



Auckland ITO Sales Calls Program

Dates:

Tuesday 23.07.2024

Wednesday 24.07.2024

Thursday 25.07.2024

Location:

Auckland, New Zealand

OBJECTIVE

The objective of this sales trip is to connect with key Chinese ITOs in Auckland, introduce new products to the market and get direct market feedback from the ITOs. We will be meeting with company owners, directors and product Managers to establish new relationship and solidify existing ones.

ITO ACCOUNTS

- Operators: Develop relationships with key Chinese 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

07.06.2024	Registration Open
20.06.2024	Registration Close
20.06.2024	Confirmation of attendance
21.06.2024	Invoices to operators
27.06.2024	Roadshow briefing with participating operators
12.07.2024	Material deadline
22.07.2024	Participants arrive in Auckland
25.07.2024	Roadshow ends

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.

MATERIALS REQUIRED:

- Promotional memory sticks with images and videos or [google link](#)
- Brochures and business cards
- Two-sided fact sheet
- Please have all presentations back to shared drive by 12.07.2024
- 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 \$500+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

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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