

**Northern  
Ireland**

**Embrace  
a Giant  
Spirit**



**Meet the  
BUYER  
2023**

**Briefing Session  
15th March 2023**

# Agenda

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- **Welcome: Nikki Paterson, Tourism NI, Business Solutions Manager**
- **Introduction to Meet the Buyer**
- **Julie O'Brien, Runda – Tourism & Hospitality Solutions**
- **Q&A**
- **Session duration: 1 hour**

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## **Meet the Business Solutions Team**

**Connecting Northern Ireland industry with overseas buyers, focusing on Group Leisure & MICE**

- **Gwen Beveridge**
- **Conor Carberry**
- **Dawn Corrigan**
- **Maureen Dooher**
- **Heather Gibson**
- **Gillian Hunter**
- **Mary McGee**

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**Current Status – 1 week to go**

- **Appointment scheduling currently live**
- **3 days to accept or decline meeting requests**
- **3000 appointments accepted to date**
- **Cap on number of meetings lifted**
- **Finalise your schedules!**

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## **On the Day**

- **Arrive in good time**
- **Meet all your pre-scheduled appointments**
- **Ensure you keep to time and don't run over with meetings**
- **Use breaks and lunch time to meet additional buyers**
- **Networking dinner is an excellent opportunity to expand your contacts**

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## **Stats from MTB 2022 NI Industry attendees**

- **91% found operators genuinely interested in doing business with them**
- **97% said event exceeded their expectations**
- **79% rated the event as 'excellent'**
- **92% said they would 'very likely' attend the event in 2023**

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## **Operators Top 3 Objectives**

- **96% - Meet new suppliers and learn about new experiences**
- **93% - Increase knowledge of destination**
- **75% - Extend existing programmes or create new programmes**

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SUPPORT RESOURCES

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- Tourism NI Content Pool
- Discover Northern Ireland Youtube Channel – Content links
- Market Profiles on Tourism Ireland.com
- Research & Insights on tourismni.com
- Links to previous webinars on tourismni.com
- To stay up to date with International B2B Market opportunities – Ezine & Social Media

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## Social Media Assets



Twitter



LinkedIn



Email Signature

# Meet the Buyer 2023

## Meet the Buyer Maximising Opportunities Webinar

**Facilitator:** Julie O'Brien

**Date:** Wednesday, 15<sup>th</sup> March 2023

**Time:** 10-11am



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## Key Content

1. **Practicalities**
2. **Converve Appointment Booking System**
3. **Presentation Tips**
4. **Verbal Pitch Tips**
5. **Follow Up**
6. **The Power of YOU!**
7. **Setting Goals**

## Meet The Buyer: Context

NI's largest  
travel trade  
event

180 NI Trade  
&  
190  
international  
buyers

FOCUS:  
leisure tourism

Tour  
operators/DMCs,  
Travel  
wholesalers,  
OTAs

A scenic landscape featuring a green hillside on the left, a white cliff face meeting the sea, and a blue ocean extending to the horizon under a cloudy sky. The text '1. Practicalities' is overlaid in the center.

1.

Practicalities

# Meet The Buyer: logistics

**Date: Thursday 23<sup>rd</sup> March 2023**

## Format:

- numbered tables with business name
- supplier is seated
- 1-2-1 meetings

## Appointments:

- 15 minutes per appointment
- 2 minute reminder after 13 minutes
- Note: buyer needs time to reach next apt.
- 25 pre-scheduled appointments

## Location:

- ICC Belfast
- Face to face
- Central charging station in Hall 10

## Timings:

- 8:35 welcome speech
- 8:45-17.00 appointments
- Rolling tea/coffee break- Hall 10
- 12:30 - Lunch
- Titanic Belfast- networking dinner

# Meet The Buyer: key opportunity



# Meet The Buyer: the purpose



# Meet The Buyer: the how





2.

# Converve Appointment Booking System

# NOTE! Converve

Converve workshop manual:

- Log in to Converve
- Download and gives contact details for all travel buyers attending Meet the Buyer



## APPOINTMENTS: NOW LIVE

Request and  
ACCEPT  
APPOINTMENTS

APPOINTMENTS  
time out in  
72 hours

check your profile- clear,  
succinct and compelling  
Key for Matching!

Work on securing  
appointments that have the  
best MATCH potential

Converve Appointment Booking System

# Best match appointments

Research

Research

My Match Functionality



Time

Additional  
Research

# Best match appointments



*Dear Johan,*

*Thank you for requesting an appointment with me. I am delighted to hear from you. I note from your profile that you are interested in high adrenaline experiences for adventure enthusiasts.*

*I wanted to make you aware that we deliver walking experiences that are softer and suitable for people with low to moderate fitness values. Can I check that this is of interest to you?....*

# Best match appointments



Show only MyMatch 

View

---

 **DER Touristik Deutschland GmbH** ★  
Germany's largest tour operator to Ireland  
Germany's largest tour operator to Ireland, serving more than 9.000 travel agents in Germany and Austria and via Internet. Part of...  
 Matching: Acc. 5\* + 1 more

Use the technology to  
establish a CONNECECTION!

