



UKINBOUND
THE VOICE OF INBOUND TOURISM



**TOURISM
NORTHERN
IRELAND**

UKICON23 & B2B WORKSHOP WEBINAR

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16 AUGUST 2023

WELCOME

- Overview of the UKiCon23 event programme
- B2B Workshop – Structure of the day & what to expect
- B2B Portal – Using the Portal & important deadlines
- How to maximise the number of meetings?
- How to make most of the Convention?
- Q&A

WEDNESDAY 20 SEPTEMBER

- 10:00 – Registration
- 11:00 – Welcome from UKinbound & Tourism Northern Ireland
- 11:25 – VisitBritain Update: Patricia Yates
- 11:55 – Keynote Address: Jamil Qureshi
- 12:35 – Lunch
- 13:35 – Buyer workshop & local supplier fair, led by Tourism Northern Ireland and Visit Belfast
 - Supplier Workshop: Anthony Stears, National Sales
- Conference
- 14:50 – Refreshment break
- 15:20 – Inbound tourism prospects & trends: David Edwards, Scattered Clouds
- 15:50 – Panel debate: Tim Alderslade, Airlines UK; Paul Gaffney, Tendo Consulting; Ruth Andrews, ITOA; Paul Hastings-Gayle, Tour Partner Group; and Louise Bryce, VisitBritain. Moderated by Richard Toomer, Tourism Alliance
- 19:00 – Informal Networking Evening



THURSDAY 21 SEPTEMBER

09:30 – B2B Workshop registration

10:00-16:30 – B2B Workshop

10:00-11:30

China market seminar – Helena Beard, Guanxi

USA market seminar – Gavin Landry, VisitBritain

14:00-15:30

China market seminar – Helena Beard, Guanxi

USA market seminar – Gavin Landry, VisitBritain

19:30 – Awards for Excellence Gala Dinner, Belfast City Hall

Friday 22 – Sunday 24 September

Choice of optional half day, one-night and two-night fam trips



B2B WORKSHOP

Structure of the Day:

- 09:30 - Registration
- 10:00 - 1:1 meetings begin
- 2 x Market Seminars for Suppliers
- 2 x Free Flow sessions
- 16:45 - B2B Workshop end



B2B WORKSHOP

What to bring with you?

- ✓ Meeting Itinerary (digital or printed)
- ✓ Buyer or Supplier Company Profiles & Key Information Packs (digital or printed)
- ✓ Marketing Materials (digital or what you can carry easily with you)
- ✓ Business Cards



B2B WORKSHOP

IMPORTANT:

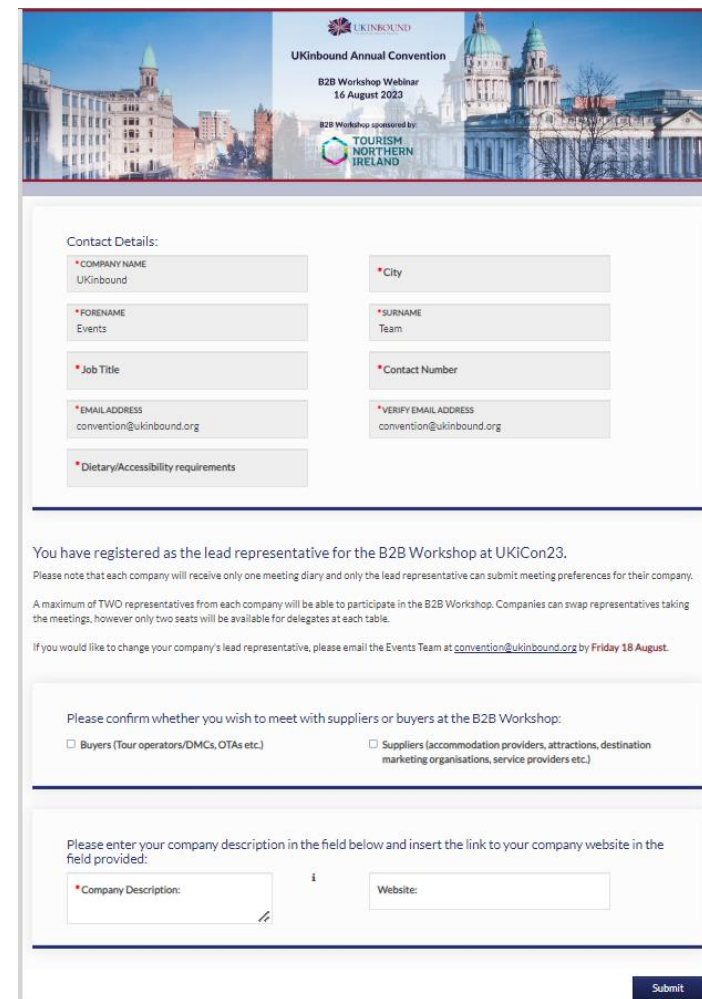
- Each company will receive **one** meeting itinerary which will be sent to their lead delegate. (Unless your company has registered both as a supplier and a buyer or you are a buyer company with an additional table)
- Each company can have **up to two** representatives attending each meeting. You can share the meeting itinerary or swap representatives taking the meetings.



USING THE B2B PORTAL

What we need from you?

