



TRAVELLERS CHOICE EVENTS

A GUIDE TO THE AGENT ENGAGEMENT
AND NETWORKING OPPORTUNITIES WITHIN
THE TRAVELLERS CHOICE NETWORK

CONTENTS

Travellers Choice Conference	2
Frontliners	3
Member Networking Events	4
Joint Sales Calls	5
Choice Reward Trips	6

TRAVELLERS CHOICE CONFERENCE

The Travellers Choice Conference is held annually and typically takes place over a weekend in November, commencing on a Friday afternoon and concluding on a Sunday afternoon.

The program contains a variety of elements including plenary presentations by industry and guest speakers, member-only sessions, a trade exhibition and networking opportunities.

The Travellers Choice Conference is the most significant opportunity to engage key agency decision-makers as the program includes Travellers Choice's Annual General Meeting attended by our member shareholders. These are the owners, managers and senior staff of the independent travel agency businesses that belong to our national network, who represent a significant proportion of the member delegates in attendance at the conference.

Our annual Awards Ceremony is also held during the conference weekend. Awards presented include the Choice Awards, which recognise our top 30 agents as Gold, Silver or Bronze Choice Award winners, as well as the Travellers Choice Agency Award for Excellence.

Sponsorship packages and information about how our preferred partners can be involved in the conference is sent out in May.

The 2019 Travellers Choice Conference is in Adelaide from 15 - 17 November.

For more information, please contact Kyra Mulvena by email events@travellerschoice.com.au or telephone (08) 9223 6500.

FRONTLINERS

State-based Frontliners are held around the country during May with the exception of our Brisbane Frontliners which is held in July. They take place on a Saturday or Sunday between 0800 and 1700 hours.

The format of our Frontliners events varies between states and may include a trade exhibition, supplier presentations or agent training workshops. Informal networking drinks typically take place at the conclusion of each event.

Agency staff attending Frontliners include any selling personnel from owners through to junior consultants.

Sponsorship details and attendance information is provided to preferred partners in March.

The 2019 Frontliners events take place as follows:

Perth Frontliners - 04 May

Sydney Frontliners - 18 May

Melbourne Frontliners - 25 May

Adelaide Frontliners - 01 June

Brisbane Frontliners - 14 July

For more information, please contact Kyra Mulvena by email events@travellerschoice.com.au or telephone (08) 9223 6500.

MEMBER NETWORKING EVENTS

Throughout the year, Travellers Choice's team of state-based Business Development Managers organise local events which provide our preferred supplier partners to network with groups of up to 20 member agencies.

These networking events are typically held during the week and at the end of the working day between 1800 and 2100 hours.

Between two and three non-competing preferred partners are invited to host each event. This covers venue hire and catering costs and provides each hosting partner with approximately 30 minutes of presentation time followed by networking opportunities over a casual meal.

These events often attract Travellers Choice's regional members who are prepared to travel in order to support the event. As a result, these events are a highly cost-effective opportunity for preferred partners to engage with our member network.

Please contact your local Travellers Choice Business Development Manager for information about upcoming networking events in your area.

JOINT SALES CALLS

Travellers Choice's team of dedicated, enthusiastic and highly experienced state-based Business Development Managers are the key to engaging and working closely with our network of member agencies.

They have the deepest insights into how each member's business operates and where the sales development and growth opportunities are. As such, we encourage the sales teams of our preferred supplier partners to connect with our BDMs to plan sales, marketing and other agent engagement activities.

In addition to meeting with your sales team representatives, our BDMs are also available to attend joint sales calls or agency visits to our members where necessary.

Please contact your local Travellers Choice Business Development Manager for information.

CHOICE REWARD TRIPS

As outlined above, our Choice Awards program recognises Travellers Choice's top 30 agents each year as Gold, Silver or Bronze Choice Award winners.

Our Choice Award winners are invited to attend one of three exclusive Reward Trips. These trips are hosted by our preferred partners and provide our top agents with an opportunity to visit a destination and experience a preferred partner's product.

The Reward Trips enable supplier partners to spend extended quality time with our members and engage with them about how you can best develop and support their business.

For further information and Reward Trip hosting opportunities, please contact Robyn Mitchell by email rmitchell@travellerschoice.com.au or telephone (08) 9223 6500.