



SOCIETY OF INCENTIVE & TRAVEL EXECUTIVES



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SOCIETY OF INCENTIVE & TRAVEL EXECUTIVES



*Enhancing B2B
opportunities
through SITE
membership!*



Presentation Overview

- The importance of Belgian Chocolate
- About SITE
- SITE's strategic Plan 2005 - 2007
- 2007 theme: enhance **b2b**



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The importance of Belgian Chocolate

... with special thanks to the Spanish

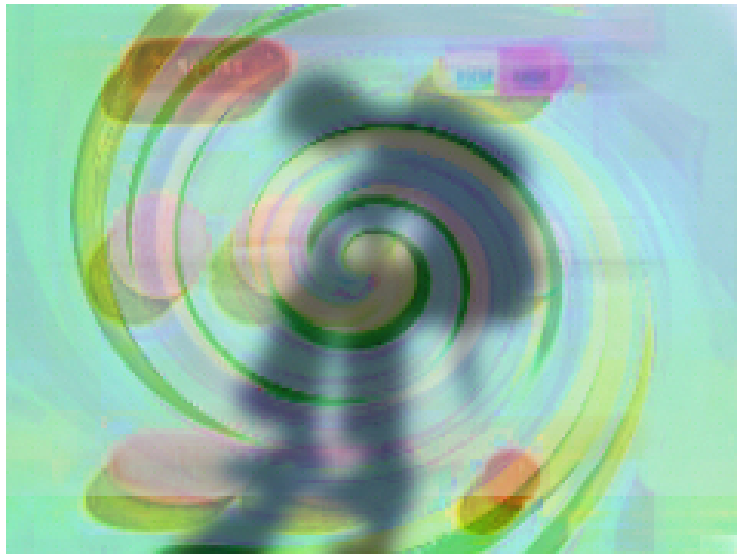


Energy



The nutritional and energetic qualities of chocolate were very appreciated by the **Spanish** during the colonization of the 'New World'. Today, it is used in sports snacks as chocolate is an excellent energy booster thanks to its high level of **iron** and **magnesium**!

Anti-depression



In the 16th century, **Spanish** aristocratic ladies consumed chocolate everywhere, even in church. Did it help them supporting the too long masses may be? Today, we know that chocolate contains "**pheryletyanine**" which has a positive influence in cases of nervous depressions.

Aphrodisiac



According to the **Spanish** Coquistadores, chocolate was considered already in the time of the Aztec & Maya cultures as a **sexual stimulant**. Even the Aztec emperor Moctezuma drank it *“to have access to ladies ”*.



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About SITE

March 2007

About SITE

- *2,200 members*
- *87 countries*
- *34 chapters*
- *Only not-for profit Society dedicated to incentives*
- *U.A.E Chapter inauguration March 07*

Core Purpose of SITE

*The Core Purpose of the Society of Incentive & Travel Executives is to foster **networking** and **professional development** among individuals and business entities involved in the use of motivation, incentives and travel rewards.*

What is Incentive Travel?

“Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals.”

Member Benefits

- *Industry specific education*
- *Professional Certification Program (CITE)*
- ***International Networking***
- *Incentive Industry Research*
- *Crystal Awards*
- *Member Resource Directory*
- *Member Newsletter (InSITE)*
- *Chapter Membership*
- ***SITE Finder Service***
- *Scholarship Programs*
- *E-Learning*
- *Volunteer Leadership Opportunities*
- *Career Center*
- ***Young Leaders Program***
- *Internationally Recognized Logo*
- *Student/Faculty Membership*
- *Member Discussion Board*



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SITE Strategic Plan

2005-2007

SITE Strategic Plan 2005 - 2007

1. To **raise** the global **awareness** level of the **effectiveness** of **performance improvement** and, in the process, elevate SITE to a position of industry pre-eminence.
2. To enhance **member value**
3. To provide and promote **business to business opportunities** between members, strategic alliances and FutureSITE contributions.



