






MTA PROFESSIONAL PLUS PROGRAM CONTENT



Take your business to the next level with MTA Professional Plus.

mtatravel.com.au/professionalplus

CORE PATHWAYS





	Level 1	Level 2	Level 3
 BUSINESS SYSTEMS & PROCEDURES	<ul style="list-style-type: none"> <input type="checkbox"/> The MTA Learning Platform <input type="checkbox"/> The MTA Booking Process <input type="checkbox"/> VO 1 + VO 2 <input type="checkbox"/> MTA Companion 1 <input type="checkbox"/> MTA Global Fares <input type="checkbox"/> Your MTA Website <input type="checkbox"/> MTA Policies & Procedures <input type="checkbox"/> Business System Essentials 1 	<ul style="list-style-type: none"> <input type="checkbox"/> Business System Essentials 2 <input type="checkbox"/> VO 3 <input type="checkbox"/> MTA Companion 2 <input type="checkbox"/> MTA Support Processes 1 <input type="checkbox"/> Booking Hotels & Cars via the GDS 	<ul style="list-style-type: none"> <input type="checkbox"/> VO 4 <input type="checkbox"/> Business System Essentials 3 <input type="checkbox"/> MTA Companion 3 <input type="checkbox"/> MTA Support Processes 2
 MARKETING & BUSINESS DEVELOPMENT	<ul style="list-style-type: none"> <input type="checkbox"/> MTA Marketing Overview <input type="checkbox"/> Travel Writing 1 – writing about yourself <input type="checkbox"/> Writing a design brief 	<ul style="list-style-type: none"> <input type="checkbox"/> How to Target your Marketing <input type="checkbox"/> Travel Writing 2 – writing about travel 	<ul style="list-style-type: none"> <input type="checkbox"/> Digital Marketing Tools <input type="checkbox"/> Travel Writing 3 – taking better travel photos
 PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> <input type="checkbox"/> Communication Etiquette <input type="checkbox"/> Know your Client <input type="checkbox"/> Collaborative Travel Planning 1 <input type="checkbox"/> Service Fees 1 	<ul style="list-style-type: none"> <input type="checkbox"/> Customer Care – introduction <input type="checkbox"/> Collaborative Travel Planning 2 <input type="checkbox"/> Service Fees 2 	<ul style="list-style-type: none"> <input type="checkbox"/> Customer Care – advanced <input type="checkbox"/> Collaborative Travel Planning 3 <input type="checkbox"/> Service Fees 3
 YOUR MTA BUSINESS	<ul style="list-style-type: none"> <input type="checkbox"/> You are now a Business Owner <input type="checkbox"/> Intro to: <ul style="list-style-type: none"> Business compliance Business accounting Business marketing <input type="checkbox"/> What is a relationship-based business? <input type="checkbox"/> Having a plan <input type="checkbox"/> SWOT Analysis 	<ul style="list-style-type: none"> <input type="checkbox"/> SWOT Analysis Activity Review <input type="checkbox"/> Let's set some goals <input type="checkbox"/> Understanding / rating your client database <input type="checkbox"/> What is your Unique Value Proposition (UVP)? 	<ul style="list-style-type: none"> <input type="checkbox"/> UVP Activity Review <input type="checkbox"/> Your Elevator Speech <input type="checkbox"/> Smarter Financials – getting more from each sale / better yield <input type="checkbox"/> Service Fees – my value package <input type="checkbox"/> Consider New Markets (groups, corporate, niche) <input type="checkbox"/> Strategic Partnerships <input type="checkbox"/> Networking & Referrals
 COMPLIANCE & SMALL BUSINESS MANAGEMENT	<ul style="list-style-type: none"> <input type="checkbox"/> Credit Card Fraud <input type="checkbox"/> Professional Indemnity Insurance <input type="checkbox"/> Consumer Law <input type="checkbox"/> The role of the ACCC 	<ul style="list-style-type: none"> <input type="checkbox"/> Your MTA Invoice and Statement <input type="checkbox"/> Understanding BAS and making GST work for you <input type="checkbox"/> Accounting for Small Business 	<ul style="list-style-type: none"> <input type="checkbox"/> I wish there was more than 24 hours in the day

