

Welcome to Philadelphia and the 2025 NFTGA Convention

January 29th-31st. (With a post tour option on February 1st)

DRAFT CONFERENCE AGENDA

Wednesday, January 29th

- 9-1pm NFTGA Board and Delegates Meeting (Independence Park Hotel)
- 1-4pm Arrivals: APT Guided walking tours will leave from hotel
- 4pm Afternoon snack at hotel
- 4:30-5:30 Welcome @ Carpenter's Hall: Michael Norris Executive Director; Mark Stephens Docent
- 5:45-6:30 APT Guides will escort groups to Moshulu (tour of 2nd street to Spruce)
- 6:30-9:30 Dinner- Moshulu History (Restaurant) Welcome Speaker Visit Philly

Thursday, January 30th

- 6:30-8:00 Hotel Breakfast
- 8:15 Depart for City Hall Founding Footsteps Trolley
- 9:00-10:30 Conference kick-off: APT Committee/NFTGA Board Mayor, Philly 2026
- 10:30 Break
- 10:45-11:45 Joe Jamison from Visitable: Disabilities
- 12-1:15 Lunch in Conversation Hall by CAMPOS
WFTGA: Japan 2026 (Maricar and Sebastian)
- 1:30-2:30 Mersine Florio-Boston Tour Guides "Organization Management and Training"
- 2:30-3:15 Ronnie Frey-Chicago Tour Guides- "Marketing using Social Media"
- 3:30-4:30 City Hall Tour
- 4:45-5:30 Board Trolley for Picture Stop at "Rocky Steps"
- 5:30-6:45 Return to Hotel: Snack and Wine and Cheese Reception
- 7:00-9:00 Dinner La Famiglia

Friday, January 31st

- 6:30-8:00 Hotel Breakfast
- 8:15 Depart for City Hall Founding Footsteps Trolley
- 9:00-10:00 Lisa S Curtin-COMPASS US-Accountants and Advisors
- 10:00 Break
- 10:15-11:15 Sebastian Frankenburger Using AI to create tours
- 11:15 Break
- 11:30-12:30 Mitch Bach Trip School "The Tour Guide Makeover: How to Market Yourself and Stand Out From the Crowd"
- 12:30-1:00 Questions/Panel Discussion
- 1:00-2:00 Reading Terminal Market
- 2:00 Conference ends Free time to explore Philadelphia on own

Saturday, February 1st

Optional Post Tour: Valley Forge (includes lunch)