Converve Appointment Booking System

*Dear Johan*

*Thank you for accepting my appointment OR I am delighted that you have requested an appointment...*

*I am looking forward to speaking with you at the ICC in Belfast. I will be bringing along some imagery to show you the [name experience or service type] we deliver in our beautiful our location is in rural/coastal [name place].*

*If you need anything in advance, please do not hesitate to let me know.*

*Take care and safe travels...*

A scenic view of a coastal cliff. In the foreground, a stone wall runs along the edge of the cliff. On top of the cliff, there is a small, domed building. The ocean is visible to the left, and the sky is filled with dramatic, dark clouds. The overall mood is serene and majestic.

3.

# Preparing your Presentation

## Tips

# Choices - Face to Face Flexibility

Power Point  
Presentation

Physical  
Images

Album -  
Storybook

# Presentation...what to include

Contact Details  
and Business  
Brand

Approx. 8-10  
**STRONG**  
images

**VIDEO?**  
If using, use  
with care

Get a **REALLY**  
good Map



# Presentation...what to avoid

Text heavy  
presentations

Badly  
formatted  
presentations

NOT aligning  
VISUAL and  
VERBAL



4.

# Preparing your Verbal Pitch TIPS

Preparation

Verbal Pitch

Practise Alignment with Presentation

# Verbal Pitch Steps

**1.**  
Introduction and  
Warm Welcome

**2.**  
Demonstrate your  
research and gauge  
knowledge level

**3.**  
Highlight your  
location

**4.**  
Clearly define  
your business  
offering

**5.**  
Enlighten with  
words and images

**6.**  
Clarify what you  
have available for  
sale

**7.**  
Be precise,  
concise and do  
not exaggerate

**8.**  
Listen and  
engage

**9.**  
Ask for an  
opportunity

**10.**  
Be clear on how  
you can do  
business

**11.**  
Follow Up

**12.**  
Know how to  
price and  
contract

# Be Clear... Create a Connection

## Plan your approach

You are seated.  
The buyer is walking toward you....



stand up,  
smile,  
greeting,  
refreshment?..

# Be Clear... Create a Connection

**Plan your  
Engagement:**

Consider the  
buyer's  
perspective..



Be buyer aware...

- cultural understandings
- language capability
- ability to understand idioms?

Know when you need to  
slow down & fill in the  
gaps...

# Verbal Pitch Steps



## 1. Introduction and Welcome

**Make the buyer  
instantly welcome  
with a smile**

*Hi Johan, My name is John Smith. I have been so looking forward to meeting you today to tell you about our [name experiences] in beautiful [name place]... Before we begin, feel free to help yourself to ...*

## 2. Demonstrate your research & gauge Knowledge Level

### Demonstrate your research

*I was reading up on your business and discovered that many of your customers enjoy... soft adventure... artisan food experiences... connecting with local people....?*

*Thank you for confirming that... On that basis, I feel that what we offer will be of real interest to you....*

## 2. Demonstrate your research & gauge Knowledge Level

**Assess if/how much  
the buyer knows  
about your offering**

*Can I ask, have you ever  
heard about us...?*

### 3. Highlight Your Location

**Ensure the buyer  
understands  
where your  
offering is  
located- point to  
a map**

*...let me begin by showing you on a map  
exactly where we are located...*

*I consider myself so lucky to be from here*

*...*

*Hopefully, one day soon you will be able  
to come and see where we are based for  
yourself!*

## 4. Clearly define your business offering

Ensure your  
business  
offering is  
**CRYSTAL  
CLEAR** to your  
colleague

*Think carefully about the messaging you wish to convey*

*...my name is...*

*... my business is...*

*...my experiences-services are...*

*...an insight into the experiences-services...*

## 4. Clearly define your business offering **EXAMPLE**

- *My name is... Carmel Mooney*
- *I represent... The Antrim Adventurers and our business is located against the dramatic backdrop of the Giant's Causeway*
- *We offer ... land and water based adventures from hill walking to stand up paddle boarding. As a business that works in the outdoors, sustainability is clearly important to us. Everything we do is about*
  - *supporting our employees,*
  - *working closely with our community*
  - *and, safeguarding the environment... a must considering the beautiful surroundings we work in*