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 <p>PRODUCT & LUXURY</p>	<ul style="list-style-type: none"> <input type="checkbox"/> MTA Product & Luxury overview <input type="checkbox"/> Our Supplier List & Zero Flight Risk <input type="checkbox"/> Travel Insurance introduction <input type="checkbox"/> Intro to Virtuoso & Virtuoso.com <input type="checkbox"/> Intro to Belmond & Bellini Club <input type="checkbox"/> MTA Designed Life Experiences 	<ul style="list-style-type: none"> <input type="checkbox"/> Virtuoso Resorts & Hotels Belmond – Safaris <input type="checkbox"/> Travel Insurance overcoming sales objections <input type="checkbox"/> Promoting MTA Designed Life Experiences <input type="checkbox"/> Demystifying the Online Travel Agents (OTA's) 	<ul style="list-style-type: none"> <input type="checkbox"/> Virtuoso – working with Virtuoso onsite <input type="checkbox"/> Belmond – river & rail <input type="checkbox"/> Travel Insurance – existing medical conditions <input type="checkbox"/> Visas – an overview
 <p>LAND</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Land suppliers 1 <input type="checkbox"/> Intro to car rental & leasing 	<ul style="list-style-type: none"> <input type="checkbox"/> MTA's Luxury Hotel Programmes & Affiliations <input type="checkbox"/> Land Suppliers 2 <input type="checkbox"/> Intro to Rail Travel 	<ul style="list-style-type: none"> <input type="checkbox"/> Land Suppliers 3
 <p>AIR</p>	<ul style="list-style-type: none"> <input type="checkbox"/> MTA Air Overview <input type="checkbox"/> MTA Online Ticketing <input type="checkbox"/> The Basics of Airfare Structures & Rules <input type="checkbox"/> Understanding MTA fares <input type="checkbox"/> Airline Modules 1 <input type="checkbox"/> Understanding Airline Commission 	<ul style="list-style-type: none"> <input type="checkbox"/> MTA Ticketing Processes <input type="checkbox"/> Airline Modules 2 <input type="checkbox"/> Price Matching Airfares <input type="checkbox"/> RTW 1 	<ul style="list-style-type: none"> <input type="checkbox"/> Calculating Fare changes - adcols & reissues <input type="checkbox"/> Airline Modules 3 <input type="checkbox"/> RTW 2 <input type="checkbox"/> Advanced International Airfares (various airlines)
 <p>CRUISE</p>	<ul style="list-style-type: none"> <input type="checkbox"/> MTA Cruise overview <input type="checkbox"/> Intro to Cruiseco <input type="checkbox"/> Intro to Virtuoso Voyages <input type="checkbox"/> Intro to CLIA <input type="checkbox"/> Cruise Modules 1 <input type="checkbox"/> Booking Engine – Polar 1 <input type="checkbox"/> CLIA – Accredited Cruise Consultant 	<ul style="list-style-type: none"> <input type="checkbox"/> Cruise Modules 2 <input type="checkbox"/> Booking Engine – Cruiseco <input type="checkbox"/> Booking Engine – Polar 2 <input type="checkbox"/> Booking Engine – RCCL Cruising Power <input type="checkbox"/> CLIA – Ambassador 	<ul style="list-style-type: none"> <input type="checkbox"/> Cruise Modules 3 <input type="checkbox"/> Cruise Groups <input type="checkbox"/> CLIA – Masters

OPTIONAL PATHWAYS

	Level 1	Level 2	Level 3
 <p>SOCIAL MEDIA</p>	<ul style="list-style-type: none"> <input type="checkbox"/> MTA Social Media Overview <input type="checkbox"/> Social Media – Back to Basics 	<ul style="list-style-type: none"> <input type="checkbox"/> How to create & maintain a Facebook business account <input type="checkbox"/> How to create & maintain an Instagram business account 	<ul style="list-style-type: none"> <input type="checkbox"/> Developing your Social Media strategy
 <p>CORPORATE</p>	<ul style="list-style-type: none"> <input type="checkbox"/> MTA Corporate Overview 	<ul style="list-style-type: none"> <input type="checkbox"/> How to build your corporate business 	<ul style="list-style-type: none"> <input type="checkbox"/> Understanding & managing your corporate clients