



# GRAY LINE ANNUAL CONFERENCE 2016 AGENDA

## MONDAY, SEPTEMBER 26<sup>th</sup>

8:00am - 9:00am	Board of Directors Breakfast	Room I
9:00am - 5:00pm	Board of Directors Meeting	Room H
10:00am - 3:00pm	Tour and Registration Desk <b>Sponsored by MCI</b>	Hilton Lobby
10:00am - 10:30am	Morning Break <b>Sponsored by Prevost</b>	Break Corridor
12:00pm - 1:00pm	Board of Directors Lunch <b>Sponsored by DataTrax</b>	Room I
3:00pm - 3:30pm	Afternoon Break <b>Sponsored by Prevost</b>	Break Corridor
6:00pm - 8:30pm	Allied Marketplace Set-Up Board of Directors Dinner <b>Sponsored by NG1 Technology Inc</b>	Room G Argentina Steakhouse
8:00pm - 11:00pm	Pop Up Cocktail Hour	Vox Club

## TUESDAY, SEPTEMBER 27<sup>th</sup>

7:00am - 8:30am	Breakfast <b>Sponsored by CH Bus Sales, Inc.</b>	VOX Restaurant
9:00am - 9:30am	All Regions Overview	Rooms H & I
9:30am - 11:00am	North America & Asia Pacific Combined Regional Meetings	Room H
9:30am - 11:00am	EMEA Regional Meeting	Room F
9:30am - 11:00am	Latin America Regional Meeting	Room E
11:00am - 11:30am	Break and Allied Marketplace <b>Sponsored by Prevost</b>	Room G
11:30am - 12:00pm	Opening Remarks & Roll Call	Room H & I
12:00pm - 12:15pm	Host Welcome <b>Gudrun Thorisdottir, Gray Line Iceland</b>	Rooms H & I
12:15pm - 1:00pm	Conference Kick-Off & CEO Keynote <b>Brad Weber, CEO Gray Line Worldwide</b>	Rooms H & I
1:00pm - 2:00pm	Lunch <b>Sponsored by Hold-On Productions</b>	Room B
2:30pm - 7:00pm	Golden Circle Tour <b>Sponsored by DataTrax</b>	Meet in Hilton Lobby
7:00pm - 9:30pm	Reception <b>Sponsored by Palisis/TourCMS</b>	Viking Farm
7:00pm - 9:30pm	Dinner <b>Sponsored by Palisis/TourCMS</b>	Viking Farm
9:30pm	Motorcoaches Depart to Hotel and After Party	
10:30pm - 1:00am	After Party <b>Sponsored by Trust My Travel, Infintech &amp; i Venture Card</b>	The Green Room

## WEDNESDAY, SEPTEMBER 28<sup>th</sup>

7:00am – 8:30am	Breakfast <b>Sponsored by ABC Companies &amp; Detroit Diesel</b>	VOX Restaurant
9:00am - 9:45am	Understanding the Landscape of Travel <b>Douglas Quinby</b> <b>Phocuswright - VP Research</b>	Room H & I
9:45am - 10:30am	2015 Gray Line State of Technology <b>Brett Asbury, Gray Line Worldwide</b> <b>EVP &amp; COO</b>	Room H & I
10:30am - 11:00am	Break <b>Sponsored by Prevost</b>	Break Corridor
10:30am - 11:00am	Allied Marketplace	Room G
11:00am - 12:00pm	Annual General Meeting	Room H & I
12:30pm	Transfer to Blue Lagoon	
1:15pm – 2:30pm	Blue Lagoon Lunch <b>Sponsored by ABC Companies &amp; Detroit Diesel</b>	Blue Lagoon
2:30pm - 4:00pm	Swim in Blue Lagoon <b>Sponsored by Trust My Travel &amp; Infintech</b>	Blue Lagoon
4:30pm - 5:30pm	Transfer back to Hotel	Blue Lagoon
6:45pm	Motorcoachs Depart for Brewery	Hilton Lobby
7:00pm - 7:30pm	Reception <b>Sponsored by Prevost</b>	Bryggjan Brewery
7:30pm - 9:30pm	Dinner <b>Sponsored by AudioConexus</b>	Bryggjan Brewery
9:45pm	Motorcoaches Depart for Hotel & After Party	
10:00pm - 1:00am	After Party <b>Sponsored by Bridgestone</b>	The Lebowski Bar
12:00am	Motorcoach Departure back to Hotel (Round 2)	
1:00am	Motorcoach Departure back to Hotel (Round 3)	

## THURSDAY, SEPTEMBER 29<sup>th</sup>

7:00am – 8:30am	Breakfast <b>Sponsored by Smart Tour Systems</b>	VOX Restaurant
9:00am - 9:40am	Tours & Activities: The Expedia Perspective - <b>Griffin Hanbury</b> Expedia	Room A
9:40am - 10:05am	Tours & Activities: The Tour Radar Perspective - <b>Michael Potscher</b> Tour Radar - CMO	Room A
10:05am - 10:30am	Tours & Activities: The Viator Perspective - <b>Andrew Aley</b> Viator - Regional Director, EMEA	Room A
10:30am - 11:00am	Break - Allied Marketplace <b>Sponsored by Prevost</b>	Pre Function Area
11:00am - 11:30am	The View From Above: Icelandair's Take on Brand & Strategy - <b>Birkir Holm Gudnason</b> , Icelandair - CEO	Room A
11:30am - 12:00pm	Tours & Activities Distribution in the Digital Age <b>Alex Kremer</b>	Room A
12:00pm - 12:30pm	TourCMS: A Look Forward <b>Marc Wieland</b> , Palisis - Group CTO & <b>Brett Asbury</b> - Gray Line Worldwide, EVP & COO	Room A
12:30pm - 1:30pm	Lunch <b>Sponsored by NG1 Technology Inc &amp; iVenture Card</b>	Room B
1:30pm - 3:00pm	Strategy & Branding: Gray Line's Foundation <b>Brad Weber</b> – CEO, GLWW <b>Brett Asbury</b> – EVP & COO, GLWW & <b>Chris Torres</b> – CEO, Senshi Digital	Room A
3:00pm - 3:30pm	Break - Allied Marketplace <b>Sponsored by Prevost</b>	Pre Function Area
3:30pm - 4:30pm	Game Show and Beer Bar	Room A
4:30pm - 5:00pm	Executive Session - BOD ONLY	Room C
5:15pm	Motorcoach Depart for GL Iceland Garage & Office	Hilton Lobby
5:30pm - 7:00pm	Motorcoach Reception in Gray Line Garage & visit GL Iceland <b>Sponsored by NG1 Technology Inc, &amp;Volvo</b>	Gray Line Garage
7:00pm	Motorcoaches Depart for NASA Farmhouse	
7:30pm - 10:00pm	Dinner & Awards <b>Sponsored by MCI</b>	Nasa Farmhouse
10:00pm - 1:00am	After Party <b>Sponsored by Senshi Digital</b>	Nasa Farmhouse
10:00pm	Motorcoach Departure back to Hotel (Round 1)	
12:00am	Motorcoach Departure back to Hotel (Round 2)	
1:00am	Motorcoach Departure back to Hotel (Round 3)	