview about How We Got Here and Where We're Going
9:45 am - 10:00 am	Break
10:00 am - 11:00 am	PRODUCT UPDATES
	BookingBuilder Desktop Overview
	Other BookingBuilder Products
	BookingBuilder Genie
11:00 am - 11:30 am	Customer Panel I: How to use BookingBuilder Products to Win Corporate Accounts
11:30 am - 12:00 pm	Customer Panel II: Management of Internet Content: What do you offer your customers & how do you provide it?
12:00 pm - 2:00 pm	Lunch Break
2:00 pm - 6:00 pm	Exhibit Center & Demo Center Open Breakout Sessions
6:00 pm - 9:00 pm	Evening Presentation and Awards Dinner at Southwest

## **Breakout Information:**

**Future BB Products:** What are your biggest challenges that perhaps technology can solve. This session will be conducted by our CEO and Founder, Seth Perelman. There will be an open exchange of the current challenges facing the travel agency community. The main question will be what are the biggest obstacles to profitability? This will be your chance to provide input for future product developments at BookingBuilder.

**BB Desktop Tips & Tricks:** After attending this session, you will have a true expert's knowledge of what the ultimate capabilities are for this excellent tool. A presentation will be made as to what features are used by only a few agencies that everyone can benefit from. This break-out will also include solutions to common tech support questions since the most common tech support questions can be solved without calling the Tech Support desk. Come and learn how to address these issues yourself.

**Recession Survival Tips:** In the midst of a struggling economy, what can you do to maintain or improve your market position? Come and exchange ideas with your industry peers on ways we can all not only survive, but thrive, in a difficult travel market. The BB staff has assembled numerous excellent ideas. Come add yours to the list to help us create a master document that will be shared with all attendees.

**Genie Capabilities & Idea Exchange:** The BB Genie tool has been in the market for over one year and it has come a very long way! This break-out will provide an overview of the multiple ways that Genie can assist your agency with improving preferred supplier sales, customer service, increasing income and enhancing quality control. After a prepared presentation, the floor will be opened up to an idea exchange amongst users and potential users.