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B2B

Survey & Research

Introduction B2B Survey

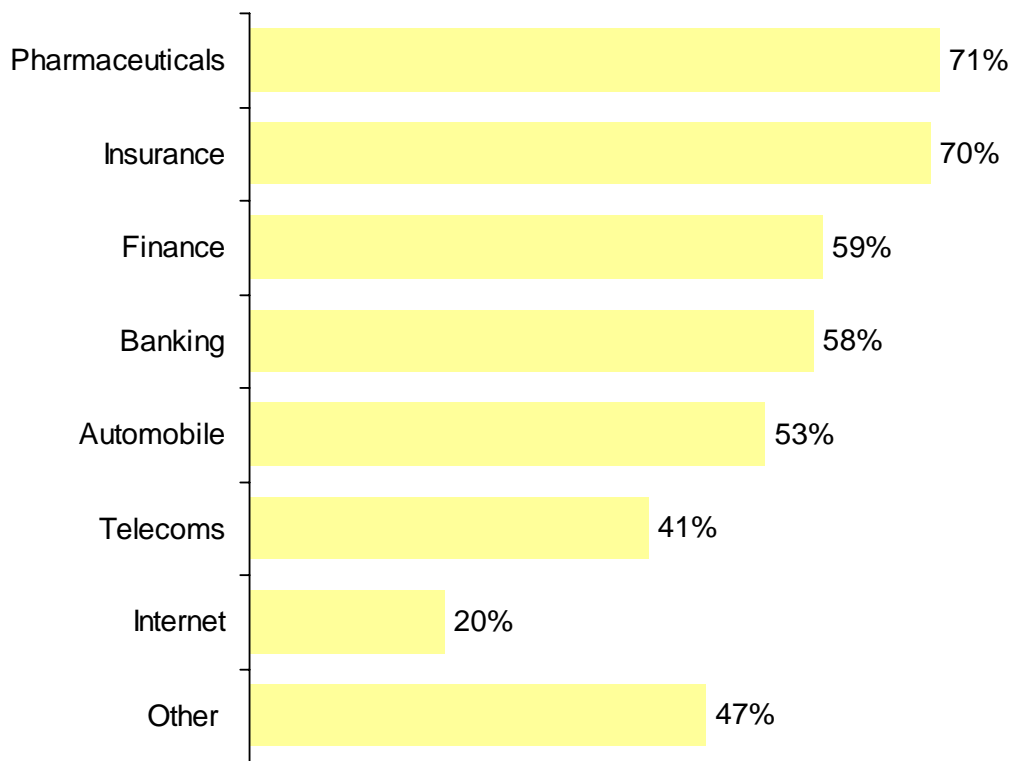
- Point of View: The Buyer Perspective
- Sources
 - Survey 60+ DMC & Hoteliers
 - Survey 130+ Meeting & Incentive Buyers
 - 2006 SITE Membership Survey & Incentive Trend Review
 - EIBTM Industry Trends & Market Share Report
 - Industry Publications & Industry Web sites
 - Industry Advisory Board Meetings

