

**What makes a successful event?**



# ADRIAN

**IS THE DIFFERENCE**

Adrian is the most in-demand professional speaker, Author, and Master Business Coach for the Travel and Tourism Industry.

*TA Fastrack* Speakers Kit

**Are you an event organiser?**

Take a look at these...



**Adrian Caruso**, our CEO and Master Business Coach is available to speak at your next conference. Adrian will give you an inspiring yet effective presentation to get delegates **'Fastracking'** their travel business or personal life... guaranteed!

One of the things that makes the difference is unlike many other keynote speakers preaches what he has practiced in a multitude of Travel Businesses. Adrian is a **motivating, passionate and entertaining professional speaker** with over **50** years association and more than **16** years direct association with the Travel an tourism industry. Adrian knows how to ensure he leaves a **practical, powerful and profitable** impact on your audience.

Adrian has **shaped hundreds** of **Travel Business** owners, managers, supervisors and consultants **professional and personal lives** for the better. He knows how to deliver and speak in way that **entertains, educates and excites**.

Very convincing & powerful presentation, yet very easy to digest!  
**Peter Mroz - Contal Travel NSW**

Discuss with Adrian about your specific event needs. Adrian will customize a presentation for your travel businesses needs.

**SPEAK**



## ABOUT

Adrian has been in and around travel agencies since the day he was born literally. His father, **Sir Carmelo Caruso OAM** established one of Australia's first travel agencies, **Caruso's Travel back in 1950**. After finishing high school, Adrian completed his Bachelor of Business at the Queensland University of Technology, with majors in Accounting, Management and Marketing.



After working for his fathers travel company for several years, Adrian became Australia's youngest travel franchisee in 1992 at the age of 23. He opened Traveland Carindale (now Travelworld Carindale and still operating) in QLD's largest shopping centre, Westfield Carindale. He then progressively opened travel centres throughout Brisbane and Cairns to become one of Traveland's largest franchise operators.

Adrian was also a pioneer in the Internet travel industry by launching one of Australia's first travel websites. Which was one of the most profitable travel websites in Australia (based on return on investment), with a client e-mail database of over 35,000.

Seeing the lack of profitability in the travel and tourism industry, Adrian has taken the opportunity to set up **TA Fastrack** to share his vast expertise in owning and operating some of Australia's most successful and profitable travel centres. TA Fastrack which stands for '**Travel Agents Fastrack**' to profitability, now offers a vast range of profit building solutions to the travel and tourism including Australia's first travel business Business Coaching program. He is also author of several books, CD's and the revolutionary travel agents guide and manual, the **TA Fastrack Profit System**.

Adrian presents a regular series of seminars and workshops to the travel industry throughout Australia, New Zealand and Asia. His message is strong, motivating, easy to understand and most of all relative to the industry.

Adrian is no ivory tower theorist from a generic training or consultancy company that specialises in every type of business. Adrian is a 'hands on' travel agency operator, marketer, strategist and business coach who has been in the travel industry since the day he was born. He is a person who has been there and done it himself in the travel industry. Very successfully may we add.



# OUTCOMES

***Fastrack you profits...***

1. **Catapulted** one Travel Agencies sales by **300%**
2. **Increased** one agencies profit by staggering **350%**
3. Graduate degrees in **Business Management, Marketing and Accounting**
4. **Director and Master Business Coach of TA Fastrack** a leader in consulting and coaching for the Travel and tourism industry in Australasia.
5. **Nominated** for NITA 'Best Agency Support Service'
6. Hosted successful **Radio Travel** shows for 4BC Brisbane reaching 1000's of listeners
7. Founder and **author** of the successful **TA Fastrack Profit System** which has made 100's of clients **\$1000's of dollars**.
8. Has personally **delivered** motivating and inspiring speeches and seminars to 1000's of people.
9. Has worked on numerous **projects** in excess of 10 million dollars
10. Has read at least **100 business**, personal/professional development books each year for the past 12 years. Listens to an additional 30-50 business books on tape each year as well.