- Update your company information by **Tuesday 22 August**
- An access link has been sent to all supplier and buyer lead delegates
- This information will help others decide if they want to meet with you



The screenshot shows a registration form for the UKinbound Annual Convention B2B Workshop Webinar on 16 August 2023. The form is titled "UKinbound Annual Convention B2B Workshop Webinar 16 August 2023" and is sponsored by Tourism Northern Ireland. The form includes the following fields:

- Contact Details:**
 - *COMPANY NAME: UKinbound
 - *FORENAME: Events
 - *JOB TITLE:
 - *EMAIL ADDRESS: convention@ukinbound.org
 - *DIETARY/ACCESSIBILITY REQUIREMENTS:
 - *City:
 - *SURNAME: Team
 - *CONTACT NUMBER:
 - *VERIFY EMAIL ADDRESS: convention@ukinbound.org

Below the form, there is a confirmation message: "You have registered as the lead representative for the B2B Workshop at UKiCon23. Please note that each company will receive only one meeting diary and only the lead representative can submit meeting preferences for their company. A maximum of TWO representatives from each company will be able to participate in the B2B Workshop. Companies can swap representatives taking the meetings, however only two seats will be available for delegates at each table. If you would like to change your company's lead representative, please email the Events Team at convention@ukinbound.org by Friday 18 August."

There are two checkboxes for meeting preferences:

- Buyers (Tour operators/DMCs, OTAs etc.)
- Suppliers (accommodation providers, attractions, destination marketing organisations, service providers etc.)

At the bottom, there is a section for company information:

Please enter your company description in the field below and insert the link to your company website in the field provided:

- *Company Description: [Text area]
- Website: [Text field]

A "Submit" button is located at the bottom right of the form.

USING THE B2B PORTAL

What we need from you?

- Appointment preferences open on **Tuesday 29 August** - an access link will be sent to all buyer and supplier lead delegates
- Complete your selections by **Tuesday 5 September**

If your company preferences have not been submitted by the deadline, the system will be forced to generate meetings solely based on the delegates that have selected to meet you.

UKinbound Annual Convention
B2B Workshop Webinar
16 August 2023
B2B Workshop sponsored by
TOURISM
NORTHERN
IRELAND

Welcome Events Team

Home Preferences Sign off

Filter

See all people who match your search filter here. To see more information about a person, press the blue information button next to their name. Please use the filter options below to select your meeting preferences.

To view the full list, please leave the Search bar blank and click the Search button.

Suppliers

Search

Order Organization

Search Clear

STATUS 1/100
Requested 1/100

Current Preferences

Preferences

ID: 84 ABBA Voyage
Bernie Patry

Result

There are three different ways to add people to your list of Preferences:

- Press the green button to add the person
- Drag and Drop each name into the preference box, or
- Click one (or more) of the checkboxes next to each name, then press Add to Preferences

Please see below the results of your filter:

<input checked="" type="checkbox"/>	ID: 205	ACCOR Amar Visht		
<input type="checkbox"/>	ID: 301	All Star Lanes Caroline Rose		
<input type="checkbox"/>	ID: 228	Alnwick Castle Caroline Robinson		
<input type="checkbox"/>	ID: 177	Argyll & Isles Tourism Co-operative Cathy Craig		

USING THE B2B PORTAL

How to maximise your itinerary

- To have as full a meeting itinerary as possible, select at least 30 companies – **but the more the better!**
- If you do not select any preferences, the system will not be able to generate any meetings and your itinerary will be empty.
- The system matches people based on mutual preferences, but it might also match you with someone who requested to meet with you.
- Please note, not all appointment requests are guaranteed.
- Final Meeting Itineraries will be sent out from Monday 11 September

UKiBound Annual Convention 20 - 21 September 2023 In partnership with TOURISM IRELAND powered by Tourism Ireland Visit Belfast					
SUPPLIER MEETING ITINERARY					
Delegate Name		Company Name			
Thursday, September					
Start	End	Meeting	ORGANIZATION	Details	Table Number
10:00 AM	10:08 AM	Appointment 1		BLOCKED	
10:09 AM	10:17 AM	Appointment 2		BLOCKED	
10:18 AM	10:26 AM	Appointment 3		BLOCKED	
10:27 AM	10:35 AM	Appointment 4		BLOCKED	
10:36 AM	10:44 AM	Appointment 5		BLOCKED	
10:45 AM	10:53 AM	Appointment 6		BLOCKED	
10:54 AM	11:02 AM	Appointment 7		BLOCKED	
11:03 AM	11:11 AM	Appointment 8		BLOCKED	
11:12 AM	11:20 AM	Appointment 9		BLOCKED	
11:21 AM	11:29 AM	Appointment 10		BLOCKED	
11:30 AM	11:44 AM	REFRESHMENT BREAK			
11:45 AM	12:14 PM	FREE FLOW SESSION		FREE	
12:15 PM	12:23 PM	Appointment 11		Eurowelcome (Diary 1)	18
12:24 PM	12:32 PM	Appointment 12		Tokrovate (Diary 1)	45
12:33 PM	12:41 PM	Appointment 13		Klook (Diary 1)	33
12:42 PM	12:50 PM	Appointment 14		AC Travel Group (Diary 1)	03
12:51 PM	12:59 PM	Appointment 15		FREE	
1:00 PM	1:59 PM	LUNCH			
2:00 PM	2:08 PM	Appointment 16		Buyagift and Red Letter Days (Diary 1)	11
2:09 PM	2:17 PM	Appointment 17		Attraction World Group (Diary 1)	06
2:18 PM	2:26 PM	Appointment 18		Tojets International (Diary 1)	45

MAKING THE MOST OF CONVENTION



- Engage in networking opportunities over the course of the two days.
- Alongside the B2B Workshop, the program includes multiple chances to connect, including the Informal Networking Evening on Wednesday, as well as lunch and refreshment breaks.
- Reach out to potential contacts ahead of time using the provided information pack details.
- Utilise the open free flow sessions that allow for more spontaneous interactions.
- Don't hesitate to seek assistance from the UKinbound Team – we are happy to help!



QUESTIONS

THANK YOU!

For any further questions, contact Saara at
convention@ukinbound.org