Introduction B2B Survey

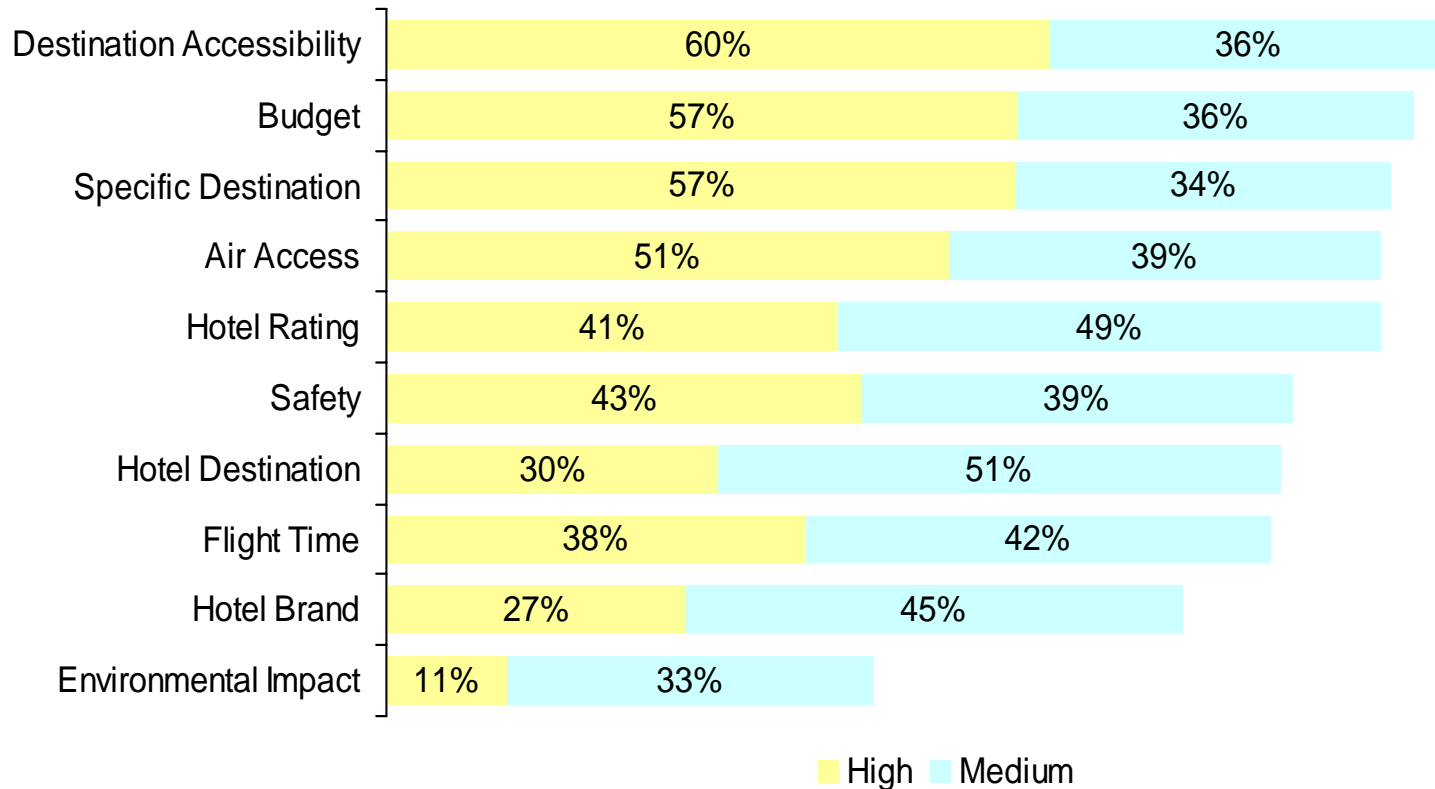
● Key Objectives:

- Understanding of current **trends** relevant to the buyer and their **clients' perspective**
- Understanding of buyers **critical issues and priorities**
- Understanding how you can be a better partner in business
- Do more business with SITE members!