## **When you use Adrian as a speaker at your conference...**

- Presentation design
- Industry research
- Production of a comprehensive master handout
- Meeting or Tele-conference with the conference organisers
- Conduct session questionnaire with key conference participants

## **The Presentation - Stimulate, Involve, Provoke, Inspire and Entertain**

- Full presentation with heaps of practical, ready to use slides - not a boring PowerPoint presentation
- Professional conference presenter
- Highly motivational, interactive, entertaining and stimulating workshop or presentation

## **Post Presentation - Reinforcement of the key messages for 12 months**

- **Unlimited access** to the TA Fastrack Web site Resource Centre
- **One on One Telephone Access** for participants for the following 12 months
- **12 month subscription** to "TA Fastrack e-newsletter" for each participant

## **Other things to consider...**

- Business class air-fare over 4 hours travel, Travel arrangements, meals and accommodation where required would be provided by the Client.
- Cancellation within 30 days - 50% of the fee is non-refundable.
- 50% of the fee is due upon booking the presentation date.

## **Adrian has a No Risk 100% Money Back Guarantee...**

We guarantee every one of our presentations with a 100% Money Back guarantee, so you have peace of mind knowing that you are not only getting great value for money, but also a positive result that will have a impact on your bottom line. Our guarantee is simply this; ***If you are not totally happy and delighted with the result or outcome of your conference, event or workshop- we will refund your money in full!***



# Fastrack TOPICS

## Strategic Planning

- Strategic planning and Operational profit improvement
- How to Fastrack your Profits in 2006
- Business and Marketing plan development
- Mergers, Acquisitions, Sale and Valuation
- Niche & Positioning Strategies
- Corporate Account Sales, pricing, marketing and management

## Sales & Customer Service

- Reengineering your Sales Processes for Maximum Profit
- Sales Made Simple - Coaching and Mentoring - Program for Reps.
- Raving Fans Customer Service and Sales Training
- High End Market Sales and Marketing
- Phone Power - Boosting profits using the phone
- How to successfully charge service fees
- How to become the most profitable travel consultant...EVER

- How to sell on value not price
- How to get more sales from your agents
- How to sell to the luxury travel market

## Marketing

- Marketing & Promotions
- Effective Web and Email Marketing
- How to supercharge your Direct Mail

## Human Resources / Team

- Training Program design and implementation
- Total Team - Motivation, Results and Team Building
- Employee Incentives & Compensation Systems
- Recruitment, Induction & Training
- System Optimisation

## Management

- Management / Leadership Development & Training
- Time Management Mastery
- Personnel Management

Adrian can additionally extend to you the option of one or all of these conference items for a small additional investment to ensure delegates are inspired long after the event.

- **E-mail teaser campaign** prior to the presentation
- Create the '**Fastrack ideas book**' from your delegates
- **Profit generating articles** prior to the conference
- Remain at the conference the whole event
- Execute a '**one-on-one business coaching session**'
- Facilitate a '**FASTRACK LUNCH**' with the peak performers
- **Coaching**—Personal and professional
- **Weekly Business and Personal Success Tips**
- **Reinforcement Cards** on the topics
- **E-Book production of the event presentation**
- **Password Member Login** Access to over 80 articles from [www.tafastrack.com](http://www.tafastrack.com) and leading business and travel industry consulting, coaching, training companies.
- **Presentation Download**
- **Mini refresher courses**
- **Q & A Fastrack Sessions** via email with Adrian for the next 12 months

Great!

Rodney Speck - Watchtower Travel NSW



# 6

## Reasons to book **Adrian** for your next event

**1:** Experienced Travel Professional with over **16 years experience** in the travel industry. Adrian Caruso is undoubtedly one of the most successful and respected travel agency operators in Australia.

**2:** You will not be listening to a Speaker who has never worked and been successful in a Travel Agency or been a travel consultant themselves.

**3:** Author of the **TA Fastrack profit system** used by hundreds of Travel Agencies Australia wide.

**4:** Practical Benefits. Adrian delivers **practical, profitable** and **proven** concepts and tools to use every day.

**5:** Adrian is a **natural entertainer** with a **flair** and **passion** for presenting as he draws from a proven track record in the industry, press, radio, seminars, workshops and presentations.

**6:** Compare **Adrian's experience**. No one in Australia comes even close to the experience Adrian has had in the travel industry.