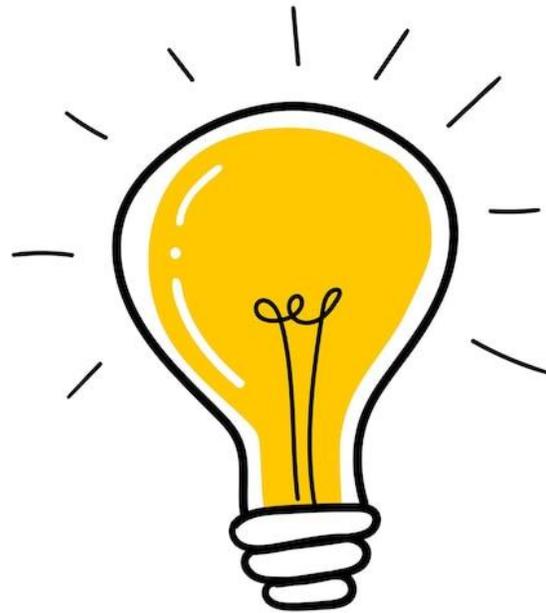
## 4. Clearly define your business offering EXAMPLE contd.,

- *Through these experiences... our fully certified instructor/guides*
  - *create unforgettable memories for people of all ages and fitness levels.*
  - *Enabling the visitor to connect with our local community is key for us and we do this by serving picnic lunches with food/drink produce by local artisans...*



## 5. Enlighten with words, images and (video)

**Enlighten  
the buyer  
with words  
and pictures**



The buyer  
should be able  
to clearly  
picture the  
experience-  
without being  
there

## 5. Enlighten with words and images EXAMPLE



express **ONLY**  
necessary practicalities

## 6. Clarify what you have available for sale EXAMPLE

**NB. Ensure  
the buyer is  
clear about  
the  
experiences/  
services you  
are selling**

Tight on time?

Give a clear overview

Select a sample  
experience/service to  
provide an insight

Select what best meets the  
needs of the buyer



## 6. Clarify what you have available for sale EXAMPLE



*We offer a wide range of bedrooms from classic to luxurious penthouses. I can send you on information about all of those. However, based on your needs how about we focus on the*

- *Luxury penthouses and the...*
- *meet the artisan events we operate to showcase local talent from our area...*

## 7. Be precise concise and do not exaggerate

### Precise Concise

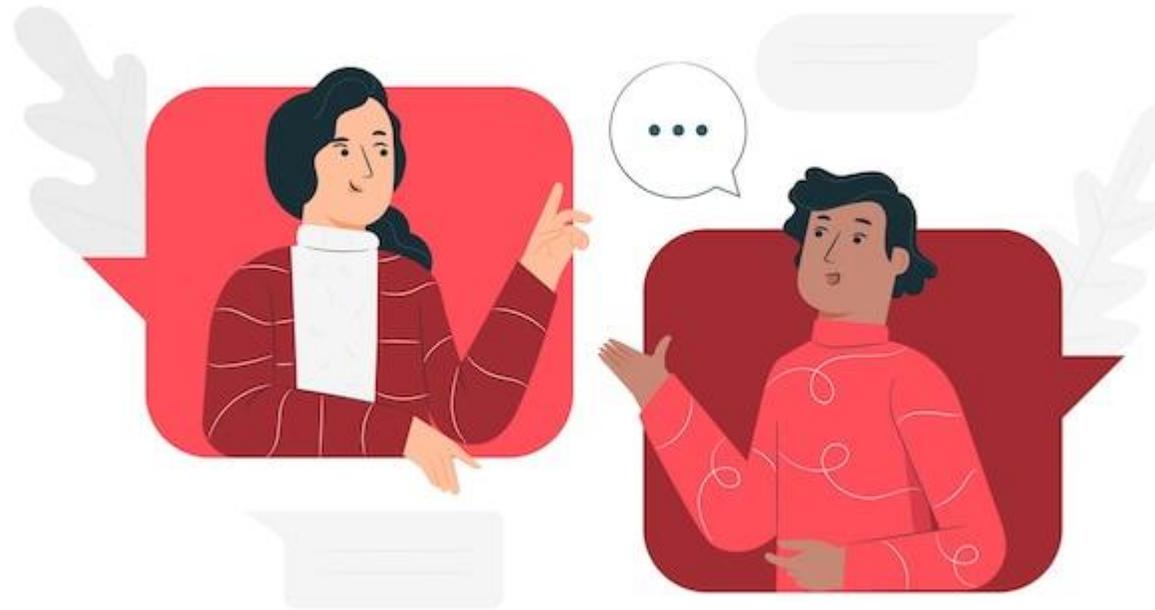
- Do not overwhelm
- Do not bore

### Present with Integrity

- Authentic
- Avoid exaggerating
- Be aware of literal thinking



## 8. Listen and engage



## 9. Ask for the opportunity

Never leave an appointment without knowing the outcome

*... Do you think there will be an opportunity for us to work together? I would really love that”...*

yes

no

maybe

Be clear on how you  
can do business

## 10. Be clear on how you can do business

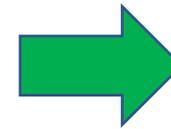
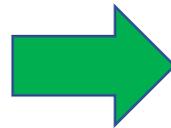
Establish **HOW** the buyer does business...

