



Prospectus

Canterbury & West Coast

ITO Showcase

Auckland 2024

Event date: Thursday 26 September 2024

Registration by Friday 26 July 2024

INVITATION

Kia Ora,

We are delighted to invite you to participate in the 2024 Canterbury & West Coast Showcase.

The Canterbury & West Coast ITO Showcase is a yearly event organised and hosted by:

- ChristchurchNZ
- Destination Kaikōura
- Development West Coast
- Mackenzie Region
- Venture Timaru
- Visit Hurunui

Through the showcase format, the six RTOs propose an opportunity to engage with and access New Zealand most valuable Inbound partners.

The showcase is scheduled for 26 September 2024, in Auckland.

The showcase presents the opportunity to join a Canterbury and West Coast collective of operators and key industry partners to present your products to Inbound Operators key and frontline staff.

This event will enable you to conduct training presentations with Trade participants as well as ample time for networking. The goal being to increase awareness for Canterbury and West Coast variety of tourism products as well as increase frontliners' ability and confidence in selling Canterbury and West Coast as part of a New Zealand experience.

The main primary target is ITOs; comprised mainly of product managers and travel consultants who are experts in selling New Zealand to their trade distribution partners (B2B) or directly to consumer (B2C).

This event will offer a unique opportunity, so please carefully read this document. Additionally, Canterbury and West Coast Operators will be joined by key industry stakeholders to cover this event.

This document contains valuable information about the event, timelines and registration information. Please take note of critical dates as the success of your attendance at the 2024 Showcase is important to the destination.

Geraldine Morisse | Trade Ready With G
on behalf of your RTOs:



SHOWCASE OBJECTIVES

The Canterbury & West Coast showcase aims to provide Canterbury & West Coast Tourism operators a unique opportunity to promote their tourism products, services or attraction to a highly knowledgeable ITO clientele.

- Develop relationships with ITOs
- Meet key product managers and travel specialists actively selling New Zealand.
- Increase awareness and knowledge for your product and service
- Increase travel sellers' enthusiasm and confidence in selling your products
- Increase travel sellers' ability to sell your product and increase sales through in-depth training
- Increase enthusiasm for Canterbury and West Coast and upcoming summer season and beyond

This will be achieved by:

- Educating agents on Canterbury and West Coast through interactive training sessions.
- Providing information and promotional collateral to agents
- Showcasing Canterbury and West Coast extensive variety of products and high potential for commissions
- Position products as a high quality
- Highlight product capacity and capability
- Engaging agents with quiz and prize draws

Desired outcomes:

For RTOs:

- Increase awareness and knowledge for Canterbury and West Coast product with top performing IBOs and key wholesalers
- Increase travel sellers' enthusiasm for selling Canterbury and West Coast products.
- Increase share of total visitor nights in Canterbury and West Coast
- Continued growth of International visitor spend
- Create passionate advocates for Canterbury and the West Coast and their products
- Develop new business relationships and strengthen existing relationships with key agencies.

For Operators:

- Develop / nurture relations with ITOs and their staff
- Build awareness for your products
- Position your product ahead of the busy booking season
- Present products for groups and individuals
- Highlight connectivity and networks for products and operators (ie accommodation and activity combos)
- Increase spend by showcasing added-value or complementary products

Crowne Plaza Auckland

128 Albert Street | Auckland 1010

Located in the heart of Auckland CBD, Crowne Plaza Auckland is surrounded by businesses, restaurants, shops and cultural life of central Auckland.

Crowne Plaza Auckland is one of Auckland's largest 5 star hotels with 352 rooms and 10 flexible function rooms in the heart of the city.

Venue: Ballroom 1 & 2

The Crowne Plaza Auckland Ballroom is a versatile and flexible function room with 420m² capable of accommodating up to 400 guests cocktail style.



Catering:

Drinks & Canapes to be provided on the day.

1000 canapes throughout the event.

Mix of hot & cold

Waiters to bring Food and beverages to guests and exhibitors. No bar or buffet so the attendees fully concentrate on products

Accommodation:

- ✓ 352 spacious guestrooms
- ✓ Complementary high-speed Wi-Fi
- ✓ 24-hour room service
- ✓ 24-hour fitness centre
- ✓ Aria Restaurant and Bar

