

**Carefully review the Delegate Directory to identify new business opportunities for your company. The Directory lists Supplier/Media companies separately from the Buyer companies.**

## **b HOW TO SELECT YOUR REQUEST LIST**

Review the Electronic Delegate Directory carefully and select the companies with whom you would like an appointment.

Prioritize the Individual Delegates from the Companies you are interested in meeting from first to last, with the first request being the Individual that you would like to have an appointment with the most.

**Do not list your appointment requests alphabetically, but in order of priority.** The Delegate with your highest preference for scheduling an appointment should be listed first, and so on, until you have completed your requests. By doing this, your final schedule is more likely to include your preferences.

The order in which you prioritize your appointment requests will be the order in which they are processed by the computer in scheduling appointments.

Remember, the more appointments you request, the better your chances are for having a full schedule during Caribbean Travel Marketplace. The system allows for up to 66 appointment requests per appointment taking delegate.

*Buyers* - Do not overlook new Supplier Companies who requested your company. These Suppliers may represent a new business opportunity for you in the Caribbean.

It is important that you contact the companies/delegates you want to meet before coming to Caribbean Travel Marketplace. Contact them by telephone, fax, or Email and provide as much specific information about your company as possible. It is recommended that you contact any delegate you wish to meet after you have requested them; the company that you have requested may not know your product and as such making direct contact may improve your chances of having a perfect match.

## **b HOW TO SUBMIT YOUR APPOINTMENTS ONLINE**

To make, change or review appointments, click on the 'Request Appointment' button.

### **Tab 1: Make New Requests Entry Page**

#### **Step 1 – View/Search Registered Companies**

1. Click the VIEW PROFILE button to display detailed information on a selected company. To view detailed information on all registered companies, select the VIEW ALL PROFILES button.
2. Select the company you wish to meet with by clicking the ADD REQUEST button. You can also select companies by using SEARCH button to find Companies and view Company details. The built-in search function can be used to narrow the list of potential requests, based upon your search criteria.
3. Begin a search using Company Name, City, State, Country, or Delegate Name; enter the necessary information in each criteria box.
  - a. Note: You can select multiple States or Countries by holding the Ctrl key down while clicking selected States or Countries
  - b. Note: Companies must meet all criteria in order to be displayed

4. Click EXECUTE SEARCH, which will give the result list of all companies that fit your requested criteria. You may request appointments from the search results by selecting the ADD REQUEST button next to the company you wish to request as an appointment
5. If you wish to print your Search Results, select all companies by clicking on each company with the 'Ctrl' keyboard command pressed down until all companies are highlighted/selected. Click on 'VIEW PROFILE'. Once in the VIEW PROFILE option, click the PRINT button to print all selected companies. To exit, select CLOSE.
6. If you wish to print the complete Directory, select the VIEW ALL PROFILES button. Once in the VIEW ALL PROFILES screen, select the PRINT button. You will be asked if you wish to print the Current Page or All Page(s) of the Directory. Make the selection according to your requirements. Once the selection is made, you will see the result page with the company (s) information; click the Print button on the middle top of the page to finalize printing.
7. To exit, click on the CLOSE button

## **Step 2 - Request Appointments**

*Remember: Appointment requests are with individuals from a registered company.*

1. Select the Show All button to list all the companies with whom you can request an appointment.
2. To request an appointment with an individual from a company, select the delegate and click the ADD REQUEST button. It will automatically change the request status from blank to 'Requested'.
3. The computer will allow you to choose up to the maximum number of requests and will not allow to duplicate requests. (However, multiple appointment-taking delegates from the same company should be certain not to duplicate each other's requests for the same individual, since the software cannot distinguish duplicate requests from different delegates within the same company.)
4. The WHO REQUESTED ME button will show all the individuals that have requested an appointment with you. You should review this list to maximize your requests. You can add requests via this button as well by clicking on the ADD REQUEST on the name of the individual you are requesting.
5. In order to save you requests, select the SAVE & EXIT button before exiting. This will save any requests and or changes you have made in the session. After you select the SAVE & EXIT button, a message will appear to confirm your requests have been submitted.

## **Step 3 – Removing Requests**

1. To remove an appointment request with an individual, select the individual record and click the REMOVE REQUEST button. It will automatically change the request status from 'Requested' to blank.
2. You can edit your requests as many times as you wish prior to the Appointment Request Deadline.
3. In order to save you requests, select the SAVE & EXIT button before exiting. This will save any requests and or changes you have made in the session.

## **Tab 2: View / Prioritize My Requests**

### **· Prioritize your requests**

1. The first/top request in the list should be your highest priority, and the last/bottom request in the list your lowest priority. The higher the priority you give a request, the greater the likelihood you have of that request being scheduled.

