



Headlining Keynote Named: Greg Stielstra



WRTA has named Greg Stielstra, the marketing director behind *The Purpose Driven Life*, the fastest-selling hardcover book in American history and a faith-based marketing phenomenon, as the

headline speaker at this fall's celebrated event. Stielstra is also best known as the author of *Faith-based Marketing: The Guide to Reaching 140 Million Christian Customers* (HarperCollins, 2005) and *PyroMarketing: The Four Step Strategy to Ignite Customer Evangelists and Keep Them For Life* (Wiley, 2009).

Stielstra is an innovative thinker, speaker, consultant and author. An expert in word-of-mouth, faith-based, and social network marketing, he speaks regularly at Word of Mouth Marketing Association conference and numerous other events including AdTech New York and the prestigious Forbes CMO Summit. His work has been covered by *The Economist*, *Advertising Age*, *Point Magazine*, *Business Week*, *Forbes*, *Wireless Age*, *Knowledge at Wharton*, the *Wharton Leadership Journal*, and the book *9 Minds on Marketing*.

We are very excited to welcome Greg to our Expo.

[Full release](#)

[Greg's Biography and Book Information](#)

Enjoy the Expo in 102 Seconds...

Quick Expo Updates

Events have been added to the [schedule](#).
Our newly announced [keynote speakers](#) will really impress.
Did you attend Expo 2008? Are you in the [slideshow](#)?
Why should you [get to Reno early Saturday](#)?
Pick your [educational sessions](#) before you arrive!
[Register](#) for the Expo today.
Have [questions](#)? [Ask us!](#)



Exhibitors of the Week

In each Expo Buzz, we like to show the quality of exhibitors we will have at the Expo by highlighting different companies each week. We are looking forward to meeting everyone and hope you are too!

The ACA & Tourism/Bethlehem will guide you through your quest. Whether you want to visit a country or prefer a regional tour throughout Israel, the Palestinian Autonomous Territories, Egypt or Jordan we can tailor any trip to your taste and pace. [website](#)

At **CIE Tours International**, quality is our focus. We insist on state-of-the-art luxury coaches; prompt and pleasant customer service; and the best hotels, visits and entertainment. [website](#)

The Shrine of Christ's Passion is an interactive half-mile winding pathway that begins with the Last Supper and Garden of Gethsemane. You then journey through the Passion of Christ as depicted in the Stations of the Cross. [website](#)

7TUR Tourism Ltd. is one of Turkey's leading Business Travel and Destination Management Companies with 28 years of experience. We emphasize creativity, cost-efficiency and commitment to our clients, providing only the best in accommodation, transportation, entertainment, seminars, tours, special events and more. [website](#)



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Can't Join Us in Reno?

Create a presence through advertising. Advertise in the Official Expo Program to ensure your brand is remembered by all expo attendees. The program features:

- Expo Schedule
- Exhibitor List
- Educational Sessions
- Attendee directory - making it a year long publication
- Expo Map

But hurry...limited space is available - book by Sept. 15 to be included.

For more information about advertising, contact Kami Risk at 888-255-WRTA (9782) or 859-226-4402; or email Kami at sales@WRTAstaff.com.

New Logo Unveiled for Expo Theme "Make 2010 Your Best Year Ever"

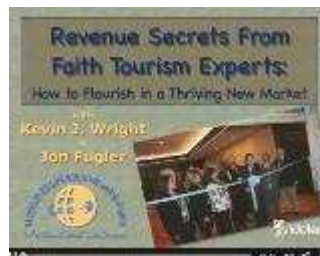
WRTA is thrilled to debut its logo for this fall's World Religious Travel Expo. The new logo unveiling follows Expo's recent announcement of its fall theme: *Make 2010 Your Best Year Ever*. As the official symbol of Expo 2009, you will see this logo in upcoming expo communications, and on the expo tradeshow floor, general sessions, educational seminars, and other event functions. The logo and theme is an ever-constant reminder to "*Make 2010 Your Best Year Ever!*"



Annett Bus Lines has become one of the most respected motorcoach companies in North America. Family Tradition is what drives our business, and our fleet of 55 motorcoaches will travel more than 3.3 million miles this year. [website](#)

Expo 2008 Highlights Webcast Released "Revenue Secrets from Faith Tourism Experts"

You can now experience and relive highlights of Expo 2008 in the newly released webcast entitled "Revenue Secrets from Faith Tourism Experts." In this [55-minute webinar](#), discover sales, marketing, PR, product, and operational insights from top authorities in the world of religious travel and hospitality.



Expo Tip of the Week Get the Biggest Bang for your Buck

As you know, WRTA and NTA are co-locating their conventions this year in Reno, however, did you know WRTA suppliers/wholesalers/destinations and WRTA buyers can access select NTA functions with the NTA add-on options? Build your portfolio by [adding-on NTA options!](#)

- **\$220 NTA Add-on:** For Travel Wholesalers/Tour Operators who want appointments with Tour Suppliers at NTA. Subject to NTA approval.
- **\$545 NTA Add-on:** For Wholesalers/Suppliers/Destinations who want access to NTA Convention Mall and education. Does not include appointments with NTA Tour Operators. Subject to NTA approval.
- **\$825 NTA Add-on:** For Wholesalers/Suppliers/Destinations who want to have appointments with NTA Tour Operators. Subject to NTA approval.

Personal Note from WRTA President

Dear Faith Tourism Friends & Colleagues,

You're in for a big treat this fall at Expo. Never before has the travel industry been addressed by the top faith-based marketing authority in North America- Greg Stielstra. This is a first!

In preparation for the Expo, as well as for the benefit of your own faith-based travel program - I'd suggest purchasing a copy of Greg's newly published book Faith-based Marketing (www.faithbasedmarketing.com). It is a tremendous resource and will greatly impact the way you serve the religious market.



Another book of Greg's to check out is *Pyromarketing* (www.pyromarketing.com). I read this book about a year ago - and it's one of the finest business books I've ever read. It's a must.

Greg is thrilled about addressing our Expo this fall - and he very much looks forward to meeting you in person.

See you in 3 months in Reno!

Best Wishes,

Kevin J. Wright

WRTA President

P.S. If you want to catch Greg in action, [watch one of his live performances](#).

Forward
to a Friend >