



# Auckland ITO Sales Calls Program

Dates:

Tuesday 09.04.2024

Wednesday 10.04.2024

Thursday 11.04.2024

Location:

Auckland, New Zealand

## OBJECTIVE

The objective of this sales trip is to connect with key accounts in Auckland and develop new relationships with emerging accounts. The purpose of this trip is to connect with ITOs ahead of TRENZ 2024 and introduce new product into the market. We will be seeing meetings with Product Managers to increase the number of West Coast Tourism products into the marketplace.

## ITO ACCOUNTS

- Operators: Develop relationships with key ITOs in Auckland
- Operators: Develop a map of key accounts
- Operators: Uncover market opportunities and source feedback
  
- ITO: Increase awareness for West Coast products with key agents
- ITO: Increase confidence in selling the West Coast and developing itineraries
- ITO: Drive production & preference from all accounts

## IMPORTANT DATES

<b>05.12.2023</b>	Registration Open
<b>30.01.2024</b>	Registration Close
<b>02.02.2024</b>	Final attendees notified and invoices sent
<b>20.02.2024</b>	Deadline for payment and 100% cancellation applies
<b>01.03.2024</b>	All materials and presentations due
<b>27.03.2024</b>	Roadshow briefing with participating operators
<b>08.04.2024</b>	Participants arrive in Auckland

## CLIENT TRAINING SESSIONS

The training sessions will be held at visiting agencies with attendance from front line agents, supervisors, product managers and managing directors.

**Keep it simple.** Remember that travel trade representatives see assorted products/suppliers in one day. Get noticed by making your presentation dynamic, humorous, interesting, relevant, and new. Please focus on giving a good overview of your offering but homing in on **a TOP 5 LIST of what they should remember about your presentation.**

**Each session will last 60-minutes.** The group will prepare a cohesive PowerPoint product presentation encompassing all participants. Each operator will have an **8-minute** presentation of their product.

A run sheet and time allocation will be produced and distributed prior to departure.

## CLIENT EVENT

As part of this sales trip, DWC and partners will host a client event to further enhance connections and develop relationships with ITOs. The event, which will be held in the evening of Wednesday 10.04.2024 will focus on an activity to collaborate and nurture relationships.

### MATERIALS REQUIRED:

- Promotional memory sticks with images and videos or **Dropbox link**
- Brochures and business cards
- Two-sided fact sheet
- Please have all presentations back to Lara by 01.03.2024
- All presentations will be required to be on 16:9 format, PowerPoint
- All videos will require a format on .WMV format for easier integration with PowerPoint

**PARTICIPATION FEE: NZD \$250+GST**

### Registration fee includes:

Presentation to all participants  
Email follow-up and distribution of collateral  
Database of all event attendees and registrations  
Vehicle hire for appointments  
Parking fees  
Catering for event

### Registration fee does NOT include:

Collateral freight for brochures and giveaways  
Giveaway items  
Printing of any required collateral  
Creation of any collateral / presentation  
Travel to Auckland  
Accommodation  
Meals

For any further details please contact us,

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