2. Use the Priority Column on the left hand side to change the priority level of each request. Set the priority of each of your requests by entering a value here. You can also use drag and drop technique to reorder your requests.

Appointments are scheduled by the system based on:

- Perfect matches – a mutual Buyer delegate and Supplier delegate request
- Buyer delegate only requests for supplier
- Perfect matches between Supplier delegate and Media/Marketing Sponsors delegate
- Supplier delegate only request for Media/Marketing Sponsors

3. Once you have completed entering and reordering your appointment requests click on SUBMIT CHANGES. Note: You can edit your requests as many times as you wish prior to the Appointment Request Deadline.
4. If leaving your session, select the SAVE & EXIT button before exiting. This will save any requests and or changes you have made in the session.

#### • **Double Appointments**

1. Buyers are eligible to request double appointments (two consecutive appointment periods with the same company), click on the Delegate Name Record, then select the checkbox next to the company name and click on SUBMIT CHANGES button. To change this request back to a single appointment request, unselect the checkmark in the 'Double' column and click on the SUBMIT CHANGES button.
2. Once you have completed entering and reordering your appointment requests click SUBMIT CHANGES. Note: You can edit your requests as many times as you wish prior to the Appointment Request Deadline.
3. If leaving your session, select the SAVE & EXIT button before exiting. This will save any requests and or changes you have made in the session.

#### • **Removing Appointments**

1. If you want to delete an appointment request, highlight the Delegate Name and place a checkmark on the 'Remove' column.
2. Select the SUBMIT CHANGES button for the changes to take place

#### • **Mutual Appointments**

1. If an appointment request is Mutual, meaning that both Buyer and Supplier or Supplier and Media Sponsor have requested each other, the Info Column will show a 'Mut' in the space next to the company.
2. If the request is not Mutual, there will be a blank space in the Info Column next to the company name.

#### • **Appointment Scheduling**

Note: All appointments are made thru CHTA's Matchmaker© computer appointment scheduling system

All appointments are matched thru the following parameters:

- Perfect matches – a mutual Buyer delegate and Supplier delegate request
- Buyer delegate only requests for supplier
- Perfect matches between Supplier delegate and Media/Marketing Sponsors delegate
- Supplier delegate only request for Media/Marketing Sponsors

## b QUICK REFERENCE GUIDE

### Basic functions

- Use this button to send a summary of the requests you have made to an email address.

- Use this button to logout of your current appointment request session.

### Make New Requests

On this view, you may search for potential targets to make appointment requests with, as well as viewing their marketing profile.

#### Add/Remove Request

- Click on these buttons to toggle between Adding/Removing Requests. This action is processed immediately and does not require further action on your part for this change to be effective in the system.

- Use this button to view selected companies' marketing profile.

- Use this button to show all potential targets that you can request for on the screen.

- Use this button to view the marketing profile of all the potential targets currently

listed on the screen.

- Use this button to show all targets that have requested to meet with you.

- Use this button to bring up a search screen for you to search for specific targets base on various criteria, such as names, locations, as well as matching marketing profiles.

### View / Prioritize My Requests

On this view, you may change the the priority of your requests, remove selected requests, view profile of the company you have requested to meet with, or designate requests to be a double-length request (only available for certain events). Any changes you make on this view will not be in effect until you submit the changes to the system.

- Set the priority of each of your requests by entering a value here. You can also use drag & drop technique to order your requests.

Double

- If this checkbox is visible, use it to designate a request as a double-length request.

Remove

- Use this checkbox to select the requests that you want to remove from your list.

- Use this button to view the marketing profile of the company you have requested to meet with.

- Use this button to view the marketing profile of all the companies you have

requested to meet with.

**Remove All**

- Use this button to mark all requests you have made to be removed.

**Submit Changes**

- Use this button to submit the changes you have made to your appointment requests to the system.

## HOW TO PREPARE FOR CARIBBEAN TRAVEL MARKETPLACE

### AFTER SCHEDULES ARE FINALIZED

#### **a) Appointment Prospect List**

After the Appointment request deadline, you will receive your Appointment Prospect Lists which are made up of the following:

1. Your pre-scheduled appointments;
2. Suppliers and/or Buyers and/or Media Sponsors delegates with whom you requested an appointment, but which the system could not schedule due to no common time available between the two delegates or because the request did not follow the appointment parameters.

Remember that CHTA's Matchmaker© appointment scheduling system only schedules perfect match appointments; "Buyer only" requested appointments and "Supplier only requests" with media.

Buyers -Do not overlook new Supplier Companies who requested your company. These Suppliers may represent a new business opportunity for you in the Caribbean.

After receiving your Appointment Prospect List (your scheduled and unscheduled appointments) you should contact any of these companies which are of interest to you to arrange an appointment at a mutually convenient time.

