



Steve Gillick
Speaker-Presenter-Traveller

Professional Development Programs and Keynotes*

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**All programs can be delivered as conference Keynotes or Workshops,
as well as in the form of customized Webinars**

- Talking Travel is based in Canada and therefore all words are spelled in 'Canadian'.



Destination Everywhere!

PRESENTING, THE MOST EXCITING DESTINATION IN THE WORLD!

This Keynote or Workshop is customized to your training-geography-destination requirements. Talks are available on any of the 196 countries in the world, as well as the territories, colonies, non-fully independent places and other global destinations. Or choose an area of the world, or a Continent. Talking Travel specializes in *extraordinary* destination presentations and your audience will be dazzled with the visuals, the music, the research and thoroughness, the 'edu-tainment', and the impact. Get out the map and give us a call!

Key words and concepts: Destinations, geography, guide books, map work, interactivity with the audience; fully customizable to your needs.

FALLING OFF THE WORLD: ADVENTURE IS IN THE EYE OF THE BEHOLDER

When you use the word 'adventure' in your sales pitch, the typical client thinks of three main things: 1) Where are the bathrooms, 2) Where am I going to sleep and 3) What am I going to eat. The list continues with concerns about safety, physical exertion, shopping, and more.

And of course there is hard adventure, soft adventure and a hundred shades of adventure travel in between.

This Keynote or Workshop helps define adventure for your clients and then looks into the various types of adventure available either in specific countries or in a chosen area of the world.

We touch on demographics and psychographics but in a very understandable and meaningful way. Cross generational expectations are also covered to drive home the point that adventure, properly defined, is suitable for every age and physical ability. This is a lively talk with lots of visuals, interactivity and a strong destination/geography component.

Key words and concepts: Definition of adventure and all the components and concerns for which your clients will want to know the answers. Destinations, generations, demographics, psychographics, great visuals, educational and fun.



Taking it the Next Level

ARE YOU SMARTER THAN THE AVERAGE TRAVELLER?

Today's traveller is savvy. The trend is to research on the internet and then, fully armed with information, approach a travel professional for the booking. Problem is, what happens when you don't have the destination smarts to keep pace with your clients?

Taking a cue from a popular game show, this is a great Keynote for your conference, or as an active Workshop in your training program. Destination and geography are at times, ironically, two of the least understood skills in the travel industry and therefore we need to do something about it! The session includes a game show component where members of the audience to test their travel knowledge against that of the average traveller. Then with the results in hand, we engage your group in a proactive chat about staying on the cutting edge of industry knowledge, and keeping up to speed with destinations.

This program can be customized for any tourism occupation and involves travel trivia, map work, myth-conceptions and some of the 'darndest questions' that travellers have been known to ask.

Key words and concepts: team building, humour, destination and travel skill training, motivation, post-program excitement and homework challenge, follow-up material for supervisors/managers, and some strategic advice on keeping pace with your clients' knowledge of travel.

NICHE MARKETING: HOW YOU CAN ESTABLISH YOURSELF AS A SPECIALIST

Niche interests can make or break a vacation, whether they are articulated by the client or not. And with over 450 identified niche areas, travel professionals have their work cut out in trying to delve into what the client is actually looking for. Is it a package holiday but with free time to expand their shoe collection? Is it a sunset? How about meditation, or silence, or antiques, food, wine, blue jeans, history or birding?

This Keynote, which can also be presented as an interactive Workshop, identifies niche markets (some of which can be quite unexpected) and helps you to get your client to reveal what really makes their holiday sing! And the best part is that we'll discuss how you can establish yourself as a niche specialist.

Niche interest groups can add to the bottom line of the agency (bricks & mortar or home based), but you have to do some legwork, and detective work on finding them. And then with a combination of research, presentation skills, a bit of tenacity and creativity, you can include them in your list of trusted—and retained—clients. From a destination point of view, we focus on the globe to showcase the most ideal places for some of the top (and some of those unarticulated) niche interests.

Key words and concepts: sales training, humour, psychographic information, team building, motivation, confidence, research tips, post-program excitement and homework challenge, follow up material for supervisors/managers, and strategic advice on how to establish yourself as a 'go to' niche marketing specialist.



