

# Go Ireland Activity Holidays



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# Expectations/Planning pre summit

- 1<sup>st</sup> summit
- Summit Connections Set up
- Planning Essential
- AFAR Exchange



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# Networking Opportunities

- Day of Adventure
- Breakfasts, lunch, coffee breaks, sponsored evenings, summit pubs!
- Forums



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# Seminars

- Choice of 12 seminars repeated over 2 days
- 3 Categories - 4 options
- Eg **Strategic Solutions**
  - a. Global consumer Macrotrends
  - b. Visual Storytelling,
  - c. Discover, Engage & Deliver Awakening Destinations
  - d. Managing & Retaining Top Notch Guides for bottom line impact.



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# Crash Courses

- Accessing Creativity to deliver Profound Results
- Creating demand for Sustainable Tourism
- Social Media – digging deeper – beyond awareness building
- Customer Relationship Management



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# Collaborative Learning

- Idea Swapping- New Product Development Hatchery
- Seo Releases 101
- Sustainable Tourism Best Practices – from theory to action
- Traditional & Online Marketing: Blending the best of Both Worlds
- Pricing in a Climate of discounting.



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# Helpful Seminars

- Pricing in a climate of discounting
- Training & Retraining Top Notch Guides for bottom line impact.
- Social Media
- Traditional & Online Marketing
- Meet the press



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# What can help to shape my business in 2011

- Customer Relation Management - more emphasis on past customers
- Invite customers to give their comments and reward the ambassadors
- Pricing – added value – not discounting



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# Learning from other countries

- Sell the simple things in life – going back to basics – what Ireland is known for –
- Culture & Heritage in abundance
- Soft adventure
- Promote Ireland as year round destination .



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- Milking the Cow

