

TAANZ National Travel Industry Awards 2019

Category 1 - Best Travel Agency Brand

Entrant Guidelines

This award recognises the agency brand which demonstrates best practice in brand management, industry involvement, customer focus and industry partnerships

PLEASE NOTE: *This award is related to the agency brand. Please refer to other categories for single and multiple locations, and individual award guidelines.*

Presentation is limited to a maximum of 40 minutes – please time your presentation to meet the criteria as additional time will not be permitted. An additional 10 minutes will be provided to finalists for Q&A.

A projector and screen will be provided for PowerPoint presentations.

TAANZ uses a PC with Microsoft Windows XP and PowerPoint 2010. Please ensure that your presentation is compatible with these systems as alternate laptops will not be permitted. We are unable to play your presentation in any Mac based format.

Finalists in this category may include a media component in their presentation to the judges.

The time allocation will be not more than two minutes and this time is inclusive in the overall finalist allotted time. Media files must be embedded in the finalist presentation provided to the judges on the USB stick. Files from other sources are not permitted.

TAANZ takes no responsibility in the event of an IT failure which prevents the media file presentation.

Please bring your PowerPoint presentation (if applicable) saved on a USB stick, along with three copies of the presentation. These will not be returned following the presentation.

- ◆ Presentations are to be based on the achievements of your business over your last financial year.
- ◆ **A one page factsheet must be completed. This is to be presented in hard copy (x3) at the presentation. The summary will capture important finance and personnel statistics for the period vs last year. This should correspond to the data in your presentation to make it simple to cross reference.**
- ◆ Ensure that you address all aspects of the criteria in a logical and thorough manner.
- ◆ A limit of two presenters per entrant.
- ◆ A limit of two pages (power-point and/or A4) per question.

1. Provide a general overview of the nature and history of the business.

To answer this describe in general the unique and outstanding features of your business' values and objectives. Be brief but dynamic.

2. Outline how you brand your business to your customers and why your brand is different to others.

Provide details of the activities of the brand and the value that the brand brings to the business. You may include evidence of feedback from customers and how they perceive the Brand. You may distinguish features of the brand that provide differentiation to competitive brands.

3. List your goals for the qualifying period and the strategies employed to achieve each goal.

Make sure your goals are clear and quantitative and indicate the outcome against each goal.

Demonstrate expectations and targets and explain briefly how you accomplished each goal and the actual results achieved. Identify benefits gained from achieving your goals.

**4. Did this result in your business being profitable and in line with budgets?
Why/why not?**

IMPORTANT. Please ensure you submit the financial key facts sheet. Failure to supply will result in an automatic deduction of 50% of the financial point available

Eg:

- Evidence of the business being profitable.
- Evidence of the business's budget.

5. How do you ensure you continually improve the operation of your business?

Please outline your business planning process.

Please briefly summarise your plan for the coming year and quantify the goals you seek to achieve.

Eg:

- Evidence of your business plan
- Evidence of your strategic plan
- Innovation

This may include specific extracts or areas from your planning process to assist in demonstrating this discipline to the judges.

6. What staff development activities have been conducted during the qualifying period?

e.g. in-house training, incentives, attendance at supplier information briefings, etc. evidence of strong commitment to staff development activities, conducted within your business. Identify how the various staff development programmes improved your business. Provide results, e.g. increased customer satisfaction, lower staff turnover, increased employee retention, etc. Include self development programmes if applicable.

7. What is your company policy on social and community issues and how is this evidenced?

Include details of your policy(ies), established practices and the commitment to these practices, examples of your policy(ies) in practice and commitment to future issues. Include evidence of commitment to the community and recognition of community activities as they relate to business growth.

All financial and other information provided will be treated as confidential.