

## TAANZ National Travel Industry Awards 2019 Category 14 - Best Travel Agency Group Campaign Entrant Guidelines

This award recognises excellence in the arrangement and delivery of group travel by an agency for either retail, corporate or meetings incentives and conference customers with a total spend over \$100,000.

The award is open to all agents.

The award focuses, amongst other criteria, on examples of best practice and innovation, delivery to budget and exceeding customer expectations.

Presentation is limited to a maximum of 30 minutes – please time your presentation to meet the criteria as additional time will not be permitted. Q&A may be requested during the presentation.

A projector and screen will be provided for PowerPoint presentations, however no sound is permitted during the presentation. 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.

Please bring your PowerPoint presentation (if applicable) saved on a USB stick, along with three hard 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.
- ◆ Ensure that you address all aspects of the criteria in a logical and thorough manner.
- ◆ One presenter per entrant.
- ◆ A limit of two pages (power-point and/or A4) per question.

### **1. Provide a general overview of your business**

To answer this, describe briefly the focus your business has on group travel arrangement.

### **2. Provide a general overview of this specific group travel arrangement**

To answer this, describe briefly the unique and outstanding features of this groups travel arrangement attraction to your customers. Add examples of innovation, marketing and advertising collateral.

### **3. List the business objectives and outcomes of this group travel arrangement**

Make sure your budget and other key performance goals are clear and quantitative and indicate the outcome against each goal. Please ensure you provide examples.