### How to book Adrian for your event

1. Speak with the team at TA Fastrack to finalise a booking fee, have any queries answered or additional information supplied. We will send you Adrian's Speaker Kit, profile, testimonials, booking form. everything you need to make a decision.
2. Complete a booking form.
3. Receive a letter to confirm the booking including event details, booking fee, travel and accommodation arrangements, and use of marketing collateral. With the letter we will send you a CD containing media information, high resolution images, sample introduction, AV requirements. everything you need to organise your event.
4. Upon booking Adrian Caruso to speak at your event, a 50% deposit is required. The remaining payment is the due at event time.
5. Prior to your event, Adrian will get in touch with you to determine your exact needs and expectations for his presentation. He will prepare a questionnaire for you to ensure his presentation will meet your event objectives.
6. A media release will be sent out during the week of the event to announce and promote not only Adrian Caruso but also your event and organisation (unless otherwise specified by you).
7. You will also receive a phone call from the TA fastrack team shortly before your event to confirm event details and make final arrangements where necessary.
8. On the day, Adrian will be at the desired venue at least one hour prior to his presentation and will stay around afterwards to network with attendees.
9. It doesn't end there. We will be in touch after the event to ensure you were completely satisfied.



## TA Fastrack Profit solutions

The most comprehensive Travel Agents Marketing Profitability Manual available...

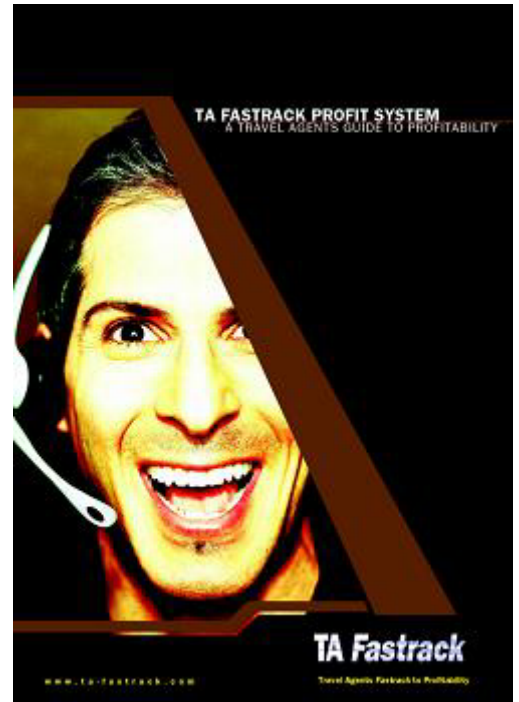
**Get your hands on the travel agents manual that has generated millions of dollars in travel bookings!**

Want to *Fastrack* your profits in 2005 ? Want a comprehensive manual that shows you exactly how to constantly make a profit every month even in the worse trading conditions ?

Due to an overwhelming demand from the travel industry, we are pleased to have developed the most **comprehensive Travel Agents Profitability & Marketing System** available in the industry, guaranteed to *fastrack* your profits to incredible levels....2004 and beyond.

A must have for **EVERY** Travel Agency owner, operator or Travel Manager who is serious about *fastracking* their profits, it is written and developed by one of Australia's most successful and profitable travel agency operators Adrian Caruso. Now CEO and Team Leader of industry profitability consultants and coaches, **TA Fastrack**, the **500+ page manual** and system is written in easy-to-read everyday English, is simple and easy to use in your own agency to get you immediate results.

**'This is every travel agents guide to *Fastracking* their profitability'  
100's have now been sold world-wide**



## Clients



What a wonderful investment in my time! Just fabulous and worthwhile!  
**Amanda Dresser-Sullivan - Dynamic Travel Group**

All my prayers (thoughts!) have been answered! Thank you Adrian!  
**Mark Swift - The Global Connection**

'Was excellent. Many simple and easy ideas to produce results.'  
**Anne Bain - Cleveland Travel**

Thank you for your amazing ideas and information! Well presented and timed !  
Well done Adrian !  
**Daniel Beard - Harvey World Travel Bankstown**

'Very refreshing to see and hear an experienced travel industry professional trying to increase the standard and professionalism in the industry'  
**Malcolm McDonald - Quest Travel**

'Extremely 'realistic' approach'. Easy to understand. Points are simple but effective if implemented'  
**Tony Williams - Jetset Ringwood**