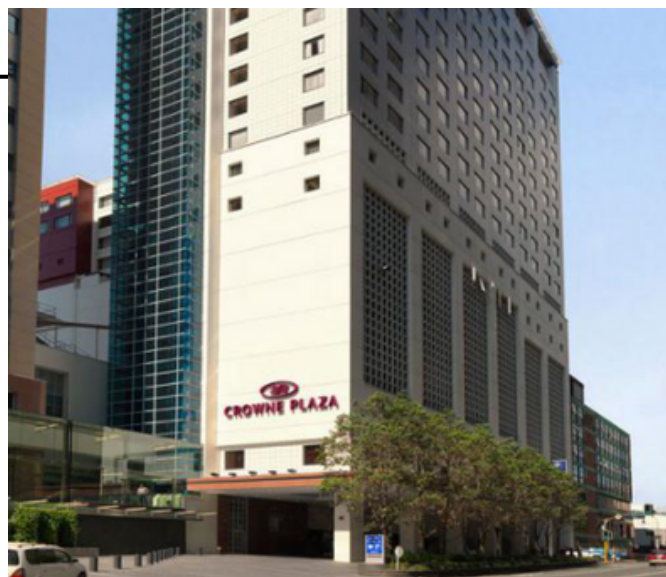
We have managed to secure a special rate:

Run of House

NZD 200 per room per night, room only.

Available for 25 and 26 September 2024.

To Book: email reservations.cpa@ihg.com or phone the hotel directly 09 302 1111.



THE EVENT

Showcase Program:

Date:	Thursday, 26 September 2024
13:45 - 14:30	Access to venue Set up & Briefing
15:00	Event to start
20:00	Event to end

Expected turnout:

Based on the 2 previous events, we are expecting 80-150 agents.

Mainly Inbound Tour Operators (all staff from Directors, to Product Managers to frontline and operations).

Operators:

We are expecting 40-50 operators to register.

It includes both:

- regional operators (1 product in one of the regions)
- national operators (several products in the regions represented).

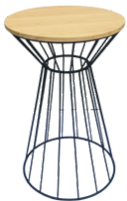
Format of the event:

Informal - Free flow: Attendees to roam freely between booths – you are advised to speak to as many agents as possible (short conversations / engage).

Short interruptions are planned:

- Welcome / Greeting
- 3-5 minute update from 2 x key stakeholders
- Prize draw at 19:00

Booths:



- Wooden Top Bird Cage Bar Leaner - Black
Height: 1.1 metres
Diameter at top: 70 cm
- Power extension

Screens:

2 screens will be displaying pictures of the Canterbury and West coast regions content (videos, photos, operators photos...).

Food & Beverages:

Drinks & Canapes to be provided on the day.

Waiters to bring Food and beverages to guests and exhibitors.

No bar or buffet so the attendees fully concentrate on products.

IMPORTANT INFORMATION

Important dates:

- 15 July 2024: Applications open
- 26 July 2024: Applications close
- 30 July 2024: Event participation confirmed by RTOs & Operators invoiced
- 9 August 2024: Participation Fees due (100% required and 100% cancellation fees apply)
- 10 September 2024: Operators Briefing
- 26 September 2024: Event day

Participation fees:

Based on a minimum of 40 "sellers".

- NZD 400.00 + GST for regional operators
- NZD 600.00 + GST for national operators.

Participation fee includes:

- Participation for your company in the Showcase limited to 1 representative
- Coordination of registrations
- Attendance at the events
- Database of all event attendees and registrations after the event
- Catering
- AV
- Booth set-up: Bar leaner (70 cm diameter), power extension
- Hosting, venue and event management

Participation fee does NOT include:

- Accommodation
- Airfares
- Collateral freight and custom duties for brochures and giveaways
- Meals and incidentals
- Airport transfers and local transportation

Payment & cancellation policy:

All RTOs will confirm participation on 31 July 2024.

Payment will be due no later than 9 August 2024.

100% cancellation fee will apply after 9 August 2024.

BE PREPARED

What to provide the organiser?

Collateral creation specific to this event:

We will be creating a Passport that will include 1 page per Operator / seller.

To do so we need by **23 August 2024 COB** at the latest (no extension possible as it will need to be proof read and printed).

- 50 words Blurb specially written for Trade
- High Resolution company logo (png or jpg)
- 1 high resolution image
- The contact details of the Trade person to contact within your company.

On this page, we will also add a QR code redirecting agents to your follow up that will include:

- Presentation for Trade
- Trade manual
- Fact sheet(s)
- Images without licensing or credit.
- Videos

This means that your follow up with the agents you will have met will already be done.

We will also use the images on the screens at the venue.

Your respective RTOs will centralise all these information.

For logistic purposes:

We will need you to communicate the following information:

- Flight details
- Indicate if you have any mobility issues
- Indicate if you have allergies or anything important we should be aware of.
- Agree to the code of professional conduct

What to bring to the event?

