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INTERNATIONAL CONVENTION 2025
PLANET HOLLYWOOD RESORT, LAS VEGAS

CONVENTION SCHEDULE

Tuesday, May 6, 2025

9:30AM – 12:30PM

IRTA Global Board of Directors Meeting

Santa Monica, Room 2

Please note that this is not the annual membership meeting, which will take place on Friday morning at 11:15AM.

Noon – 5:30PM

Convention Registration

Hotel Main Lobby — look for Patty Weston

Welcome to IRTA's Vegas Planet Hollywood Convention! Let us know you have arrived and pick up your convention bag of goodies and all the information you need.

3:30PM – 5:45PM

Registered Trade Broker (RTB) & Certified Trade Broker (CTB) Training

*Presented by Kim Strabley, MTB, VP IMS
Santa Monica, Room 2*





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6:30PM - 7:30PM

Welcome Reception

The London Club – in the Planet Hollywood complex

Sponsored by:



Always one of the highlights of the IRTA convention, the Welcome Reception is an event to meet and greet, make new friends and catch-up with old friends!

Wednesday, May 7, 2025

7:30AM – 8:45AM

Registration Continues

In the Hotel Main Lobby

If you didn't get a chance to register last night, be sure you see Patty Weston before 8:45 am for your conference materials. You'll need these to navigate your way through the conference agenda. Sorry, only one per 1 person – so hold on tight!

7:30AM – 9:00AM

Breakfast – On Your Own

NOTE: This year IRTA has shifted from the prior classroom seating format, with a stage and podium, to a rectangular format where all attendees face each other. The switch should encourage greater group participation and collaboration between ALL attendees to arrive at effective strategies and solutions for our industry.

9:15AM – 10:30AM

Growing The Organized Trade Industry & IRTA Through Collaborative Problem Solving

Melrose 3

Lael Caldwell knows the organized trade exchange business inside and out. She has over 15 years of barter industry experience and has mentored countless of successful trade exchange owners. Lael's energy and entrepreneurial expertise brings unmatched collaborative problem-solving skills that bring real, positive and impactful results. Get ready to participate, work together, share insights to develop practical strategies that will improve both your business, IRTA and the barter industry as a whole.

10:45AM – 11:15AM

30 Minute Break



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11:15AM – 12:00PM

IRTA Annual Business Meeting

Melrose 3

Update on IRTA and UC finances and goals for 2025 & 2026. Nominations for IRTA Global Board of Director seats.

12:00PM – 1:15PM

Lunch – On Your Own

Afternoon Seminars

1:30PM – 2:45PM

Innovative Sales and Brokering Techniques

Melrose 3

Full participatory brainstorming session to share and develop new successful brokering and sales techniques.

Moderators: John Attridge & to be named...

2:45PM – 3:00PM

Break

3:00PM – 4:15PM

Domestic and International Growth Strategies including AI and Social Media

Melrose 3

Moderators: Maria Wirth & to be named...

4:15PM – 6:30PM

Free Time Until Dinner

6:30PM – 8:30PM

Dinner at Flights Restaurant

In hotel complex – see map page

*Includes Board Nomination Speeches! **Please arrive on-time – due to board speeches!***

Thursday, May 8, 2025

8:00AM – 9:00AM

Breakfast – On Your Own

9:15AM – 10:30AM

The Great UC Trade-Out

Melrose 3

Let's have some fun on Thursday morning! Arrive by 9:00AM and get a free Prosecco! It can only enhance and increase your trading skills during the The Great UC Trade-Out!!

10:30AM – 11:00AM

Break

11:00AM – 12:30PM

RTB/CTB Testing

Santa Monica, Room 2

11:00AM – 12:15PM

How to Recapture Travel

Melrose 3

Moderator: Jeremy Whitaker, QPQ Media



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12:15PM – 1:15PM

Lunch – On Your Own

NOTE: A UC Committee meeting will take place during lunch at Flights Restaurant in the Planet Hollywood complex.

1:30PM – 2:45PM

**Sergei Serdyuk, owner of Nextrade360
Presentation and Q&A Session**

Melrose 3

Learn about the newest Nextrade360 enhancements and exciting plans for the future

2:45PM – 3:00PM

Break

3:00PM – 4:15PM

Coollest Trade Stories of All-Time

Melrose 3

We all have amazing success stories of how organized trade has helped our exchange members. The more we share the better we'll be at closing our new member prospects. Come and share your best stories over a cool elixir - after all, it's already cocktail hour on the east coast.

4:30PM – 5:30PM

IRTA Board Meeting, with new board members

Santa Monica, Room 2

7:00PM – 7:45PM

Awards Banquet Cocktail Reception

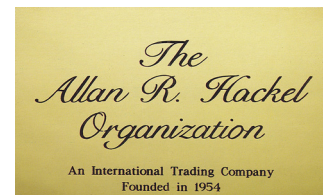
The London Club – in the Planet Hollywood complex

7:45PM – 10:00PM

IRTA Awards Banquet

The London Club – in the Planet Hollywood complex

Semi-Formal



A night to recognize, reward and celebrate the impressive efforts made by so many industry professionals in support of advancing the barter industry. Join us to celebrate the outstanding accomplishments of your peers!

Friday, May 9, 2025

There are no activities scheduled for this day – have a safe trip home!!!