



MEETING CONSULTANTS

## project

### **ORGANISATION OF FAM TRIPS**

Planning and organising promotional trips for groups of buyers in the conference and events industry

## contents

Organising fam trips to enable association, corporate and agency buyers and press to get to know an events destination, its venues and its professionals.

Activities included:

- providing creative input to the event programme
- producing promotional messages
- sending marketing e-mails to potential clients listed on a specialised database
- checking buyer interest in taking part and availability
- selecting the venues to be visited
- negotiating with suppliers
- producing any print or video promotional material
- giving presentation speeches
- supervising the event
- providing accompanying staff if necessary
- producing, distributing and collecting assessment questionnaires, and processing the results
- writing the final report.