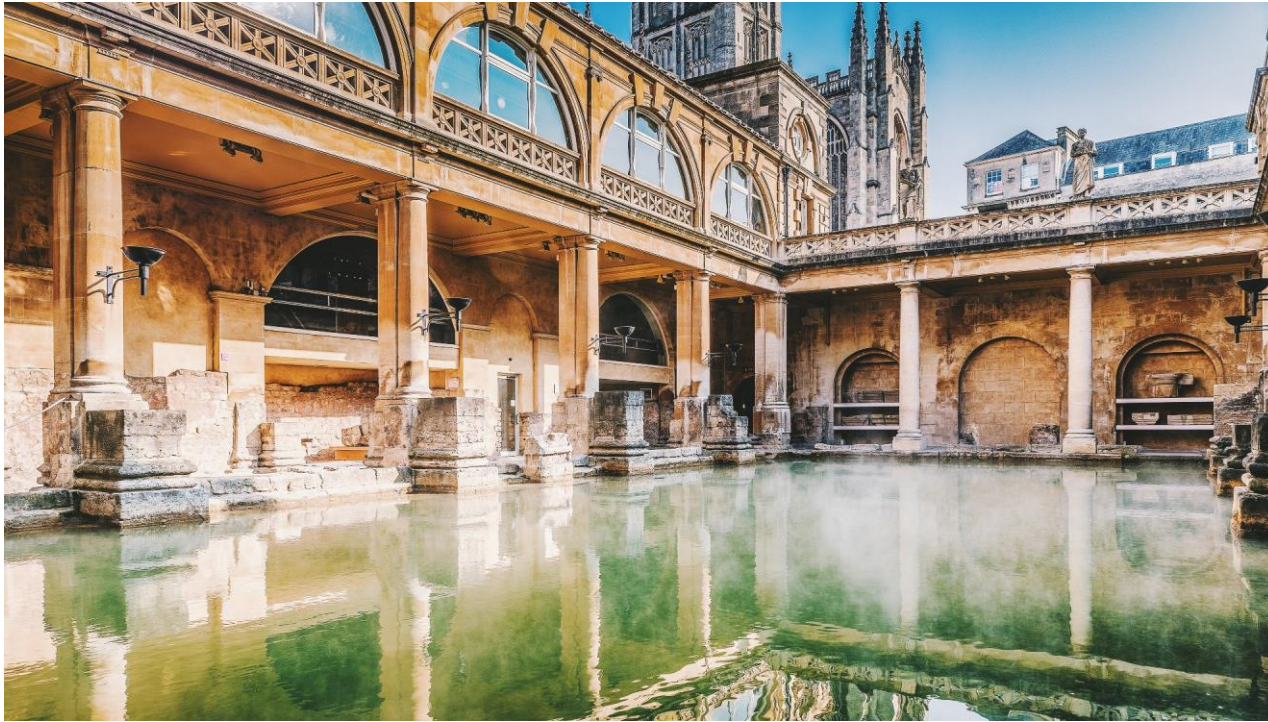


meet
**BRISTOL
& BATH**
Convention Bureau



Meet Bristol & Bath Members Forum - Monday 8th November 2021

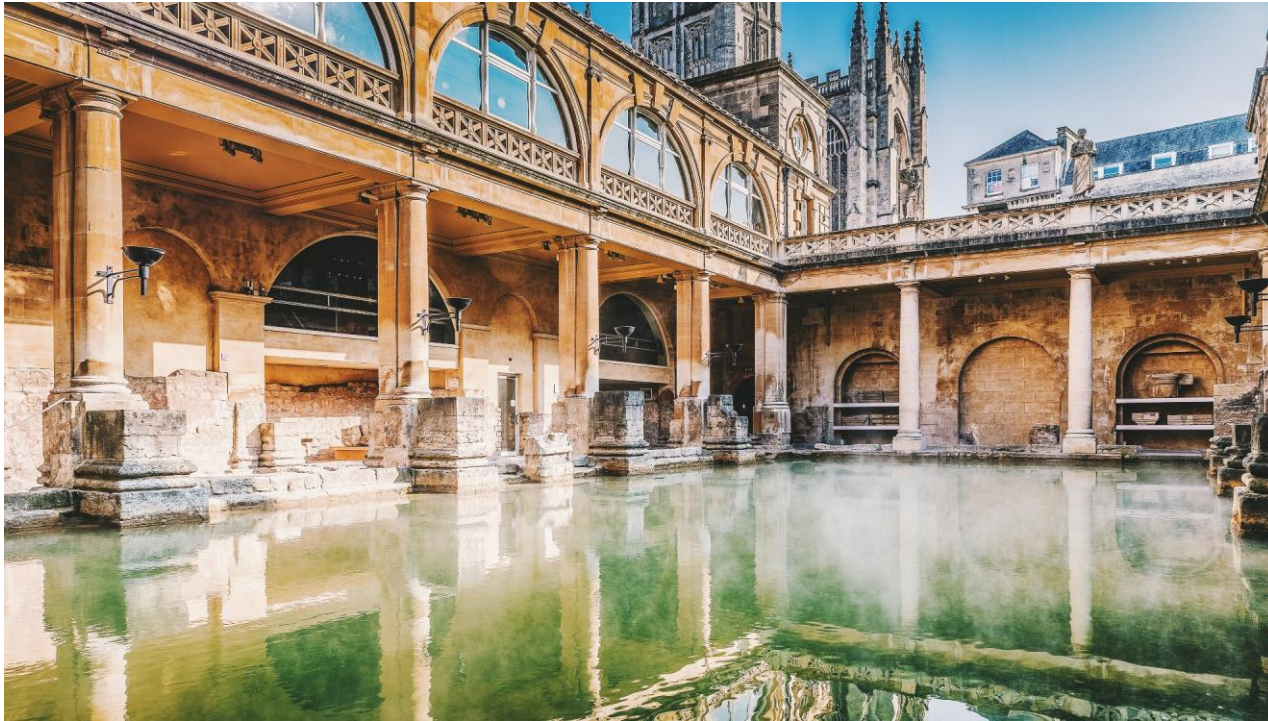
Agenda



Speakers

- Jack Marczewski - Event Director - The Meetings Show
- Leo Platt - Managing Director - Hyybab
- Peter Heath - Managing Director - Venue Performance
- Amy Phillips, Meet Bristol & Bath update
- Questions

meet
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Meet Bristol & Bath Update

Activity Update

- Exhibited at CHS Birmingham
- New video content
- Hybrid events guide – FAQ's
- AIEA FAM Trip
- AIEA Selling to agents training



Agency Training Highlights



- **Communicate:** Update agents with personal work e-mail addresses, answer the phone, manage expectations with a speedy turn around (where possible).
- **Clarity:** Provide the best rate at the start, clear commission offer, be willing to negotiate.
- **Site visits:** Show agents what they need first then what you're excited about if there's time.
- **Fam trips don't have to be a burden:** Great opportunity to work together to cement relationships between agents and venues.
- **The AIEA Is Here To Help:** Get involved, communicate directly with agents. Join AIEA Slack channel.

Enquiry Trends



- Short lead enquiries
- Longer sales process – Venue response times, client indecision
- Rise in team building requests
- Big rise in Christmas party enquiries – conversions very slow
- Switch to virtual for Q1

Activity Update



Too Good To Go

Coming soon:

- Conference legacy web pages
- Too Good to Go partnership
- Continuous improvements to the website to generate more enquiries: Focus on Christmas, Incentive travel and team building listings

Get Involved



- Stand partner opportunities - The Meetings Show (29-30 June 2022)
- Content: Christmas, sustainability, incentive experiences
- Dedicated Incentive Travel Newsletter (quarterly)
- Advertise vacancies on the Visit West careers page

Questions?

