THE IN THE BLACK GROUP™

u: itbg.co

THE Professional Travel Advisor Institute

PTA professional travel advisor

INSTITUTE OF EXCELLENCE

introducing the PTA Institute

the idea

ITBG establishes an accredited Professional Travel Advisor (PTA) learning program through an entity branded as the PTA Institute. The institute would be fully funded through content sponsorships and tuition packages. IC Host agencies, leisure agency consortiums and member travel agencies would bring incremental talent and sponsor opportunities.

conditions and considerations

- there are nine modules in the curriculum, each sponsored by an industry supplier
- each module costs students $100
- entire program, including certification, costs $500
- university accredited version costs $950
- IC Host sponsors given priority access to graduates
- students guaranteed IC Host agency placement with upon certification (fee paid)
- the In the Black Group (ITBG) will lead curriculum development in conjunction with sponsors
- ITBG will coordinate efforts to gain university level accreditation as needed
- sponsored destination residency “semester abroad” type options to be evaluated

(NOTE: price points are illustrative)

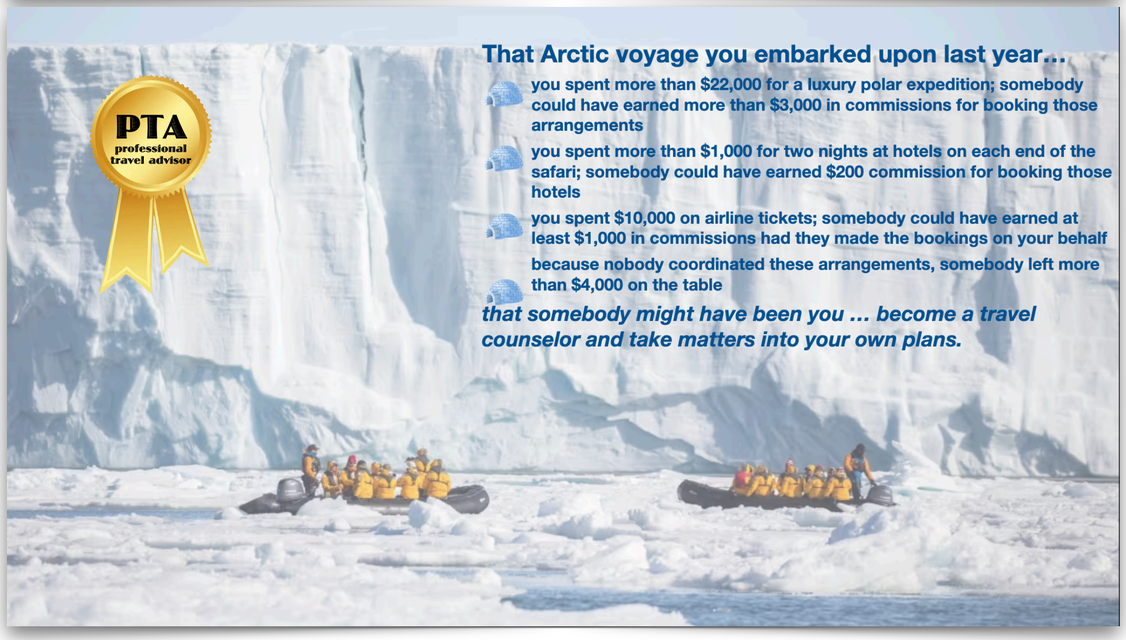


the pitch: taking matters into your own plans



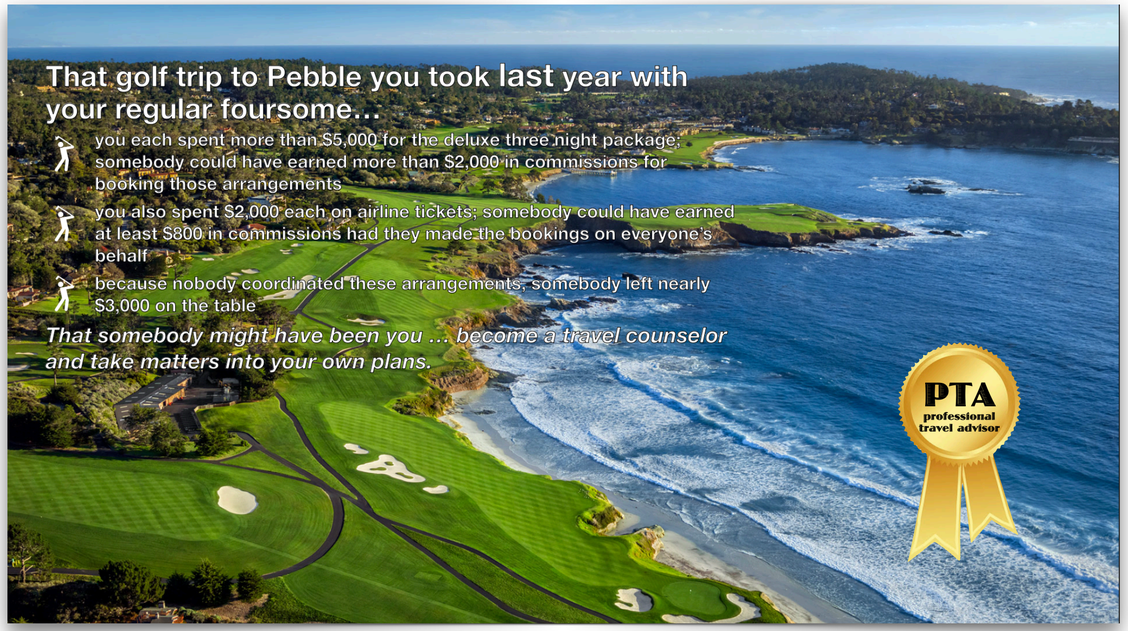






the pitch: taking matters into your own plans









attracting talent



twelve fully hosted job fairs

NORTHEAST REGION
STATES
ME, NY, PA, NH, MA, VT, CT, NJ, RI, DE

Philadelphia
New York City

NORTH CENTRAL REGION
STATES
DC, MD, VA, WV, OH, KY, MI, IN, IL, WI, MN, ND, SD

Washington DC
Chicago

SOUTHEAST REGION
STATES
TN, NC, SC, GA, AL, FL, PR, VI, MS

Miami
Atlanta

SOUTH CENTRAL REGION
STATES
NE, IA, KS, MO, OK, AR, TX, LA

Houston
St Louis

NORTHWEST REGION
STATES
WA, OR, NV, ID, MT, UT, WY, CO, CA, AK

Seattle
San Francisco

SOUTHWEST REGION
STATES
AZ, CA, HI, NM

Phoenix
Los Angeles

learning modules

Curriculum

Instruction

Assessment

Module 1: Destination Awareness

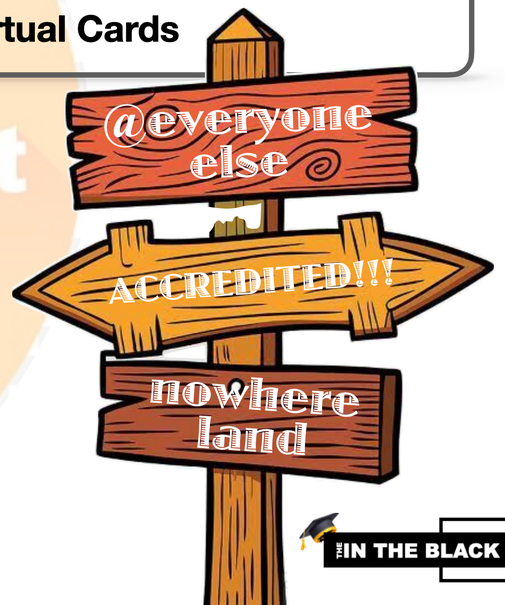
- Western/Eastern Europe
- South/Central America
- Asia/Australasia
- China/Hong Kong/Taiwan
- Koreas and Vietnam
- India and Thailand
- Middle East
- Arctic/Antarctic Regions
- Canada
