

HOW TO SUMMIT

Go West
SUMMIT

Anina Grasso
Director of Travel Experiences
Development
Destination America

Lisa Bruening
Senior Tourism Sales Manager
Visit Denver

Barbara Bowman, *CEO*
Bowman & Associates

TOP 10 FUN FACTS – GO WEST

- 35th year! So happy to be back in Alaska!
- Registration numbers: 157 Buyers /19 Media / 219 Primary Suppliers /30 Secondary Suppliers
- Buyers/Media from 25 countries are registered to attend GWS 2023. Suppliers represent 18 US states and 2 Canadian provinces.
- Ratio: 1/1.26 - One buyer for every 1.26 suppliers. Best buyer to supplier ratio ever at Go West.
- There are 7676 confirmed appointments. Last year our event saw 4,274 confirmed appointments.
- Over 10,000 meeting will be conducted.
- There are 73 individual appointment slots over the two days of Marketplace.
- Our 2023 delegates have a total average of 39 confirmed appointments There were 31 in Reno.
- There is a three-way tie for highest total confirmed appointments: Western Leisure, Cali'Fun and Southwest Adventure Tours. All show 73 confirmed appointments.
- Suppliers with the highest number of appointments are Alaska Collection with 73, Yosemite Mariposa County Tourism with 66.



WELCOME TO GO WEST SUMMIT!

YOU ARE HERE, NOW WHAT?

- The night before: Review your scheduled appointments and your notes/questions for each.
 - Requested by you: You should already know how you work together, have questions ready and what's new.
 - Ask if they need anything from you or if you can explain why/how you may be able to work together.
 - Not requested by you: Ask about their needs. Be prepared to provide your company overview
 - Mutual Requests: Ask about their needs, Listen, Share
- Make sure you have read the company profiles and have visited their web sites
- Appointments are not a fact-finding mission for Suppliers-use the profiles!
- Suppliers: Have notes prepared for each meeting on the company, what you want to share with them & questions for them. Have your general information ready to share and send digitally. Be prepared with rates for the next two years(if possible).
- Buyers: Be prepared with your USA programs and product details of all suppliers you are meeting.

GETTING THE MOST OUT OF MARKETPLACE APPOINTMENTS

- Suppliers:
 - Know the role of the Buyer, what type of product the Buyer sells and ask the right questions to determine their needs. Have your notes prepared.
 - Only discuss products/services which fit their needs; if there is not a match, thank them and move on.
 - Do not go into a sales pitch unless requested by the buyer.
 - Be aware if they buy from a 3rd party – if you don't know this ask before discussing rates or sourcing.
- Get engaged – Make eye contact-take notes! Make note if you need to follow-up with someone else. Ensure you have correct email for follow-up.
- End of the meeting, summarize all points discussed
- Together, determine what the next step is and when follow-up is needed
- Keep track of verbal commitments and confirm them in writing immediately
- Remember that appointments are 12 minutes, so pace accordingly
- Listen for the 2-minute warning bell, then the final bell to move to the next appointment.
- Don't overstay your appointment time.

GETTING THE MOST OUT OF MARKETPLACE APPOINTMENTS

- Buyers:
 - Ask if supplier is familiar with your company. Be prepared with brief introduction of your company & your role
 - Explain your needs specific to the supplier you are meeting and exactly what you are looking for
 - If it is something specific or exclusive you are looking for, don't be shy to say that and to guide the conversation
 - This is a new time where we all must adapt and think outside of the box – **let's think outside of the box together**
 - Get engaged - take notes!
 - If there is not a match with the supplier, be honest and thank them for their time, and both of you can move on.

Let's Talk Sustainability

- Less Paper: Cut down on printed material where possible – have one example to show, and follow up with an email with the info as appropriate documents attached and/or links to image gallery/online source
- Less Waste: Emailed documents/links over flash-drives
- Less Paper/Waste: Consider electronic business cards, for example: <https://www.hihello.me/>
- More Purpose: Consider instead of gifts/swag à Supplier uses the funds towards a donation for a non-profit organization – maybe have 2-3 options and have the buyer choose

WHAT TO DO IN-BETWEEN MARKETPLACE APPOINTMENTS

- Suppliers:

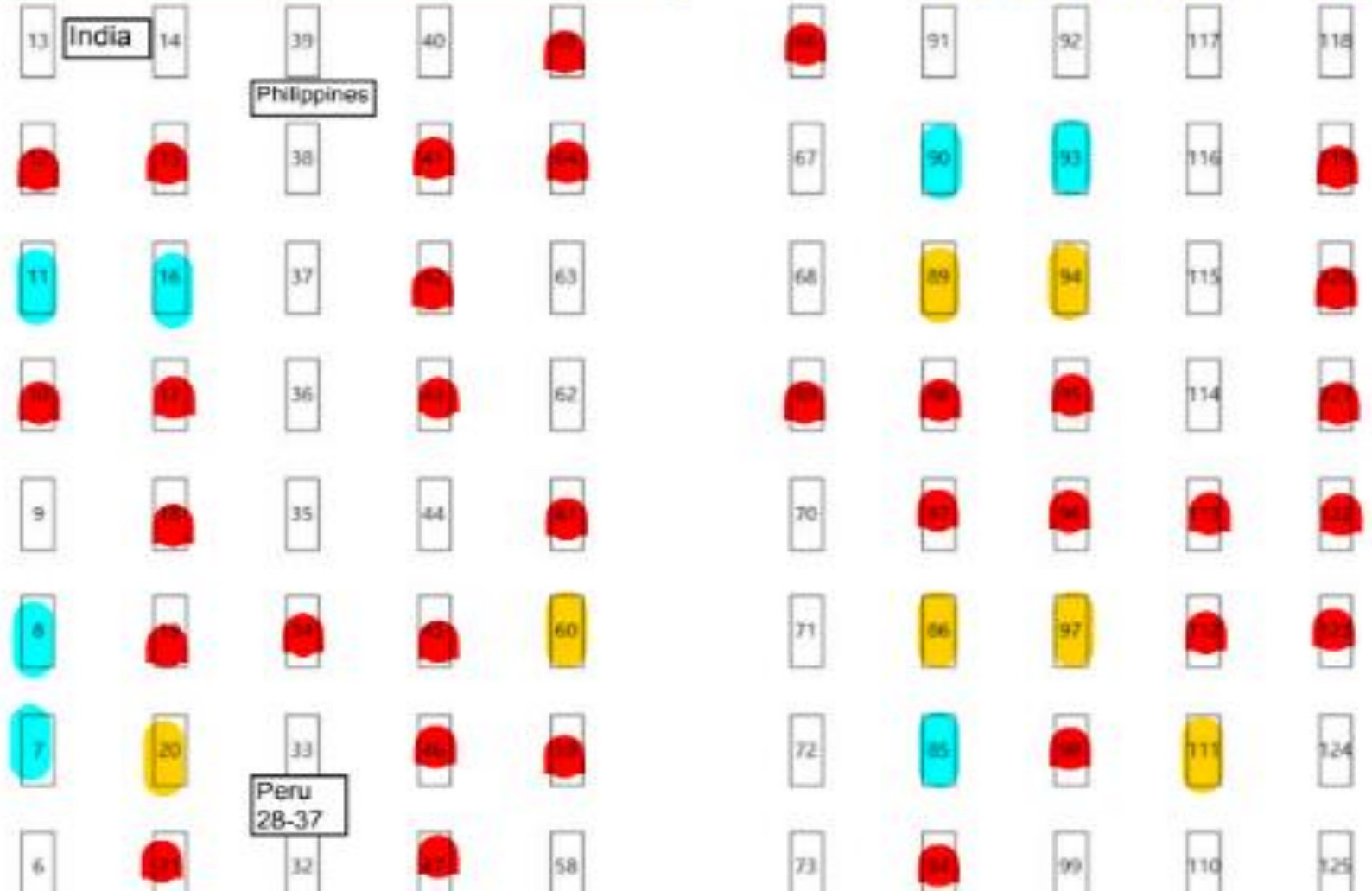
- Use transition time stop in on buyers you did not get appointments with for a quick introduction. Follow-up later. Do not interrupt other Supplier's appointment time.
- Step to the back of the Marketplace, do not stand in the aisles
- If you have 1 or 2 free appointment slots, you can go to the Supplier Lounge, finish appointment notes to prepare for next appointment or visit Sponsor Booths. Check in with your state/city DMO on their appointment highlights.

- Buyers:

- If you need to take a break, step away from your table, provided you do not have an appointment
- Be open to drop-in appointments from Suppliers

MARKETPLACE

Appt=red
Stop by= Yellow
Media=Blue



LISA BRUENING'S GAME PLAN



ATTEND THE 5 MINUTE NETWORKING SESSION

- Fast-paced 5-minute networking sessions appointments on Wednesday from 1:15-2:15PM
- Objective: Visit companies with whom you do not already have pre-scheduled appointments
- Suppliers:
 - You will be going to Buyers' Tables, which are numbered.
 - Design a "Target List" with Buyer names and their table numbers in sequence so you will not waste time (*table numbers will be available on-site*)
 - Visit "only" those Buyers relevant to your business
 - Be mindful of your 5-minute stay; others need time to network. Move along if you don't need the full 5 minutes.
 - Great opportunity to pick up business cards or do a quick in-person introduction and follow-up later. Follow-up is vital for these.

CONNECT AND RE-CONNECT AT THE SOCIAL FUNCTIONS

- Use every social occasion as an opportunity to connect— bring business cards or share virtual cards!
- It is an opportunity for everyone to Meet Buyers/Suppliers with whom you did not get an appointment or speed session
- Ask a Go West staff member to introduce you to someone new or who you want to meet.
- Suppliers use your state/city DMO to assist with introductions
- Build relationships...don't oversell
- Invite your target partners to join you at a meal function

WHAT COMES NEXT?

- Follow up is key – Suppliers: Follow up! Follow up! Follow up!
- Promptly follow up with requested information or at agreed time if delayed follow-up is requested.
- Personalize your communications (avoid mass/cookie cutter follow up)
- Follow up from time to time to continue building the relationship

THIS IS THE BEGINNING

- Developing international business is a marathon, not a sprint; it can take 2-5 years
- Relationships mean trust and commitment first, then business follows
- Consistency is key - Participate annually in Go West Summit

QUESTIONS-COMMENTS

EVALUATIONS – HELP US MAKE THIS YOUR SUMMIT

- Give us feedback that will make this summit more beneficial to you
- After the event, watch your inbox for the Post-Event Survey!

MOCK APPOINTMENT & MARKETPLACE FLOOR TOUR