Key Customer Profile



Clients' Priorities for Incentives



Current and New Destination Cities

Current



New

US Based

1. Las Vegas
2. Hawaii
3. New York
4. Orlando
5. Cancun

Non US Based

1. **Barcelona**
2. Rome
3. Paris
4. London
5. Dubai

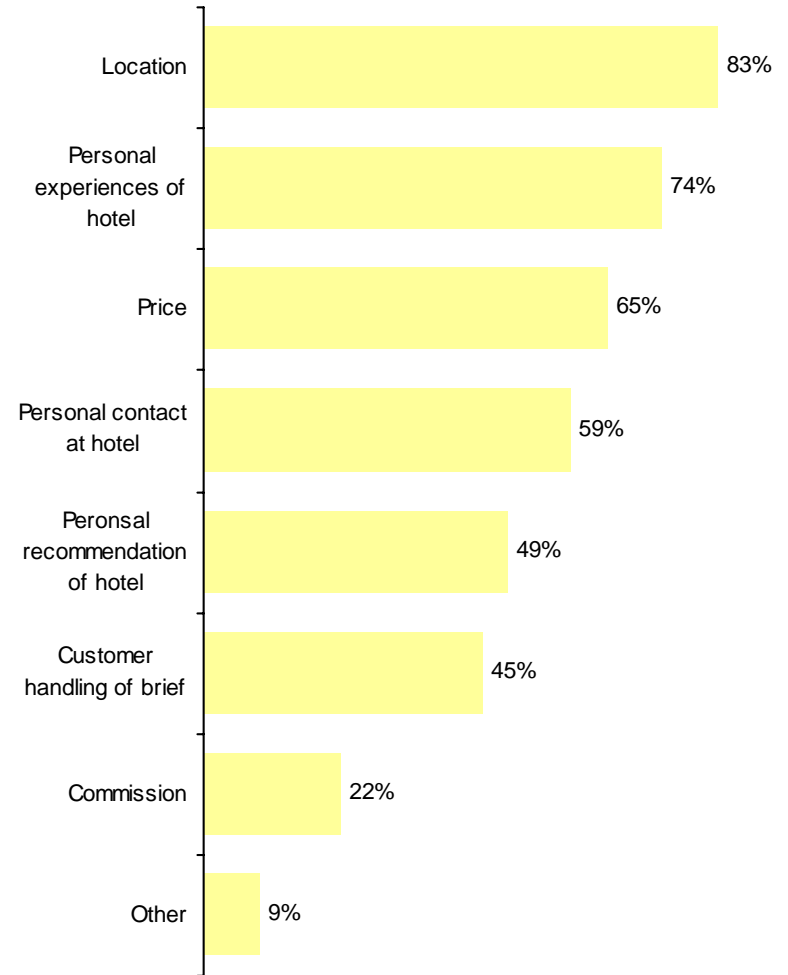
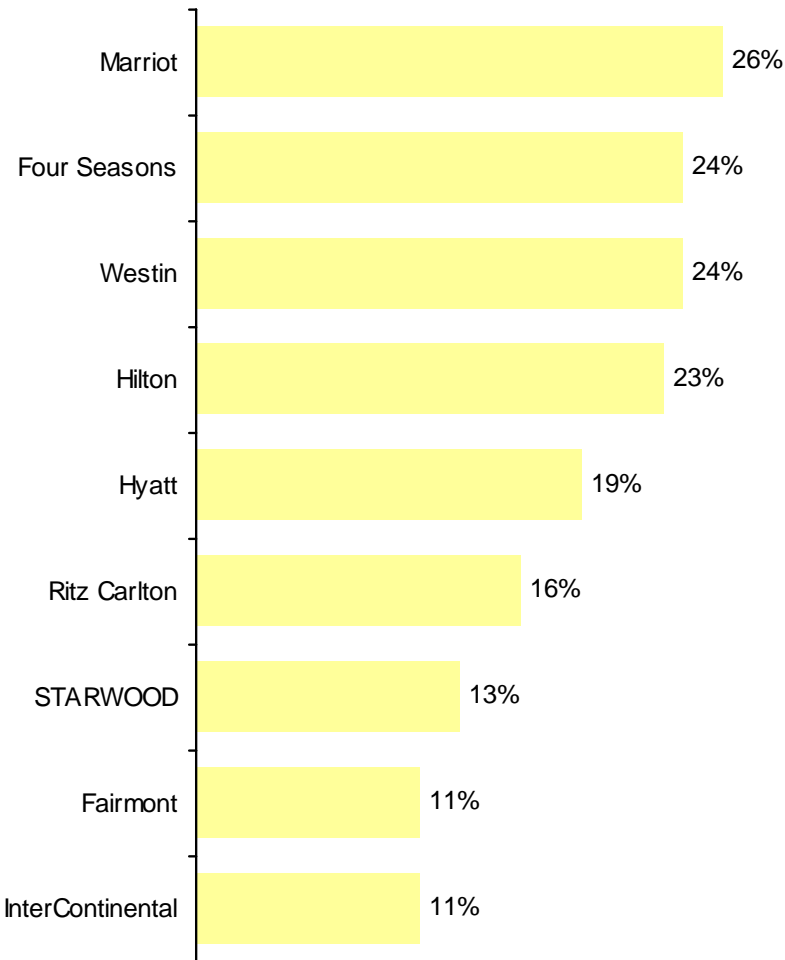
US Based

