

ctis

CERTIFIED TRAVEL INDUSTRY SPECIALIST PROGRAM

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.



CERTIFICATION

Certification is a mark of excellence that you carry with you everywhere you go. The American Bus Association (ABA) created the 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.

ABA has partnered with Indiana University-Purdue University Indianapolis (IUPUI). The CTIS online courses are administered by IUPUI's highly acclaimed professional instructors. 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.



REQUIREMENTS

Certification requires successful completion of two components:

FIVE INDIANA UNIVERSITY PURDUE UNIVERSITY INDIANAPOLIS (IUPUI) COURSES

You must complete three required courses and two electives of your choice. All course information is sent to you electronically. You will need to purchase the required books. All of the IUPUI courses in the CTIS program are run through the IU Canvas system requiring a computer and internet access.

EIGHT MARKETPLACE EDUCATION SEMINARS

Seminars may be attended during ABA's annual Marketplace or ABA live/On Demand webinars. You will receive one credit for any educational seminar from 1989 through the present Marketplace. Credit is based on receiving the onsite session evaluation form. Members are also able to participate in American Bus Association webinars (live or OnDemand) for .5 credits. Credit will be given when seminar evaluations are received by ABA.



www.buses.org/ctis



meetingsdept@buses.org | 800-283-2877



shupchur@iu.edu | 317-274-0180



CERTIFIED TRAVEL INDUSTRY SPECIALIST
OF THE AMERICAN BUS ASSOCIATION



IUPUI

ctis

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 help you achieve your goals.



ENROLLMENT

Complete the enrollment form at 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. 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 enrollment fee.



IUPUI REGISTRATION

Complete the course registration form for the online courses from IUPUI required for graduation at <https://go.iu.edu/3xPb>.

This registration fee is paid directly to IUPUI and the payment and cancellation policies from IUPUI must be followed.

ENROLLMENT AND REGISTRATION IN THE CTIS 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
- 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



GRADUATION

All enrollees can check their progress towards graduation by contacting ABA for seminar status and/or IUPUI for required online courses.

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.

CTIS graduation is celebrated each year at the American Bus Marketplace.



INVESTMENT

ONE TIME ABA ENROLLMENT FEE:
\$125

REGISTRATION FEE PER IUPUI COURSE:
\$249

TOTAL FEE FOR CTIS PROGRAM IN 2021-2022:

\$125 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
\$1370 Total Investment

DISCOUNTS

ENROLLMENT | \$50 Discount on the enrollment fee for the program if enrolled by March 15, 2021.

REGISTRATION | 20% Discount when you register for five IUPUI 2021-2022 courses by August 15, 2021.



ROI

Certification represents a widely-respected stamp of approval for the highest quality skill levels. Designations help define career paths and identify desirable professionals.

FOR INDIVIDUALS

- Give yourself a competitive advantage.
- Increase your career opportunities and marketability.
- Enhance your credibility as a travel professional so you can remain competitive and relevant in an industry of continual change.
- Improves your knowledge of the group travel industry.
- Allows you to earn industry validation for your knowledge.

FOR EMPLOYERS

- Hire employees who will perform.
- Influence sales in the group travel market with employees who have achieved this industry specific designation.
- Help managers differentiate the most qualified travel professional and attract the brightest employees.
- Certification increases individual and work group productivity levels, which will maximize the value of your workforce.
- Retain the best by investing in the professional development of staff with proven returns.
- Leverage the experience of your workforce.

ctis REQUIRED COURSES

CUSTOMER SERVICE **SEPT. 1 - OCT. 15, 2021**

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

OCT. 15 - NOV. 30, 2021

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 & WRITING

JULY 16 - AUG. 30, 2021

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.

ctis ELECTIVE COURSES Select 2 of 4

EFFECTIVE ADVERTISING **FEB. 1 - MARCH 15, 2022**

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.

RUNNING A BUSINESS: UNDERSTANDING THE NUMBERS IS #1 **MARCH 15 - APRIL 30, 2022**

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.

PERSONAL ORGANIZATION & EFFECTIVENESS **MAY 1 - JUNE 15, 2022**

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 **MAY 1 - JUNE 15, 2022**

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.

ONLINE COURSES ARE ADMINISTERED BY





PROGRAM ENROLLMENT

Enrollment is non-transferable to another person but can transfer with an enrollee to a new employer.

