



American Bus Association
**Women In Buses
Council**

WIB – CTC

Connecting Through Conversations

One conversation at a time, we're building new connections across the motorcoach and group travel industry. Get paired with a fellow Women In Buses member, talk, learn, and grow your network.

Women In Buses advances women's roles in the motorcoach industry through networking, education, and mentoring. CTC brings together members at every stage of their careers, so newcomers and seasoned professionals learn from each other.

How it works

1

Sign up

Complete the short online registration form.

2

Get matched

You're randomly paired with another WIB member. New pairings arrive every quarter.

3

Connect

Find a time to talk, virtually or in person if you're nearby. One-off or ongoing – it's up to you.

The program culminates at **Marketplace**.

Joined a previous round? Sign up again to keep going.

Round 3 registration opens this fall. Watch the WIB monthly newsletter for updates.

[Sign up now](#)

[Watch the intro video](#)

[Conversation starters](#)

Intro video passcode: **x8s\$ap+d**



You have questions... we have answers



Who should participate?



All WIB members – whether you're new to the industry or an ABA veteran. Everyone has something to offer and something to gain. Not a WIB member yet? Join today at bit.ly/wib-enrollment.



How do I sign up?



Complete the [short online registration form](#). You'll be contacted with your match by the end of the current round. Missed the deadline or new to WIB? Sign up anyway – you'll be added to next quarter's matchup.



What's the time commitment?



Minimal. With one-on-one conversations, you only have to coordinate two schedules. May we suggest a WIB Wednesday meetup? You decide the length of the discussion and how often you meet.



Is this a one-time meeting?



It can be, but we hope you and your connection will keep talking even after your new quarterly matches arrive.



What do we talk about?



That's up to you. Need a little help? Try our [conversation starters](#).



How is this different from Marketplace appointments?



These conversations aren't sales meetings. They're a chance to get to know other members beyond the appointment tables and trade show floor. It may lead to new business, but that shouldn't be the focus of your first conversations.



What if I already know my match?



Chances are you'll be paired with someone you know – but how well do you know them outside of meetings and conferences? This is your chance to get to know the person, not just the company representative.

Questions about WIB-CTC?

Contact Hannah Oliver at oliver@visitloundoun.org