THE HIGHER GROUND: MAKING THE PLANET A BETTER PLACE THROUGH TRAVEL

This Keynote considers the role of the travel professional in the context of global events and global change. For those who are thinking of getting into the industry, or those who are questioning why they are doing what they are doing and 'what's next', this session delves into the global issues that can not only stimulate (or re-energize) your passion for the travel industry but also position you as a star in your community.

Travel succession plans include not only how agencies will retain their current clients, but attract new ones. By seeking the higher ground, you can pave the way to involvement, personal satisfaction, and global interaction through travel.

Key words and concepts: destinations, geography, travel trends, psychographics, generational marketing, sales skills, research, post-program excitement and homework challenge, follow-up material for supervisors/managers, and doing your part to care for the planet, which is the product you sell!

Attention Grabbers

TRAVEL SAFETY, TRAVEL SCAMS AND WHAT YOUR CLIENTS NEED TO KNOW

Everyone has a scary travel anecdote about how they or someone they know was robbed, duped, ripped off, fooled and/or taken advantage of. Travel scams have been around ever since the first person 'travelled' but today scam artists are quite sophisticated, and believable. Steve Gillick started collecting scams many years ago and wrote two booklets about scams as well as authoring a travel column for many years called "Scam Watch". He has been featured on television and radio to talk about travel safety; how to recognize when scams are about to take place—and how to avoid them. The bottom line is that your clients will feel safer, knowing 'what's out there'.

This is an educational, sometimes humorous Keynote or Workshop that will cover many contemporary travel scams. There is also an interactive component for members of the audience.

Key words and concepts: travel safety, travel advice, awareness of travel scams and how scam artists work, ideas on how to avoid being scammed, humour, lots of examples, interactivity, post-program excitement and homework challenge, follow-up material for supervisors/managers and strategic advice on how to market your expertise about travel safety to your community.



SOUND FAMILIAR? FAM TRIP FOLLIES, FOIBLES, FRETS AND FAME

- “The travel agent asked if she needed her passport on the Fam to India...”
- “Her husband admitted afterward that he was sort of in the travel industry. He drove a taxi.
- “One agent was quite upset that it was raining in the dry season. She said we should have told her that this could happen”.

Fam trips are THE professional development tool for travel sellers and tour operators, but there are many strange tales that can be told about those who attend Fams, the applications submitted by candidates (if you only sell Antarctica, why are you applying for this Middle East Fam); the sometimes strange questions that experienced travel professionals ask, and some of the other antics that are part and parcel of travel agents actually travelling!

This is a fun keynote address or it can be delivered on an actual Fam, as we explore the humour associated with Fam trippers, but also delve into the actual ROI (Return on Investment) that the Fam host expects, with a look at the rationale for hosting; for accepting YOU on the Fam; and for expecting sales afterward. You will never look at Fams the same way again!

Key words and concepts: Fam trip rationale, how candidates are accepted, how to get the most out of a fam, what to do when you return, how to use this experience to move your sales skyward, humour, interactivity, destinations and map work.

THE JOYS OF TRAVEL: REKINDLING THAT INFECTIOUS ENTHUSIASM FOR TRAVEL

“And the seasons they go round and round/ And the painted ponies go up and down/ We’re captured on a carousel of time/ We can’t return we can only look behind from where we came/And go round and round and round in the circle game”

Who can forget this Joni Mitchell song from 1968, and sometimes we apply the lyrics to our own situation. Whether you have been selling travel for 30 years, 30 weeks or 30 days, sometimes a good pep talk and reminder of why you got into the business in the first place is helpful and needed.

Steve presents a very upbeat Keynote on the joys of travel, the prestige of being a travel professional, the important role that travel professionals play in society; how the very concept of travel has changed over the years, as well as the fun part of the industry. Visuals, humour, music, interaction and a motivating message characterize this session.

Key words and concepts: Pep talk on the joys of travel and the prestige on being a travel professional. Humour, interactivity, music, motivation and fun.



Energizing and Just Plane Fun

MEETING UP WITH LAPTOP LOUIE AND BERTHA THE HUT

On a flight from Toronto to Vancouver, Steve met up with many airline characters with whom he was previously acquainted. There was Sammy Sniffler, who had a cold and sniffed very 30 seconds for the entire five hour flight. There was 'Aisle Be There Alice" who sat on various people's armrests while chatting with business associates and consistently blocking the aisle. And of course there was Laptop Louie who noisily tapped on his keyboard from the second the fasten seat belt sign was turned off until seconds before we landed at destination.

