

CONFERENCE AGENDA

Wednesday, January 29th

- 9-1pm NFTGA Board and Delegates Meeting (Independence Park Hotel)
- 1-4pm Arrivals and Conference Registration at Independence Park Hotel
- 1-3pm APT Guided walking tours. Depart from Lobby 1,2,3 pm
- 4:30-5:30 Welcome @ Carpenters' Hall: Michael Norris Executive Director
- 5:45-6:30 Escorted walk by APT guides to Moshulu
- 7:00 Welcome-Councilman Mark Squilla
- 6:30-9:30 Dinner- Moshulu

Thursday, January 30th

- 6:30-8:00 Hotel Breakfast
- 8:15 Depart for City Hall Founding Footsteps Trolley
- 9:00-9:15 Welcome: NFTGA President; NFTGA Committee
- 9:15-9:45 Kathryn Ott Lovell President & CEO Philadelphia Visitor Center
- 9:45-10:30 Juan Rivera-Mata, PHD: "The Spanish influence on the Revolution"
- 10:30-10:45 Break
- 10:45-11:45 Joe Jamison from Visitable: "Introduction to Disability Inclusion & Awareness"
- 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 of DoorwaysOfChicago.com "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: 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
- 9:00-10:15 KEYNOTE Speaker: Sebastian Frankenburger, President WFTGA "AI for Tourist Guides: How to Use It for Research and Tour Design, Communication with Clients, and to Professionalize and Improve the Business"
- 10:15 Break
- 10:30-11:30 Bill Caldwell-COMPASS US-Accountants and Advisors, "Don't Leave Money on the Table"
- 11:30 Break
- 11:45-12:45 Mitch Bach Trip School "The Tour Guide Makeover: How to Market Yourself and Stand Out From the Crowd"
- 12:45-1:00 Final Questions/NFTGA New Board and 2027 Conference Reveal
- 1:00-2:00 Lunch: Reading Terminal Market
Conference ends Free time to explore Philadelphia on own

Saturday, February 1st

Optional Post Tour: Valley Forge with lunch at historic Black Powder Tavern

PLEASE NOTE: We estimate to get back into the city by 3pm. Flights should be made no earlier than 5pm.