



### **Staying Ahead of the Travel Trends (Part 1)**

<http://event.on24.com/wcc/r/1308956/D921CBF82175049C4A27487200EF9A87?partnerref=USTOA>

Agents in the Know – Sell More

Join us for a special ‘Travel Trends’ webinar. Our experts will offer an overview of travel landscape including topics such as connecting with Baby Boomers and new retirees, top destinations (per USTOA), touring and agent trends, digital marketing and more. This is one of our most popular webinars and this year we have so much valuable information to share we split this webinar in two.

### **Staying Ahead of the Travel Trends (Part 2)**

<http://event.on24.com/wcc/r/1308979/9CC32EFC50FED1854F642F4952219806?partnerref=USTOA>

Agents in the Know – Sell More

Join us for the second part of our special ‘Travel Trends’ webinar series. Our experts will offer an overview of the travel landscape including topics such as the rise in river cruising, culinary travel, boomers vs. millennials, and more.

### **More than a River Cruise!**

<http://event.on24.com/wcc/r/1272114/E06BC3251D0DFFA967322769F70033F8?partnerref=USTOA>

Want to give your travelers an incredible river cruise experience? Join us to learn how Collette gives travelers something much more than a river cruise. With nearly 100 years of experience, Collette is able to share the best of the destinations that your travelers have been dreaming about and give them even more than they’ve dreamed.



### **Collette Gives You More with 2017-2018 Preview**

<http://event.on24.com/wcc/r/1238230/5DDCAB0FA202FE8161F6F2AE6BB00D80?partnerref=USTOA>

We'll highlight NEW tours and go over some great services we offer your clients such as travel protection, expert tour managers, sedan service and so much more! We'll also cover what Collette does for you, like offer more commission, educational opportunities, marketing support and lots of other things you'll be very excited to hear about.

### **Experience More. Sell More. Let's talk about 2017 FAMs!**

<http://event.on24.com/wcc/r/1244292/5C0B04B162244DAF66D8CD1C3BABA774?partnerref=USTOA>

We'll walk you through what's available for the coming year like new trips to Myanmar, Sri Lanka, Southern France and lots more. We'll also go over pricing and highlights as well as how you can apply to go on a FAM with us. FAMs (Familiarization Tours) are a great way to explore with Collette while learning about the products we offer, how our tours flow and what a memorable time we have together.

Get ready for a fun learning experience and a chance to dream about where your next adventure with us can take you.

### **An expert's take on why people love the French Riviera (Nice Tourism)**

<http://event.on24.com/wcc/r/1220850/E19224B56C6AF2E08F15CA12618E52F8?partnerref=USTOA>

Join us for a special presentation featuring Nadja Graf of the Nice Convention & Visitors Bureau. Nadja will share with you her personal insights into what makes the French Riviera and the sparkling city of Nice such attractive destinations.

Learn about Collette's tour offerings that include Nice and unlock the keys to promoting this wonderful part of the world.



### **Learn more about big product changes for 2017!**

<http://event.on24.com/wcc/r/1263911/CE6F7A14E23499EBC9D8D50D5B7AAA95?partnerref=USTOA>

What's changed for 2017?

Join our webinar to discover the exciting changes we've made to our existing tours from 2016. You'll get a chance to learn all about what's new in each region, and at the end of the presentation, we'll leave plenty of time for you to ask questions.

### **Your Way to More Money and Travel!**

<http://event.on24.com/wcc/r/1273697/D3D2E9035FC0213285DD90EDCC0ED0F0?partnerref=USTOA>

Join us for an online presentation where we'll cover the in's and out's of Collette's e-learning program, Collette University. Whether you are new to our online courses or need to remain up-to-date, this webinar is for you. Explore our easy to follow online courses and find out how we are upping the benefits of being a certified Collette Specialist.