CTIS PROGRAM ENROLLMENT INFORMATION

| | |
|--------------------------|--|
| NAME | |
| TITLE | |
| COMPANY/ ORGANIZATION | |
| BUSINESS ADDRESS | |
| E-MAIL ADDRESS | |
| CELL NUMBER | |
| FAX NUMBER | |

PAYMENT INFORMATION

| | | |
|----------------------------|--|--|
| TOTAL DUE IN US DOLLARS | <input type="checkbox"/> \$75 BEFORE MARCH 15, 2021 | <input type="checkbox"/> \$125 AFTER MARCH 15, 2021 |
| TYPE OF PAYMENT | <input type="checkbox"/> CHECK MAKE PAYABLE TO THE AMERICAN BUS ASSN. | <input type="checkbox"/> CREDIT CARD MASTERCARD, VISA, DISCOVER, AM EXPRESS |
| CREDIT CARD NUMBER | | EXPIRATION DATE |
| CARDHOLDER NAME | | |

 www.buses.org/ctis

 meetingsdept@buses.org

 800-283-2877

 **ABA**
111 K Street NE
9th Floor
Washington, DC
20002





IUPUI COURSE REGISTRATION

Enrollment is non-transferable to another person but can transfer with an enrollee to a new employer.

IUPUI COURSE REGISTRATION INFORMATION

| | | | |
|------------------|--|------------|--|
| NAME | | | |
| HOME ADDRESS | | | |
| PERSONAL E-MAIL | | CELL PHONE | |
| COMPANY | | | |
| BUSINESS ADDRESS | | | |
| WORK E-MAIL | | WORK PHONE | |

TYPES OF ENROLLMENT FEE AMOUNT

| | | |
|--|-------|----|
| 2021-2022-5 Class Enrollment 20% discount when enrolling before August 15, 2021 in all 5 | \$996 | \$ |
|--|-------|----|

INDIVIDUAL ELECTIVE COURSES

| | | |
|--|-------|----|
| Effective Advertising February 1-March 15, 2022 | \$249 | \$ |
| Running a Business: Understanding the Numbers Is Step #1 March 15-April 30, 2022 | \$249 | \$ |
| Personal Organization & Effectiveness May 1 - June 15, 2022 | \$249 | \$ |
| Ignite Your Effectiveness by Improving Your Sales Skills May 1 - June 15, 2022 | \$249 | \$ |

INDIVIDUAL REQUIRED COURSES

| | | |
|--|-------|----|
| Customer Service September 1 - October 15, 2021 | \$249 | \$ |
| Promoting Your Business October 15 - November 30, 2021 | \$249 | \$ |
| Business Grammar & Writing July 16 - August 30, 2021 | \$249 | \$ |

Enroll online with a VISA/Mastercard/Discover/American Express on a secured site: <https://go.iu.edu/3xPb>.

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 Shari Parker, ABA Program Manager at 317-274-0180 or shupchur@iu.edu.

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



CERTIFIED TRAVEL INDUSTRY SPECIALIST
A PROGRAM OF THE AMERICAN BUS ASSOCIATION





SEMINAR/ WEBINAR CREDIT FORM

MARKETPLACE EDUCATION SEMINAR/WEBINAR CREDIT FORM

| | |
|--------------------------|--|
| NAME | |
| COMPANY/ ORGANIZATION | |
| E-MAIL ADDRESS | |

SEMINAR/WEBINAR INFORMATION

| | | |
|---------------------|---|---|
| TYPE OF SESSION | <input type="checkbox"/> WEBINAR EACH WEBINAR EQUALS .5 CREDIT | <input type="checkbox"/> STATE ASSOCIATION SEMINAR EACH WEBINAR EQUALS .5 CREDIT |
| TITLE OF SESSION | | |
| SESSION SPEAKER | | |
| SEMINAR SUMMARY | | |
| SIGNATURE | | DATE |

SCAN, FAX OR SEND YOUR COMPLETED FORM TO:

AMERICAN BUS ASSOCIATION
111 K STREET NE, 9TH FLOOR
WASHINGTON, DC 20002

FAX: 202-842-0850

EMAIL: MEETINGSDEPT@BUSES.ORG