#### **b) Getting the most from your appointment sessions**

Scheduled appointments take place on the second and third day during Caribbean Travel Marketplace. The Marketplace business floor remains open until 6:00 p.m. on both business days for additional appointments.

The pre-scheduled appointments are the primary reason delegates attend Caribbean Marketplace and we encourage Buyers and Suppliers to maximize the business opportunities during each appointment.

We request that Buyers follow their appointment schedule and to keep all business appointments.

In order to cancel or reschedule an appointment with a Supplier, Buyers must complete the Appointment Cancellation Form before the start of the Sessions on the first business day.

Each Delegate is provided with three Appointment Cancellation Forms in their registration package. Delegates should leave the cancellation forms at the CHTA Registration Desk for delivery.

If you find while in a pre-scheduled appointment with a Supplier that you require additional time, please do not keep the next Buyer waiting by overextending your appointment time. We recommend that you arrange a follow up appointment with that Supplier at a later time.

General tips to help you in maximizing the sessions:

- Try to maximize your business opportunities during each appointment.
- Be on time for each appointment and do not miss an appointment. Doing so could seriously damage your personal and business credibility and may impact your ability to obtain a future appointment with the Buyer.
- Check the message boards frequently and action each message immediately.
- Do not keep Buyers waiting, and be ready to receive your next appointment. If you find that you need more time with the Buyer you are meeting, arrange a mutually convenient time to meet again, but do not keep the arriving Buyer waiting.

- Remember that the Buyer expects to be able to finalize business with you during the appointment. You must have the ability to do this and the necessary information, including your advance rate schedule, and be ready to close the sale.
- Buyers have complained in the past that some Suppliers do not come equipped to finalize business and have therefore wasted the time and the expense of the Buyer in coming to Caribbean Travel Marketplace. This only results in a lost business opportunity for the Supplier and makes it harder to attract the Buyers to future Caribbean Travel Marketplace events.
- Record all business commitments you make, follow up on any outstanding matters, and do not commit for anything you are not able to deliver to the Buyer.

### **c) Sales and marketing check list**

The following points will help you to make sure you are adequately prepared with everything you need to do business at Caribbean Travel Marketplace:

1. A supply of business cards with full contact information-remember you'll be networking from dawn to dusk.
2. Your rates and fact sheets.
3. Your billing, deposit, and refund policies, as well as any prepayment policy.
4. Any regulations on foreign exchange controls which a Buyer should be familiar with.
5. Brochures of your product and services-ideally, consider an online presentation. The business floor will be a hot-spot, so you can be connected wirelessly.
6. Brochures, fact sheet about your destination-including the names of international airlines that serve it and their schedules, calendar of events, and a map of your destination. This is important if your tourist board is not represented at Caribbean Travel Marketplace. If your tourist board is in attendance at Caribbean Travel Marketplace, coordinate with them to avoid bringing excessive printed material that may go to the waste bin at the end of the event.
7. Promotional slides, presentations, and videos of your product.
8. Clippings of positive press coverage of your company/destination.
9. Press kit and press photographs in black and white and color for the press room.
10. If this is your first Caribbean Travel Marketplace, you may find it useful to speak with a colleague who has attended in previous years. It may also help to role-play your appointments to be sure that you are comfortable with your presentation, key talking points, and frequently-asked questions.
11. Copies of your own custom form to take notes during your appointments. This will allow you to be more efficient and will make your follow-up action easier when you return home.

### **d) General tips**

- The Delegates you choose to represent your company at Caribbean Travel Marketplace should be completely knowledgeable about your company and its products and services.
- Your Delegates must have the ability and the authority to negotiate rates, make decisions and commitments, and to sign contracts.
- Your Delegates must be familiar with the terminology in the different international markets of the travel industry and be able to recognize the different needs of the international Buyers. Multi-lingual capabilities are a definite advantage.
- Suppliers must be prepared to negotiate rates and sign contracts. It is very important that your Delegates are familiar with your current rates. Suppliers should be prepared to negotiate rates for the current year as well as the year following.
- Suppliers should negotiate rates far enough in advance to allow Buyers sufficient lead time to produce their brochure.
- Be consistent in building and setting your rates, taking all factors into consideration. Remember that Buyers exchange information on rates offered by Suppliers.
- Your credibility and that of your company is extremely important. You should immediately follow up on any outstanding rate negotiations with Buyers. Take notes during appointments and action the notes immediately on your return to your office.

**If you have any questions or need any assistance, please contact the Conferences and Events  
Department at telephone 1-305-443-3040, via fax  
at 1-305-443-3005 or via email at [events@caribbeanhotelandtourism.com](mailto:events@caribbeanhotelandtourism.com).**