# Proven Fastrack Record

## Companies who have profited from Adrian's services

### Suppliers – Australia

Abercrombie & Kent  
China Southern Airlines  
Club Med  
Coral Seas Travel  
Fiji Visitors Bureau  
Grand Hotels International  
Harbour Jet  
Jalpak International Oceania  
Jet Around Holidays  
KLM Royal Dutch Airlines  
Malaysia Airlines  
Middle East Tours (Australia)  
MSC Cruises  
Online Travel Corporation  
Orient-Express Hotels  
Peppers Retreats & Resorts  
Shangri-La Hotels and Resorts  
Spree Holidays  
Medina Serviced Apartments  
cruisagents.com.au  
Walt Disney Parks & Resorts  
BreakFree Resorts  
Sydney HeliTours  
Tourism Tasmania  
Travelodge Hotels  
Travelspirit Group  
Virgin Atlantic  
Adelphi Hotel  
Executive Destinations/Turtle  
Holidays  
Todax Consultancy Group  
Borneo Holidays  
The Horizon at Mission Beach  
Flag Choice Hotels  
Destination Sales & Marketing  
Consolidated Travel  
Great Southern Railway  
Kangaroo Island SeaLink  
Kirra Tours  
Eastern Eurotours  
Air Australia  
Pulse Holidays Pty Ltd  
KEA Campers  
Helen Wong's Tours  
Vibe Hotels  
Swissotel Sydney  
South Australian Tourism  
Commission  
Waratah Adventures Tours  
Bill Peach Journeys  
Middle East Tours (Australia)  
Reel Travel Marketing  
Peregrine  
ixplore  
BreakFree Resorts  
Euroscape Pty. Ltd  
Flag Choice Hotels  
Contours Travel  
Rail Plus  
Vietnam Airlines  
Creative Holidays  
Orient Pacific

### Suppliers – New Zealand

Air New Zealand  
Kumuka Worldwide  
Grand Hotels International  
talpacific Holidays  
Gullivers Holidays  
Hotel Grand Chancellor Auckland  
Airport  
Island Hopper Vacations  
Walshes World

Active Asia Limited  
Grand Hotels International  
Eurolynx Travel Limited  
Grand Hotels International  
The Chancellor – Wellington  
James Cook Hotel Grand  
Chancellor

### Clients Australia - Travel Agents QLD

Bountiful Travel & Tours  
Cleveland Travel  
Gateway Travel  
Global Active Travel Pty Ltd  
Oxley Travel Centre  
Stewart & Sons Travel  
Tourism Queensland  
Travelscene Maryborough  
Travelscene Executive Travel  
Donna Barlow Travel  
Gateway Travel  
Gay Adamson Travel  
Global Fares & Conferences  
Integrity Travel  
Travel Dreams  
Travelscene @ Sina World Travel  
Travelworld Coffs Harbour  
Travelworld Carindale  
Harvey World Travel Albany Creek  
Harvey World Travel - The Gap  
Maleny Travel  
Travellagain  
Jet Around Holidays  
Jetset Travel  
MTA Travel  
RCI Pacific Pty Ltd  
Skelton Travel  
The Travel Studio

### NSW

Escape Travel  
Ursula King Travel  
Goway Travel  
The Surf Travel Company  
Meadow Travel Service  
Power Travel Marketing  
Kumuka Worldwide  
MLT Travel  
Caringbah Travel Service  
Sports Travel  
Jetset Travelworld Ltd  
Jetset Travel Newcastle  
Jetset Lane Cove  
Thrifty Travel  
Pinpoint Pty Ltd  
Travel Blitz Pty Ltd  
Travelticket  
Mobile Travel Service  
QLD Travel Centre Parramatta  
QLD Travel Centre George St  
Spencer Travel  
2UK  
Macarthur Travel Pty Ltd  
Interline Reservation Service  
Landmark Travel  
macarthur travel  
Grafton Travel  
Charming Tours  
Ananda Travel Service  
Netlink  
Interline Reservation Service  
Travelworld Gosford

Travelworld Bathurst  
Travelworld Roselands  
Piccadilly Travel Service  
Harvey World Travel Figtree  
Tourism Queensland  
Travelworld  
Harvey World Travel Randwick  
Harvey World Travel Liverpool  
Havery World Travel Chatswood  
Harvey World Travel Winston Hills  
Piccadilly Travel Service  
Surf Travel Company  
Meadow Travel Service  
MLT Travel  
Travelscene American Express  
Horsley Park  
Macarthur Travel Pty Ltd  
Reliance Travel  
Sydney Express Travel  
The Australian Travel & Trading  
Company  
Tobaraoi Travel  
Tramada Systems  
Travelworld Pty. Ltd  
M & G Travel Pty Ltd  
Intermedia Travel Consultants  
Jade Express Travel  
Moray Travel Company