This is a humorous conference Keynote, delivered with high energy and humour, while providing some cautionary advice that travel professionals may pass on to their first time, or hundredth time clients who fly.

Key words and concepts: Relaxation and humour, with some audience interactivity. Includes some behind-the-scenes revelations about flying and provides some great ideas for your agency.

Community Involvement

PLANET PLAN IT: ORGANIZING AN INFORMATION EVENING

An informational event can go a long way not only in bringing awareness of your services to new clients, but also in establishing you as the go-to person when it comes to selling, telling, and marketing travel from the social and fun point of view. We will go through the major check-list of things to get you organized, from who to invite, how to invite, who will speak, how to create an atmosphere of 'travel excitement', how to end the evening on a positive sales note, while at the same time, leaving the attendees with a great feeling of enthusiasm for your products and/or services.

Steve founded the Global Explorers Club in 1996 and passes on his experience in creating memorable themed events. This can be a conference Keynote, a training Workshop or a Webinar.

Key words and concepts: Detailed check-list of action items to set up a travel event; audience interactivity, trouble-shooting guide (what happens if...), fun, education, humour and the net results of telling and selling.



Steve Gillick CTM
President and Active Ingredient
Talking Travel

Steve Gillick loves to travel and loves to talk to people who love to talk about travel! And he's been at it since 1967 when he took a school trip to visit eight European destinations and kept a detailed diary of every day's events and experiences. He even wrote an article for the tour company regarding the benefits of travel in 'shrinking the world' and making it more cohesive and understandable, a theme that has been constant in his writings and presentations since that time.



In 1974, while studying at the University of Toronto, Steve started working as a tour guide, taking classes of students from Toronto to Ottawa, Montreal, Quebec City, Washington, New York and Boston. After obtaining his B.A with a specialty in History, and then his B.Ed, he joined Keating Educational Tours as the Director of Educational Services, and then served as Vice President from 1984 to 1991.

Having had a long association with a summer camp association, Steve became the Director in 1992, and joining the Ontario Camping Association, was named Chair of the Standards Committee in 1994. But the call of travel was too strong and in 1995 Steve took on the role of Executive Director of the Canadian Institute of Travel Counsellors, Ontario, the educational arm of the industry in Canada's most populous province. After several years of dynamic professional development programs, membership growth and positive involvement on the national scene, Steve successfully led the project to amalgamate all of CITC's provincially incorporated associations into one national body. In 2002 he became President and Chief Operating Officer of the new national organization.

Steve continued to pursue his passion for travel, not only during his vacation time but also as an event planner and a leader of familiarization trips. His love for sharing travel education with like-minded people led him to found the Global Explorers Club for industry professionals, featuring informal destination talks, trivia contests, and indigenous food, drink and music.

Steve's presentations at consumer travel shows and industry events started in his days as a tour operator and continue with enthusiastic seminars, webinars, workshops and keynotes to the present day. Steve's style has been described as **energetic, electric, interactive and effective**. He uses highly creative visuals to educate and entertain at the same time. Recent talks have included seminars at the ASTA International Destination Expos in Peru, South Africa and South Korea, the Keynote talk at the International Summit at the ASTA Trade Show in Las Vegas in 2012, college and symposium talks on "The Higher Ground for Travel Professionals", and seminars and webinars on destinations.

Steve authored two booklets on Travel Scams and wrote the Scam Watch column for Canadian Traveller Magazine for five years. In 2010 he was invited to become a regular columnist as "The Travel Coach" with www.travelindustrytoday.com. He is a frequent contributor to www.sellingtravel.net and writes blogs on travel trends and destinations at www.talkingtravelblogs.ca.

In 2012, Steve founded Talking Travel to further exercise his passion for travel, by working with travel professionals to help them appreciate the importance of their role in global society and imbibe their sales and marketing skills with 'infectious enthusiasm'.

To date Steve has visited and explored 65 countries, and over 500 destinations. He is forever completing his first formal book about, what else....travel.