1. Costa Rica
2. Prague
3. Dubrovnik,
Barcelona,
Athens & Dubai

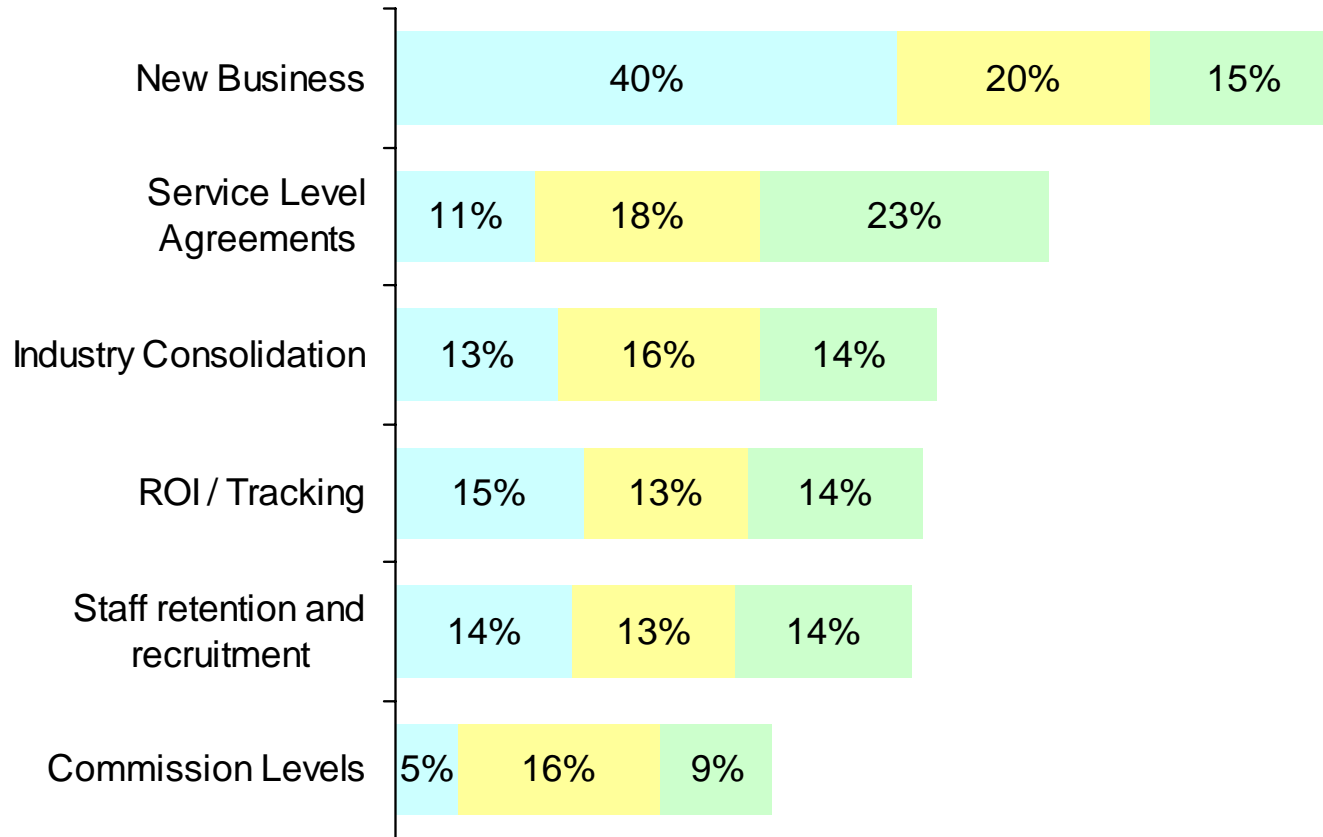
Non US Based

1. Dubai
2. Prague
Budapest
Barcelona
3. London

Hotels Used Regularly and Reasons Why



Key Current Concerns



B2B

To succeed in an increasingly complex business markets environment, companies should make a clear choice as to which strategy they decide to follow and be sure that the entire organization is capable of supporting it.

