

Meitheal 2015

Please read the following information carefully, noting changes to Meitheal 2015.

We are writing to you with regard to Fáilte Ireland's largest Irish Travel Trade fair Meitheal. **Meitheal 2015 will take place in the RDS Dublin on Tuesday 14th and Wednesday 15th of April.**

This year is the 40th birthday of Ireland's largest and most successful International Travel Trade Fair and we in Fáilte Ireland are celebrating it in style - with a whole new look and feel for Meitheal 2015!

So what's new?

Our new on line system will allow Irish Industry Partners and Overseas Buyers to select their **own** appointments. So Fáilte Ireland will no longer match your appointments with Overseas Buyers. It is your responsibility to **select** and **reject** your appointments with Overseas Buyers. At no stage will Fáilte Ireland be involved in arranging appointments nor can we in Fáilte Ireland take any responsibility for the appointments that are arranged between you and the Overseas Buyers.

Irish Industry Partners will be **seated at a desk** with a **desk number** and a **business name**. That desk is yours for the duration of the day - therefore it is imperative that you remain seated at YOUR desk so that Overseas Buyers are able to locate you. Desks for Irish Industry Partners will be loosely organised in geographical areas within the Workshop Hall.

What do I as an Irish Industry Partner need to do?

Registration will open to attend Meitheal on **Thursday 26th February at 11am** on www.promotionsireland.ie Once your Registration is complete, Fáilte Ireland will issue a **payment request** after which you have seven working days to complete your payment **online** with **credit/debit card**.

You can attend **Day 1 Tuesday 14th April** or **Day 2 Wednesday 15th April** or you can choose to attend both Day 1 and Day 2. The good news is that prices remain the same as 2014 prices and you now have the opportunity to register one additional representative:

- Day 1 Tuesday 14th April Cost: €400
- Day 2 Wednesday 15th April Cost: €275
- Day 1 and Day 2 Combined Cost: €600
- One Additional Representative: €100
- Meitheal Evening Event Tuesday 14th April: €75

All prices outlined above exclude VAT.

The email acknowledgement of your payment will also provide a link to the **new online Meitheal booking system**. You can then proceed to the next step - **uploading your profile**. The new online booking system will be open from **Thursday 12th March**. Populate your profile in detail, remember Overseas Buyers will select appointments with you based on the description you have uploaded to your profile, so your description needs to be relevant to Overseas Buyers and reflect the style and scale of what you are selling. **Be precise, honest and relevant.**

Simultaneously, the new online system will be open to Overseas Buyers who will load their profiles. **You can request appointments with Overseas Buyers in the same way they can request appointments with you.**

How do I make the best of Meitheal 2015

Begin today by designing your profile; script your description and upload a good photograph so that Overseas Buyers will be able to find you in a room of hundreds! Get your sales pitch perfect. Should you think you need assistance with sales training please contact Rosaleen Fitzpatrick rosaleen.fitzpatrick@failteireland.ie requesting Fáilte Ireland complimentary Selling at In-Ireland Events Training. Remember ALWAYS fit your sales pitch, profile photo and online profile to how the Overseas Buyer sees you and NOT as you imagine yourself.

So what else is changing?

We will have a very strong social media campaign running across a number of platforms during Meitheal 2015 and we will be inviting you to actively join the campaign. Closer to the date we will update you on the numerous channels where you can join the conversation.

The evening networking events will be refreshed and reinvigorated, we will send you full details of the Fáilte Ireland Meitheal Evening Event Tuesday 14th April shortly, the price will remain the same as 2014 and tickets can be purchased online when paying for your registration.

And finally...

We at Fáilte Ireland look forward to providing you as a valued Irish Industry Partner with a new and innovative platform for Meitheal 2015, but we can only do so with your assistance. We are in the final stages of fine-tuning the **new online system**. We will issue Invitations to register for Meitheal on Thursday 26th February, on completion payment requests will issue. You will not have access to the new online appointment scheduling system to load your

profile and request meetings until your online payment has been processed. It is imperative the new online system that we select for you reflects the diversity of the Irish Industry Partners that we work with, so PLEASE bear with us while we perfect it.

With over 4,000 Irish Industry receiving notification of this new system, should you have any queries please email the Meitheal team at info@promotionsireland.ie and we will endeavour to respond to you as soon as possible.

Finally, we at Fáilte Ireland are very excited about Meitheal 2015; we are greatly looking forward to you joining us at Meitheal 2015.

We sincerely thank you for your patience and support while we roll out Meitheal 2015.