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WOMEN IN BUSES COUNCIL

BROUGHT TO YOU BY MOTOR COACH INDUSTRIES
A PROGRAM OF THE AMERICAN BUS ASSOCIATION

MONTHLY

DECEMBER 2021



LET'S GET READY TO SHINE

ARE YOU NEW TO OUR INDUSTRY OR TO YOUR ROLE?

If you answered yes, then the Women in Buses Network is for you!

Join today and network with industry experts who will answer your questions and help build your knowledge and confidence.

Sign up today!
<https://www.surveymonkey.com/r/WIB-Network>

ENGAGE WITH WOMEN IN BUSES!

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 exciting day planned and are looking forward to seeing your shining face!

We are all excited about Marketplace and want to be certain everyone remains healthy and safe while at the events. [Click here](#) for the latest information for COVID protocols: COVID Vaccines or a Negative COVID test within 72 hours are Required to Attend Marketplace.

Friday, January 7th – Gaylord Texan Resort, Grapevine, TX
01:00 PM – 06:00 PM

General Session

1:00 p.m. - 2:30 p.m. Fort Worth Meeting Room
An energy filled 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

Networking Break

2:30 p.m. - 3:15 p.m. – Fort Worth Foyer

Breakout Sessions

3:15 p.m. - 4:45 p.m.

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 p.m. - 6:00 p.m. Fort Worth Foyer
Kick back your heels (or boots) and spend time socialize with us as we sip our WIB Signature Cocktail and d'oeuvres and get to know your fellow members. Sponsored by Motor Coach Industries.

Mark your calendars for the Driving Force session on Saturday, January 8th at 1pm at Marketplace!



SHARE THIS NEWSLETTER WITH ANOTHER WOMAN IN THE BUS WORLD WHO CAN BENEFIT FROM OUR NETWORK.

JOIN Women in Buses
<https://www.buses.org/about/councils/WIB/membership/join>

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

UPCOMING EVENTS

For a full listing of events and to register please visit:
<https://www.buses.org/events/category/women-in-buses-events>

WIB Wednesday
December 1
2:00-3:00 p.m. ET
Marketing Through Storytelling

Marketplace Webinar
Wednesday
December 7
2:00-3:00 p.m. ET
Presentation Skills for the Post Pandemic Travel Pro that Creates Results

Dave "The Chef" Sheffield shows audiences worldwide how to tap into their personal and professional "Recipes for Success".

This high energy session will be a favorite for travel professionals who are committed to creating excellent customer and vendor relationships. Certain to be packed with high-impact take away strategies, this is a can't miss event!

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 you first timers, bring your questions and we are ready to answer them and help pave the way to Marketplace.

Sign up for one or all of the events. All meetings are open to all and require individual signups:

<https://www.buses.org/events/category/women-in-buses-events>

FLEET GRAPHICS: 8 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.

READ THE BLOG

"Don't just stand for the success of other women-insist on it."

-Gail Blanke, President and CEO, Lifedesigns

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