



MEETING CONSULTANTS

title

## FAM TRIPS AND INSPECTION VISITS

subtitle

### How to organise effective promotional events

contents

Familiarisation trips are one of the most effective promotional tools, but can seriously backfire if badly organised.

Inspection visits often come after a long period of working on clients, and are intended to convince them to choose our destination, venue or service company.

The client visit should therefore be the crowning glory of a great deal of hard work and result in a signed contract, but it can also be a disaster, and make all that effort go to waste.

Sometimes, it is a small detail that undermines our work, or the way in which a supplier or employee addresses the client, or an unexpected occurrence.

The seminar attempts to list and analyse all aspects that need attention, and the steps to be taken to ensure the fam trip or inspection visit is a success.

objectives

To learn how to organise fam trips and inspection visits to acquire clients.

target

The seminar is aimed at the staff of conference centres, historic venues, events venues, conference hotels, convention bureaus, destination marketing organisations, conference and events organisation agencies.

duration

- short module: 4 hours
- complete module: 6/8 hours.