Workshop overview
Part of Fáilte Ireland’s Market Diversification programme, this workshop is focused on the German market and will deliver an in-depth review of key customer types, their interest in Ireland and targeted messages for engagement and lead generation and how to devise a channel management strategy (specific to this market).

The content has been developed following the latest insights gained from a number of sources including Fáilte Ireland and Tourism Ireland market and consumer research and insights and feedback from buyers and OTAs.

Why attend
- In-depth understandings of the German market
- Expert advice on lead generation
- Insights to grow business from this market
- Practical knowledge to increase sales and profits.

Location
Regional locations, nationwide

Duration
1 day

Cost
Fully subsidised by Fáilte Ireland

Designed for
General Managers and Sales Managers of tourism businesses who wish to diversify their markets and grow international sales.

Date
Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal

Content
- Market insights in the German market including key customer types, their interest in Ireland and key messages for engagement
- How to nurture business from Germany.
- Lead generation i.e. devising a channel management strategy for the German market that is right for your business:
  - National Tourism Agencies and the in-market German opportunities of each
  - In Ireland and in market German trade events
  - Generating business via Irish tour operators and working out who is a good match for your business
  - Generating German business via OTAs (B2C and B2B)
  - Partnering with others (e.g. attractions and activities) to generate business from OTAs
  - Getting the most out of leads via face to face meetings and social selling
  - Trade opportunities (tour operator and OTA) specific to Germany
  - Direct consumer opportunities in the German market (e.g. in market digital and/or publicity bundles)
Watch out for other workshops in Fáilte Ireland’s Market Diversification Programme

Fáilte Ireland’s Market Diversification programme is a dedicated suite of workshops to deliver in-depth international market insights, lead generation tips and tactical sales supports. Businesses can adopt a pic’n mix approach to best suit their business needs.

All content has been developed using the latest insights gained from a number of sources including Fáilte Ireland, Tourism Ireland market and consumer research and insights and feedback from buyers and OTAs.

The full suite of workshop titles is listed below. To view more details, click here

**Tactical Sales Workshops**
- B2B Channel Management – Pricing and Contracting
- Perfecting Your Written Pitch
- Boosting Online Sales Growth

**International Market Insights / Lead Generation Workshops**
- Selling to GB - Market Insights and Lead Generation
- Selling to France - Market Insights and Lead Generation
- Selling to Germany - Market Insights and Lead Generation
- Selling to Spain - Market Insights and Lead Generation
- Selling to Italy - Market Insights and Lead Generation
- Selling to US - Market Insights and Lead Generation
- Selling to Canada - Market Insights and Lead Generation

**Get China Ready**
- China Fáilte - Preparing for the Chinese Market
- China Ready Programme – COTRI Accredited