- B2B marketing research
- Adapting to the right business market model
- **Creating, capturing and delivering value**
- Management and key client contact development

Business Opportunities

- Products required vs products offered
 - Services required vs services offered
 - Investment opportunities required vs offered
 - Selection of Agents, Representatives or Distributors
 - Joint ventures and/or strategic alliances
 - Licensing
 - Franchising
 - International trade and networking
 - E-marketing
- ... but this is not a course in B2B management!



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B2B

Quick Wins

Responsiveness

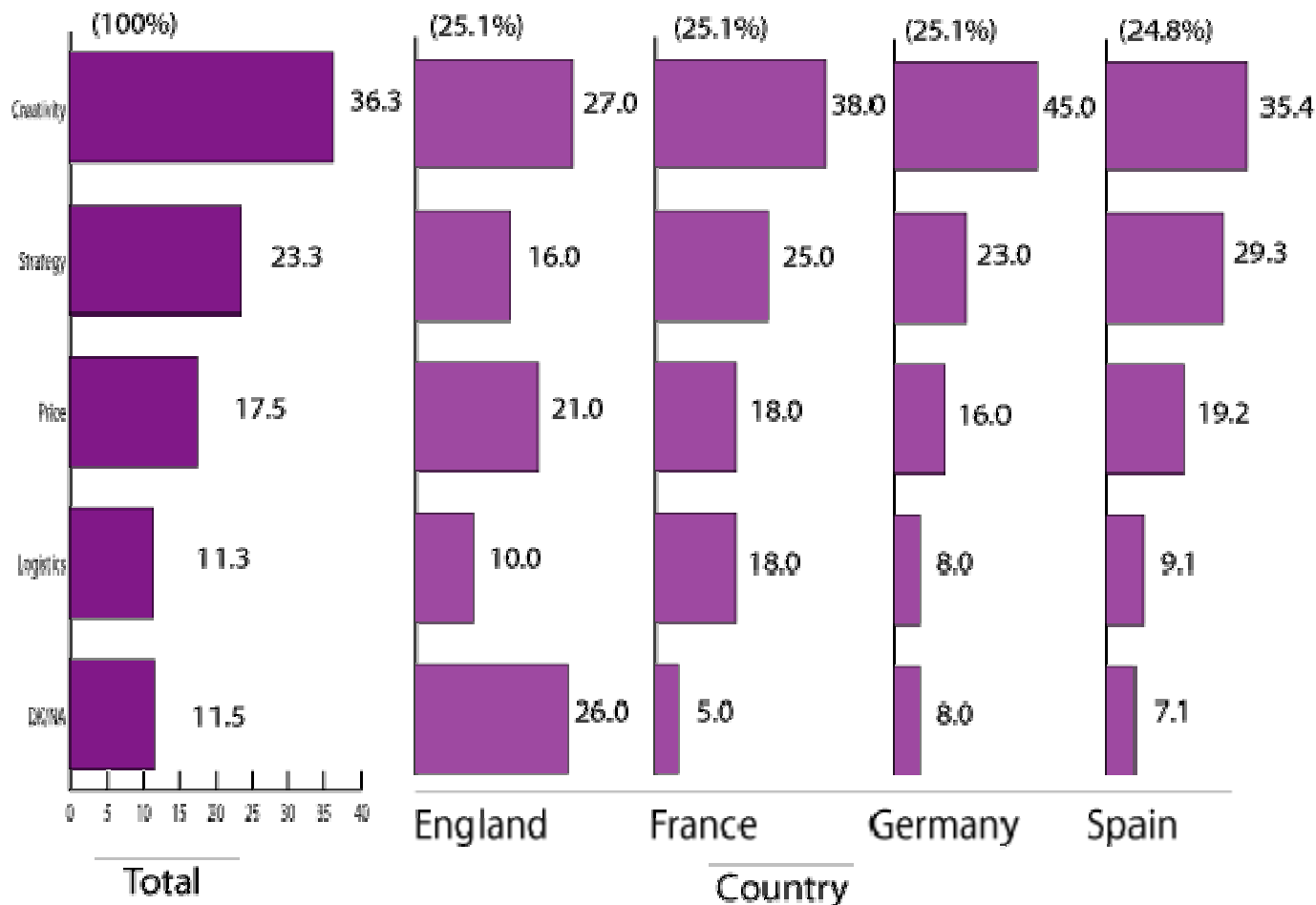
- Turnaround times are significantly shorter than they were
 - 12 – 18 months ago
 - Standard turn around for **hotel proposal** is 24 – 48 hours
 - Standard turn around for a **basic DMC proposal** is 24 – 48 hours
 - Standard turn around for a **creative DMC proposal** is 3 – 5 days
- **Acknowledge receipt** of the RFP
- Based on time elements, proposals should be send via **email**. Format should be easy to “**cut and paste**” into a proposal