*... Do you contract directly with us, or through another travel partner for Ireland?*



Travel  
Partner?  
Ask for the  
business name  
and contact name

## 10. Be clear on how you can do business



# 10. Be clear on how you can do business



Be clear on your  
follow up strategy

## 11. Close and Follow Up

**End on a high note!**



*...thank you for your time today, it has been so lovely to meet you and to share our offering...*

*Be clear on your FOLLOW UP approach*

## 11. FOLLOW UP

WHEN

Yes / No / Maybe  
OPPORTUNITIES

The RIGHT route

**NEVER** show up without following up

## 11. Follow Up

### Agree a follow up date during your appointment

WHEN

Yes / No / Maybe  
OPPORTUNITIES

The RIGHT route



A supplier must send information to the buyer by an agreed date  
NO follow up reflects poorly on you, your business and Destination NI

## 11. Follow Up

*Agree a follow up date during your appointment*



During the appointment, you should have established YES, NO or MAYBE opportunity...

## 11. FOLLOW UP EXAMPLE

### NO OR LOW OPPORTUNITY

Dear Henrik,

It was lovely to meet you at Meet the Buyer.

It is a pity there does not seem to be an opportunity to work together at present. However, let's keep in contact and perhaps an opportunity might arise some time in the future.

If I can every assist you, please do not hesitate to let me know.

## 11. FOLLOW UP EXAMPLE

**High  
Opportunity**

Dear Henrik,

It was lovely to meet you at Meet the Buyer.

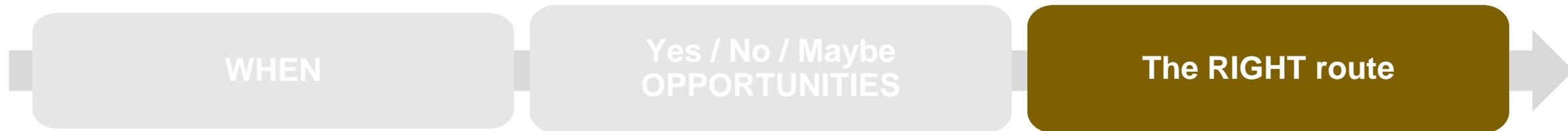
I was delighted to hear that you feel we will soon have an opportunity to work together.

I enclose our information, as agreed. If you need anything further, please do not hesitate to let me know.

I will call you in a couple of days to make sure you have everything you need

## 11. Follow Up

*Agree a follow up date during your appointment*



The right route for a YES opportunity  
Dependent on how the buyer does business ...

## Maximising the Opportunity via Follow Up

Send retail rates  
in follow up

ONLY issue  
trade rates to the  
buyer you will  
contract with

Contract via a  
Travel Partner?  
Reach out!



5.  
Pricing and Contracting

# PRICING and CONTRACTING...

**NEVER  
volunteer  
a discount**

**B2B trade rates:**

- Commissionable
- Net / discounted / trade rate

# Pricing and Contracting...

**Rate Agreement:**  
B2C and B2B rate

**B2B terms & Conditions e.g.,**

- Payment terms
- Cancellations terms
- Free place policy
- Child policy

**one off piece of business?**

- Keep it simple!
- Email based on ask

A scenic view of a cliffside with a small domed building on top, overlooking the ocean under a dramatic sky. The text "6. The Power of you!" is overlaid in white, bold, sans-serif font.

6.  
The Power of you!

Know that you  
reflect  
**EVERYTHING**

Your words

Your behaviour

Tone:  
Professional /  
friendly



Reliable

Partner

Trustworthy

Easy to work with





# 6. Setting Goals

# Set yourself a target?... Aligned with your own level.

**Verbal Pitch  
Self-score**

**1-10**

**Score 8-10 90%  
of the time?**

**Buyer  
appointments  
Matching**

**25**

**appointments  
60% matches?**

**Win business**

**5 adhoc F.I.T./  
adhoc group  
contracts?**

**1 tour series  
2024?**

**Address a  
business need?**

**Win low/medium  
season business?**

**Win business  
from a NEW  
market?**



# Q & A



**Thank You**