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FOR IMMEDIATE RELEASE

**OMCA ANNOUNCES KEYNOTE SESSION FOR THE 2008 CONFERENCE AND MARKETPLACE**

OMCA announced today that the keynote speaker for its annual Conference and Marketplace will be Bill Tibbo and the session will focus on crisis management. In today's environment it is more important than ever that companies handle crisis situations in the most professional manner possible and this session will ensure members are prepared for any eventuality.

The OMCA Tour Operator Council and the OMCA Educational Tour Operator Committee both focused on crisis management during their meetings in early 2008 and suggested that OMCA consider developing a session during the OMCA Conference and Marketplace to ensure that our members are prepared for crisis situations. This session is designed to do just that. Crisis situations in corporations are predictably unpredictable. We know bad things can happen. We simply do not know what it will be or when it will occur. Through a series of critical incident management services such as defusing, debriefings and executive consultations, Bill has assisted some 200 corporations annually, to come to terms with the crisis and come out the other side with greater insight.

As a Corporate Clinical Consultant and Disaster Management Specialist, Bill has had the honour of leading post disaster debriefing teams into sites which have experienced exceptional catastrophes. Events such as the earthquake in Istanbul in 1999 and the World Trade Centre attack in NYC, September 11, 2001, afforded Bill and his team the opportunity to assist corporate leaders and their employees through a process of personal recovery and business rejuvenation.

The OMCA Conference and Marketplace is the premier event in Canada where domestic North American planners and providers of packaged, group and F.I.T. travel meet to develop new tour ideas. It will be held October 18-22<sup>nd</sup> at the Doubletree by Hilton, Toronto Airport and the keynote session is on Sunday October 19<sup>th</sup>. In 2007 there were over 21,000 appointments and 99% of delegates booked business as a result of the Conference and Marketplace. Suppliers must be members of OMCA to attend and non member buyers can attend through the guest buyer program. For information on attending contact OMCA at [info@omca.com](mailto:info@omca.com) or (416) 229-6622 or visit the OMCA website at [www.omca.com](http://www.omca.com).

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*Founded in 1929, the OMCA is a full-service trade association representing 80 bus operators, over 100 tour operators and over 700 affiliated sellers to the group tour industry including attractions, destinations, hotels, and retail outlets across North America. Operator members provide scheduled intercity, charter, tour, school bus, contract, shuttle, airport and transit services. The OMCA works with all levels of government to outline the industry's contributions and concerns regarding a seamless, sustainable public and private passenger transportation network.*

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