



VIRTUOSO®

RESOURCES FROM VIRTUOSO TRAVEL WEEK 2024 LAS VEGAS, NV - OPENING SESSION

August 11, 2024

Resources from Matthew Upchurch:

Brené Brown Official Website

<https://brenebrown.com/>

Default to Distrust: A New Paradigm for Engaging with Generative AI Models – Shelly Palmer

[Default to Distrust: A New Paradigm for Engaging with Generative AI Models | Shelly Palmer](#)

Eli Wagner & Matthew Upchurch Full Interview

<https://vimeo.com/944905770/a659c141c2?share=copy>

FLUX: 8 Superpowers for Thriving in Constant Change – April Rinne

<https://fluxmindset.com/>

Happy Sexy Millionaire: Unexpected Truths about Fulfillment, Love, and Success - Steven Bartlett

[Happy Sexy Millionaire: Unexpected Truths about Fulfillment, Love, and Success by Steven Bartlett, Hardcover | Barnes & Noble® \(barnesandnoble.com\)](#)

Harvard Business Review (Change Management Requires a Change Mindset) – April Rinne

<https://hbr.org/2023/05/change-management-requires-a-change-mindset>

McKinsey & Company: Updating Perceptions about Today's Luxury Traveler

[Updating perceptions about today's luxury traveler | McKinsey](#)

Realize The Dream: Official Website

[Realize the Dream | Transforming America through service](#)

Ruth Rittmeister & Matthew Upchurch Full Interview

[Ruth Rittmeister & Matthew Upchurch Full Interview](#)

Skift – AI vs. Travel Advisors: When Humans Win

[AI vs. Travel Advisors: When Humans Win \(skift.com\)](#)

Simon Sinek's Optimism Company

<https://simonsinek.com/>

The Lens: Full Interview with April Rinne

[The Lens: Full Interview and Individual Clips from Matthew Upchurch & April Rinne](#)

The Lens: Highlights Page with Simon Sinek

[The Lens: Highlights Page and Individual Clips of Simon Sinek](#)

The Lens: Highlights Page with Steven Bartlett

[The Lens: Highlights Page and Individual Clips of Steven Bartlett from VTW 2023](#)

The Trusted Advisor: 20th Anniversary Edition – David H. Maister & Robert Galford & Charles Green

[The Trusted Advisor: 20th Anniversary Edition - By David H Maister & Robert Galford & Charles Green \(paperback\) : Target](#)

Together is Better – A Little Book of Inspiration

[Together Is Better: A Little Book of Inspiration by Simon Sinek, Hardcover | Barnes & Noble® \(barnesandnoble.com\)](#)

Additional Resources:

David Kolner's Trends and Announcements Presentation
[2024 VTW Trends & Announcements – FULL Opening Session Presentation](#)

Member & Advisor Resources:

VCTA
<https://login.virtuoso.com/training?deeplink=%252fDeepLink%252fProcessRedirect.aspx%253fmodule%253d36>

Virtuoso Communities
<https://www.virtuoso.com/information-pages/Communities>

Virtuoso Immersions
<https://login.virtuoso.com/training?deeplink=%252fDeepLink%252fProcessRedirect.aspx%253fmodule%253d38>

Virtuoso Pop-Ups
<https://virtuosomeetings.virtuoso.com/Pop-Ups.aspx>

Virtuoso Travel Academy
<https://login.virtuoso.com/training?deeplink=%252fDeepLink%252fProcessRedirect.aspx%253fmodule%253d25>