Responsiveness

- Ensure that responses are thorough – buyer
- Meet the deadline – communicate if this is not possible
- Ask questions if you are unclear about any components of RFP
- Provide a “value-add”
 - Attachment providing information on local holidays, events, weather and destination information
 - Reference Web sites that contain additional information on the destination or property
- When surveyed, buyers indicate that responsiveness is a critical factor in selecting a supplier

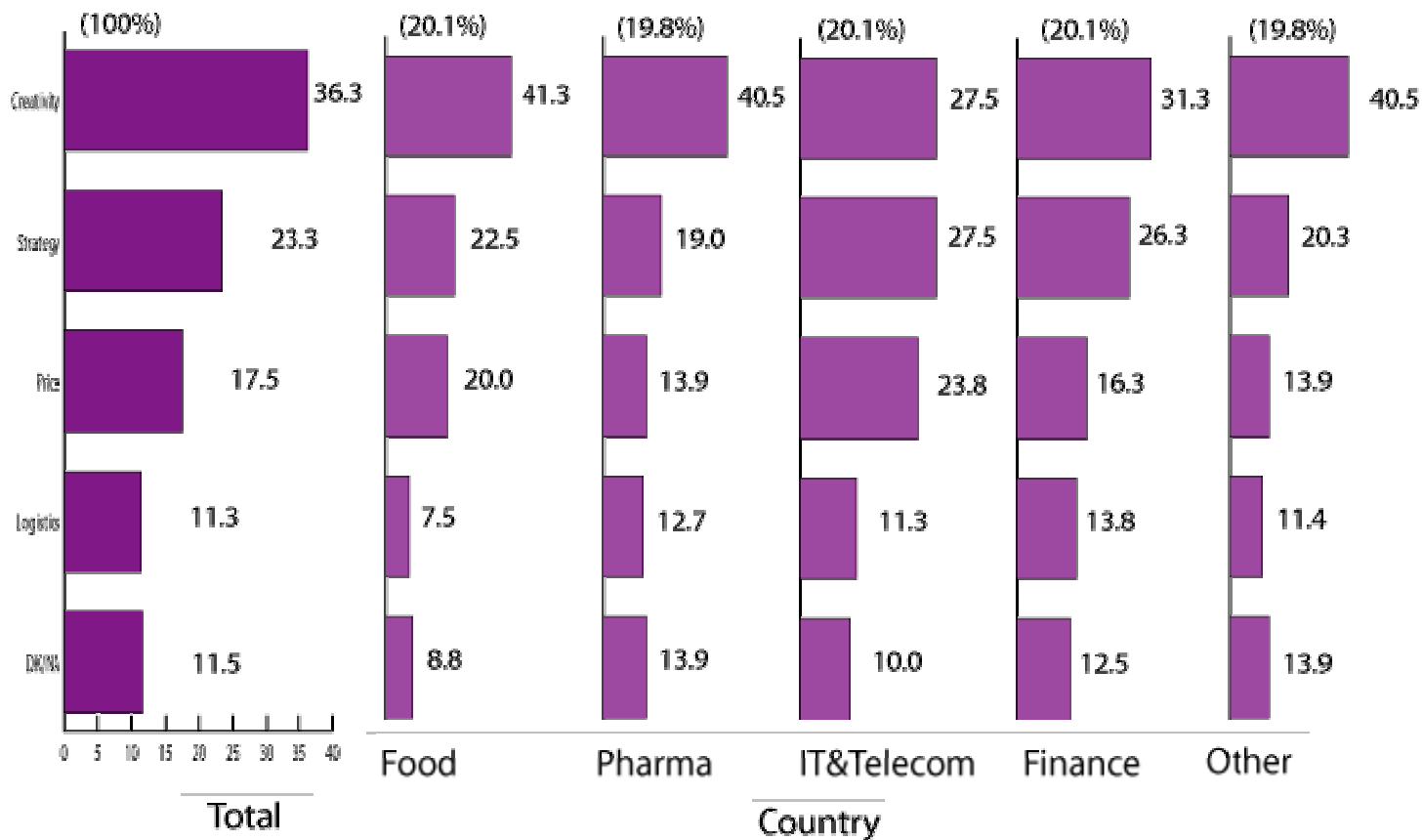
Event Agency Selection Criteria

In percentage (%)



Event Agency Selection Criteria by Industry

In percentage (%)



Enhance Creativity

- ‘Selling is not telling but asking!’
- Understand the program objectives and budget
- Catch the buyers attention
- Offer creative enhancements at several budget levels
- Go beyond the tariff – clients want fresh ideas
- Ensure a variety of options – choice has become “king”
- Lifestyle and ‘green’ options are of huge interest
- Greater interest in socially conscious activity options – offer this when looking for teambuilding
- This is a **CRITICAL POINT OF DIFFERENTIATION** – don’t miss the opportunity

Enhance Services

- You need to be able to deliver on promises
- Don't be pushed "outside the box" so far that service is compromised – just say "stop" before that happens
- You must be accessible, accountable and flexible
- Sometimes you have to do the "small stuff" to get the "big stuff"
- Service = Accountability
- Communication is key
- When surveyed, buyers say that Customer Service is critical to selecting a supplier (equal to Responsiveness)

Clear and transparent pricing

- Buying decisions are being driven by procurement and corporate compliance issues – your price **MUST** fall within their guidelines
- Provide your **BEST** offer up front
- Costs **MUST** be broken down – line item
- Show € value of concessions
- Air pricing is taking a larger portion of the overall program budget – be prepared to compromise
