

## What you need to know before Selling Meetings & Conferences!

*Does your team understand the different needs of PCO's & DMC's?*

*How effective are your representatives in:*

- *Showcasing your USP's?*
- *Selling benefits rather than features?*
- *Addressing resistance?*
- *Asking for the sale?*
- *Negotiating on standards, value and price?*
- *Following up enquiries & capturing why bookings did not materialise for future planning & strategy?*
- *Reviewing customer satisfaction post event for future improvement?*



**If you are unsure about your answers to the above, it is likely your business is not performing optimally**

Fáilte Ireland is facilitating a **NEW 2 day workshop** on Conference Selling, to help you increase your business in this area.

Developed for **Hotel General Managers & Senior Sales Executives** - this workshop is vital for key decision makers in driving Conference, Meetings, Sales & Business **Tourism** Opportunities

**Date:** Day 1: Wed 21st July  
Day 2: Wed 4<sup>th</sup> August

**Time:** 9.30am to  
5.00pm

**Cost:** 100% support funding provided by Fáilte Ireland for Business Tourism Properties

**Venue:** Hotel  
Kilkenny, Kilkenny



### Topics include:

#### Day 1

- The world of conferences and meetings, how it works & what buyers want
- Understanding PCO's/DMC's and International Business Tourism Criteria
- Changing Markets & how we must respond
- Objectivity, creativity & flexibility in planning, positioning and communicating your offering
- Analysing and critiquing your conference & meeting business offerings

#### Day 2

- Your Strategy & Business Plan to grow Conference Sales
- The requirements of businesses to service the needs of International Business Tourism
- Fáilte Ireland Supports for Business Tourism

## To register your interest: Contact your Local Regional Office

<b>Contact:</b>	Dublin Region:	<a href="mailto:management.development@failteireland.ie">management.development@failteireland.ie</a>
	North West Region:	<a href="mailto:jackie.burns@failteireland.ie">jackie.burns@failteireland.ie</a>
	West & mid-West Region:	<a href="mailto:agnes.odonnell@failteireland.ie">agnes.odonnell@failteireland.ie</a>
	South West Region:	<a href="mailto:carmel.barry@failteireland.ie">carmel.barry@failteireland.ie</a>
	South East Region:	<a href="mailto:deirdre.omahoney@failteireland.ie">deirdre.omahoney@failteireland.ie</a>
	East Midlands Region:	<a href="mailto:damien.brennan@failteireland.ie">damien.brennan@failteireland.ie</a>