### **Learn all about intriguing Abu Dhabi and the UAE!**

<http://event.on24.com/wcc/r/1277673/55F7E8767EA413EE2E574A2530002D46?partnerref=USTOA>

**Abu Dhabi**, capital of the **United Arab Emirates** (UAE) is one of the world's most exciting modern cities. It's been described as a lavish metropolis with a most impressive skyline, and we're offering you a chance to learn about it via our **FREE** 30-minute webinar! Do not miss the opportunity to become well versed about the brilliance of Abu Dhabi, and the United Arab Emirates (including the truly incredible city of **Dubai**.)



## **Discover the treasures of Zagreb!**

<http://event.on24.com/wcc/r/1279545/B517D4C7C35A35D71191D4D436E99D0D?partnerref=USTOA>

Join us and learn about the capital of Croatia, Zagreb, straight from the Zagreb Tourism Board. This vibrant city is brimming with culture and a blend of Austro-Hungarian and modern architecture. Travelers will visit this dynamic capital on our *Discover Croatia* tour. Attend this webinar and you will discover what travelers will do with Collette and hear about available free time activities.

### **Guest Speaker**

#### **Ms. Jasenka Mandzuka**

Head of the Promotion Department of Zagreb Tourist Board  
Zagreb Tourist Board



## **Social Media Intermediate**

<http://event.on24.com/wcc/r/1233922/201E1BCB3426920EC98204EF33805F02?partnerref=US TOA>

### **Social Media Tools You Need Right Now!**

You already know that social media can be a great way to build your business. But there's more to it than just putting up posts. It takes strategy, thought, reflection and an understanding of your audience and the tools available to you on your social media channels.

Collette has assembled a team of social media experts who have put together two webinars designed to help you understand some essentials and best practices that you'll need to know in order to have a successful social media presence.

### **This webinar covers:**

#### **Facebook Success Essentials**

- Defining Your Target Audience
- Facebook's Targeting Features
- Batch Scheduling Your Posts to Save Time
- Using Facebook Insights to Measure Success + Top KPIs to Track
- Intro to Facebook Advertising – Basic Boosts to Increase Reach and Engagement
- Reference Library and Contacting Us with Additional Questions

### **Guest Speaker**

#### **Craig Desmarais**

Digital Marketing Specialist- Collette

Craig Desmarais is Collette's Digital Marketing Specialist leading the charge on all things social media. With 8 years of Digital Marketing experience, Craig helps others leverage the power of social media to discover their target audience, engage them with compelling content, and lead them towards their desired results they're looking to achieve.



## Social Media Advanced

<http://event.on24.com/wcc/r/1233929/64AAA7ACAF361AE2C2150FBE18D4F1A8?partnerref=USTOA>

### Social Media Tools You Need Right Now!

You already know that social media can be a great way to build your business. But there's more to it than just putting up posts. It takes strategy, thought, reflection and an understanding of your audience and the tools available to you on your social media channels.

Collette has assembled a team of social media experts who have put together two webinars designed to help you understand some essentials and best practices that you'll need to know in order to have a successful social media presence.

### This webinar covers:

#### Facebook Advertising Best Practices – Beyond the Boost

- Overview of Facebook's Ad Dashboard
- Defining your Facebook Advertising Objectives
- Highlight Top Types of Facebook Ad Options
  - Promote Your Page – Get More Fans
  - Boost Your Posts – Get More Engagement
  - Send People to Your Website – Get More Traffic
  - Raise Attendance at Your Event – Get More RSVP's to FB Event
  - Collect Leads for your Business – Capture Email Addresses and Phone Numbers
- Facebook Ad Targeting
  - Demographic Based
  - Interest Based
  - Behavior Based
  - Email List Based
  - Web Traffic Based
  - Lookalike Audience Based

### Guest Speaker

#### Craig Desmarais

Digital Marketing Specialist- Collette

Craig Desmarais is Collette's Digital Marketing Specialist leading the charge on all things social media. With 8 years of Digital Marketing experience, Craig helps others leverage the power of social media to discover their target audience, engage them with compelling content, and lead them towards their desired results they're looking to achieve.