- List what is included and what is not include in your price, additional fees are **NOT** an option after the sale
- Suggest ways to reduce budget
- List optional enhancements

Building strategic B2B-Relationships

- You must build a relationship to have a relationship
 - Bring value
 - Consistent communication and updates – make it relevant and make it compelling
 - Case studies
 - Stay in touch, even during times of “inactivity”
- Understand the difference of being a partner and a STRATEGIC partner. Strategic partners understand the following:
 - What are the clients’ business objectives?
 - What will it take to win the business?
 - As partners, what is our point of differentiation?
- You need to be consistent, professional & flexible
- “Nail” the Site Inspection



Task

Do a B2B opportunities brainstorming session within your chapter as we did among the board.

Hometask:

'Come to the IBOD meeting with two initiatives that do not cost money (or which are self liquidating) in order to enhance b2b opportunities amongst members and beyond!'

Hugo

SITE B2B Initiatives that cost nothing...

- SITE/BRANDED Exchange Event
 - Hosted Buyers
 - Like Las Vegas Event
 - Tie into International Conference
- Feature testimonials of business done with SITE members
- Online conference
- Online referral – on website

SITE B2B Initiatives that cost nothing...

- B2B seminar at IC & ESNEP
- Appointments at IC & ESNEP
- Crystal Award for best B2B initiative
- Better mix/interaction with buyers & suppliers at IC
- Enhanced website/ more user value
- Interactive bulletin board
- Lead data base & lead sharing

SITE B2B Initiatives that cost nothing...

- More clients/corporate buyers
 - Incentives for buyers/corporate
- Expand listing info (***SITE Finder Service***)
 - Fee for upgraded listing with more info
- Special “deals” section on website
- Build community
 - Share ideas/content
 - Blog

SITE B2B Initiatives that cost nothing...

- SITE Intranet
- Training
- Internship Program
- Mentorship
- Redefine buyer/supplier definitions
- Additional structure to IC to encourage more networking
- ...