### Victoria

Flight Centre  
Cedarjet Travel Pty Ltd  
CRUISE CONSULTANTS  
Adelphi Hotel  
White Travel P/L  
BTI Australia  
Touchdown Tours  
Travel Marketing and Automation  
Services p/L  
Executive Destinations/Turtle  
Holidays  
Mekina @ Associates Travel  
Travelworld Mentone  
Travelworld Clifton Hill  
TS Travel Corporate  
Cedarjet Travel Pty Ltd  
ATE TRAVEL  
Travel Power  
Time Travel Pty Ltd  
Impex International Travel  
Minna Travel  
Arjenta Travel  
Armada Travel  
Balnarring Travel Shop  
Da Vinci World Travel  
Host Travel  
International Travel Services  
Lifestyle Travel Ballarat  
Breakaway Int Travel p/l  
Harvey World Travel Sunbury  
Corowa Travel Link  
Transair International Travel  
Caribbean Destinations  
Jet Around Holidays  
Travelscene @ Highton Travel  
Travelscene Albert Park  
Travelscene St Kilda  
Travelscene Mt. Waverley  
Travelscene on Eastern Hill  
Travelscene Westernport  
Jetset Warrnambool  
Jetset Belgrave  
Jetset Richmond  
Jetset St.Kilda Rd.

Jetset Ringwood  
Jetset Ballarat  
QTC Melbourne  
YHA Travel  
Sportsnet Holidays  
Jigsaw Travel  
Jordan Travel  
K.K. Travel  
The Travel Company  
Travel Works International  
Travelcall  
Danube Travel

### South Australia

Travelworld Edwardstown  
Travelworld Salisbury  
Travelworld Mt Barker  
Travelworld Ceduna  
Travelworld Pty. Ltd.  
Travelworld Port Lincoln  
Jetset Muarry Bridge  
Jetset Port Adelaide  
Jetset Grenfell Street  
Jetset Modbury  
Jetset Gawler  
Jetset Norwood  
Jetset Marion  
Jetset Hyde Park  
Jetset Victor Harbor  
Aussie Flight Centre  
Dependable Travel Service  
Driveaway Holidays  
Venture Holidays  
Argyle Travel  
Travelaffare Blackwood  
YHA Travel  
SAVINGS & LOANS  
TRAVELCENTRE  
The Travel Planner  
All Occasions Travel  
SAVINGS & LOANS  
TRAVELCENTRE  
Travelhouse Group  
TRAVEL EXTRA  
Rintoules Bus & Travel Service  
BAROSSA TRAVEL  
SA Visitor & Travel Centre  
Golden Ball & Global Travel  
Airborne Travel and Tours

### Western Australia

Harvey World Travel - Broome  
Allied Travel  
Broadway Travel  
Carine Travel Bug  
Floreath World of Travel  
Go New Zealand  
Jetset Northlands  
Kensington Travel  
Merizzi Travel Service  
Margaret River Holidays  
Mountain World  
Northline Travel  
Santoso Travel  
Solutions for Travel  
STA Travel  
Total Travel (WA)  
Travelscene Hay Street Perth  
Travelscene AMEX Pinjarra  
Travelworld Albany  
Travelworld Bullcreek  
Trio Travel  
United Travel Leederville



# Adrian Caruso—Booking Form

Please fill out the details below and fax or email the form to **TA Fastrack** on 07 3630 1298 or via email: [email@ta-fastrack.com](mailto:email@ta-fastrack.com) and one of our Team Members will be in contact to discuss your event needs and requirements within 48 hours.

## Contact Details

<b>Contacts First Name:</b>
<b>Contacts Last Name:</b>
<b>Title:</b>
<b>Organisation:</b>
<b>Phone:</b>
<b>Fax:</b>
<b>Website</b>
<b>Email:</b>
<b>Best time to reach you:</b>

## Event Information

<b>Date of Event:</b>
<b>Location of Event:</b>
<b>Event time:</b>
<b>Number of Attendees:</b>
<b>Theme:</b>
<b>Venue:</b>
<b>Website</b>
<b>Address:</b>
<b>State:</b> <b>Postcode:</b> <b>Country:</b>
<b>Anticipated Requirements:</b>
<b>Desired Outcome of Presentation:</b>
<b>What area of the travel and tourism Industry are you in?</b>
<b>Who else is speaking at your conference?</b>
<b>How did you here about Adrian Caruso?</b>
<b>Additional Comments or Questions:</b>

**To find out how and what your investment will be,  
please call Adrian directly on +61 7 3630 1298**

**or visit**

**[www.tafastrack.com](http://www.tafastrack.com) for more information**

