



MEETING CONSULTANTS

project

MARKETING SUPPORT: SALES BLITZ

Planning and organising activities to contact association, corporate and specialised agency clients.

contents

The project involved organising appointments with Italian clients that manage conventions, conferences and incentive travel, and with specialised agencies, interested in the destinations being promoted.

Activities included producing promotional messages, sending marketing e-mails to potential clients listed on a specialised database, checking interest in meeting representatives of the destinations being promoted and availability, and making appointments.