- Your lovely selves (1 person per exhibitor registration)
- Laptop with your Trade presentation
- Full size pull up banner (allows for easy identification from a distance)
- 5 minute spiel ready
- Collaterals (brochures, fact sheets, trade manuals...)
- Gifts (not compulsory)

CODE OF CONDUCT

The purpose of this document is to establish expectations regarding the conduct of all participants at the Canterbury & West Coast Showcase, to ensure the safety of all personnel and to ensure that high professional standards are met.

Scope:

This guideline applies to registrants, guests, contractors, RTO representatives, and exhibitors/sellers/operators, suppliers attending or otherwise engaged with the Canterbury & West Coast Showcase.

Expected behaviour:

The following behaviour is expected to ensure that everybody is able to perform effectively and in a professional environment:

- Treat everybody with respect.
- Be considerate, collegial, collaborative and provide support to one another where required.
- Follow the rules, policies, safety guidelines and practices (including emergency procedures) provided by the organiser, RTO Representatives and venue associated with the event.
- Take personal accountability for safety and use safety equipment as required.
- Alert security personnel, organiser or RTO representatives if you notice someone in distress or perceive a potentially harmful situation.
- Identify and report any and all hazards or potential hazards, accidents, incidents and near misses promptly to organiser, RTO representatives or venue staff.
- Communicate effectively and considerately across all communication channels, including verbal face-to-face and digital channels (e.g. email, WhatsApp, Insta, Facebook etc.).
- Present professionally and behave in a manner that is appropriate in the workplace and with respect and courtesy. This includes wearing professional clothing in accordance with the dress code of the activity.
- Attendance to all commitments at the pre-arranged time.
- Advise any unplanned absence to organiser or RTO representatives as soon as possible.
- Responsible consumption of legal drugs or alcohol. RTO representatives and Exhibitors/sellers/operators are expected to only drink alcoholic beverages (to the limit of 2) after the prize draw.

Unacceptable behaviour includes but is not limited to:

- Harassment, intimidation or discrimination of another, including threats (implied or real) of, physical, professional or financial harm.
- Physical abuse and uninvited physical contact of any form.
- Verbal abuse including comments related to an aspect of an individual i.e. gender, sexual orientation, disability, physical appearance, race, religion, etc.
- Sharing of inappropriate, rude or offensive words or images in person or through digital channels
- Disruptive behaviour.
- Unwillingness to perform tasks and activities as expected.
- Consumption or possession of illicit drugs.

- Failure to learn and follow safety practices and procedures provided.
- Inability to perform professionally as a result of legal drugs e.g. prescription medicine or alcohol
- Unauthorised possession, removal or deliberate damage of another's property or equipment.

Reporting unacceptable behaviour:

- If you are the subject of unacceptable behaviour or have witnessed any such behaviour, please immediately notify the organiser or an RTO representative (in-person, by e-mail, or by phone)
- If you experience or witness a hazard or potential hazard, accident, incident or near miss, please immediately notify the organiser or an RTO representative.
- Anyone experiencing or witnessing behaviour that constitutes an immediate or serious threat to public safety or a criminal act is expected to contact the local country emergency services. Those witnessing a potential criminal act should also take actions necessary to maintain their own personal safety.

Consequences of unacceptable behaviour:

- Unprofessional behaviour must be reported to the organiser or RTO representatives as soon as is practical so that immediate measures can be taken to ensure the safety of others and a professional environment.
- The organiser, RTO representatives, security, or law enforcement personnel shall take appropriate action(s) deemed necessary. Actions may include immediate removal without warning or refund.
- Anyone requested to stop unacceptable behaviour is expected to immediately cease and desist.
- The organiser or RTO representatives reserves the right to prohibit attendance at any future RTO activities.

What you can expect from the organiser and RTO Representatives?

- The organiser and RTO Representatives are governed by a code of conduct which outlines expectations of staff. This code of conduct mirrors the above expectations of behaviour. You can expect safe and professional conduct from The organiser and RTO Representatives at all times.
- The organiser and RTO Representatives have a duty of care to those at the event and will ensure that all practicable measures are taken in planning and delivery to ensure everybody's safety.
- The organiser and RTO Representatives will respond to reported hazards, incidents or accidents and reported concerns regarding unprofessional conduct, to ensure that a safe and professional environment is maintained at all times.

This code of conduct can be summarised by the 3 Rs:

- Respect - Speak and act respectfully and safely
- Represent - Remember that you are representing your company at all times
- Report - Report any hazards or potential hazards, accidents, incidents or near misses