- United States and US Territories
- Caribbean

Module 2: Services and Support/Infrastructure

- Reservations and Travel Planning Technologies
- Revenue Generation (Air, Hotel, Cruise, Tour Operators, Consolidators, Ground, Destination Management Companies)
- Visa/Passport Services
- Travel Insurance
- Emergency Services
- After Hours Services
- Payment Systems, Consumer and Virtual Cards

Module 3: Sales and Upselling

- Luxury/UHN Sales
- Adventure Travel
- Sports and Entertainment Travel
- Government Travel
- University Travel
- Safari
- Airbnb and VRBO
- Charters and Private Aircraft
- Travel Consortiums and Revenue Management



THE IN THE BLACK GROUP™

learning modules

Module 4: Airlines

- Full Service versus Low Cost Carriers
- Airport Ground Operations and Security
- Loyalty Programs
- Co-branded credit cards
- Alliances
- Service Delivery
- Waivers and Favors
- IC/Host Agency Relationships

Module 5: Hotels/Resorts and Hospitality

- Hospitality Service Delivery and Upgrades
- Catering and Special Services
- Brand management
- Loyalty Programs
- Co-branded Credit Cards

Module 6: Car Rental and Ground Transport

- Airport/City car rentals
- Limousine and On-Demand Services
- Service Delivery

Module 7: Meetings and Events

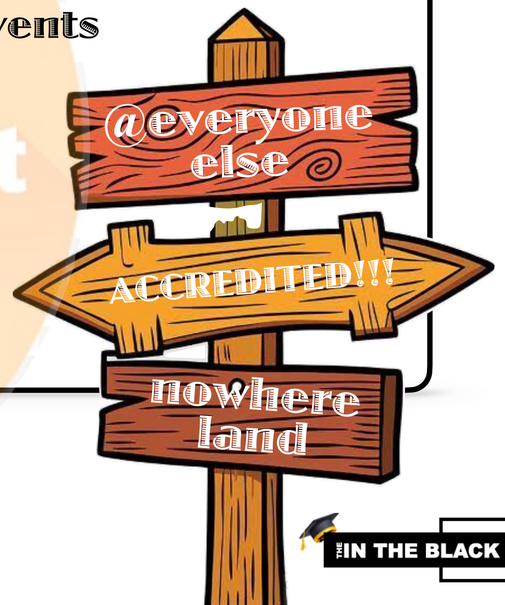
- Destination Management
- Arrival/Departure Coordination
- Event Management
- Small Meetings
- Merchandising
- Catering
- Visitor and Convention Bureaus

Module 8: Cruises

- River Cruises
- Ocean/Sea Cruises
- Sailing Cruises
- Private Charters
- Expedition Cruising (Arctic, Jungle, Fishing)

Module 9: Tour Operators and Consolidators

- Pre-packaged Tours
- Foreign Inclusive Tours (FITs)
- Consolidators and Price Setting



Curriculum
Instruction
Assessment

sample monetization

Sponsors

Package Options

- $100k circle sponsorships
- $5k per module content
- $5k website/newsletter/emails
- $7k webinars
- $8k online conferences
- $6k job fairs access

Tuition

Package Options

- $100 per learning module
- $500 full program
- $950 w/university accreditation
- $100/hour career counseling
- $150/hour course tutoring
- $$$$ job placement options



$950 university accreditation



job placement earnings
(30% Y1 comp)



Ron DiLeo
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