

# Women in Buses Network

Welcome to the Women in Buses (WIB) Networking Initiatives, where we're dedicated to advancing women's roles in the motorcoach industry through impactful networking, education, and mentoring. As part of our commitment to meeting the evolving needs of the motorcoach and group travel sector, WIB is proud to introduce our latest networking initiatives, an expansion of our programming designed to foster connections and share expertise.

The WIB Council links individuals with varying levels of knowledge and experience, providing invaluable mentorship opportunities for newcomers and seasoned professionals alike. Members can tap into industry insights through strategic business networking to fuel business growth and success.

At the heart of the Women in Buses Council is the belief that sharing knowledge and experiences benefits individuals and strengthens the industry. Whether you're an expert looking to give back or someone seeking guidance and support, our network welcomes you to join us in this journey of mutual learning and empowerment.

By connecting with peers who offer diverse perspectives and expertise, you'll gain access to a supportive community that can help you navigate challenges, explore new opportunities, and drive innovation in your business endeavors. Together, we can harness the power of networking to propel our collective growth and development forward.

[Complete this short online form to sign up!](#)

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## CONNECTING THROUGH CONVERSATIONS (WIB-CTC)

Connecting Through Conversations (CTC) is the Women in Buses Council's networking initiative. The purpose of CTC is to establish new lines of communication between members – one conversation at a time.

WIB members who enroll in the program will be paired randomly with another member. Each pair will find time for a conversation– virtually or in person if you are nearby. These can be one-offs or turn into a regularly scheduled dialog, leading to new opportunities, new or strengthened relationships, and a better understanding of our industry. Members will be introduced to new pairings every quarter, culminating in the program at Marketplace.

If you participated in Round 1 and want to continue, you must sign up again. Join now!

[Watch the introductory video](#)

Passcode: **x8s\$aP+d**



New matches will be sent out at the end of August for a September meet-up. Round 3 registration will begin in the Fall; check the WIB monthly newsletter and this page for updates!

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## **You have questions...we have answers!**

### **How do I sign up?**

Simple! [Complete this short online registration form](#).

### **How does the WIB-CTC program work?**

Enrolled members will be paired randomly with another member. Each pair will find a time for a conversation – virtually or in person if you can. New matches will be sent quarterly, allowing members to continue to engage and expand their networks. The program will culminate at Marketplace.

### **Is this supposed to be a one-time meeting with each connection?**

It can be, but we hope you and your connection will want to continue your conversations even after you get your new matches in future quarters.

### **What do we talk about?**

That's up to you. [We've got some conversation starters](#) if you need help.

### **My schedule's pretty full. What's the time commitment?**

One of the perks of one-on-one conversations is that you only have to coordinate two schedules. May we suggest a WIB Wednesday meetup? You decide the length of the discussion and how often you can meet.

### **Who should participate?**

All WIB members! We hope you'll join us if you're new to the industry or an ABA veteran. Everyone has something that they can offer, and everyone has something they can gain. Not a WIB Member? Join today at [bit.ly/wib-enrollment](http://bit.ly/wib-enrollment).

### **How does this differ from Marketplace appointments?**

These discussions are not intended to be sales/business meetings but rather a chance to get to know other members beyond the appointment tables and trade show floor. It may lead to new business, but that should not be the focus of your initial conversations.

### **What if I already know my match?**

Chances are that you may be paired up with someone you know. But – how well do you know them outside of meetings and mingling at conferences? This is an opportunity to get to know the person and not just the representative of their company.

### **How do I join?**

Registration is quick and easy. [Sign up first](#); you'll be contacted by the end of the current round with your match, and then you're ready!

### **What if I miss the Round deadline or am new to Women in Buses?**

You can still sign up and be added to the mix for next quarter's matchup.

### **[Frequently Asked Questions](#)**

### **[Conversation Starters](#)**

**For additional questions about WIB-CTC, contact Hannah Oliver at [oliver@visitloudoun.org](mailto:oliver@visitloudoun.org).**



American Bus Association  
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