



# Ukinbound Exhibitor Workshop

The world's most influential travel & tourism event



## Agenda

- WTM Introduction & Overview
- Exhibitor Marketing & Technology
- WTM Conference
- PR & Media
- Official Publications



# WTM Journey

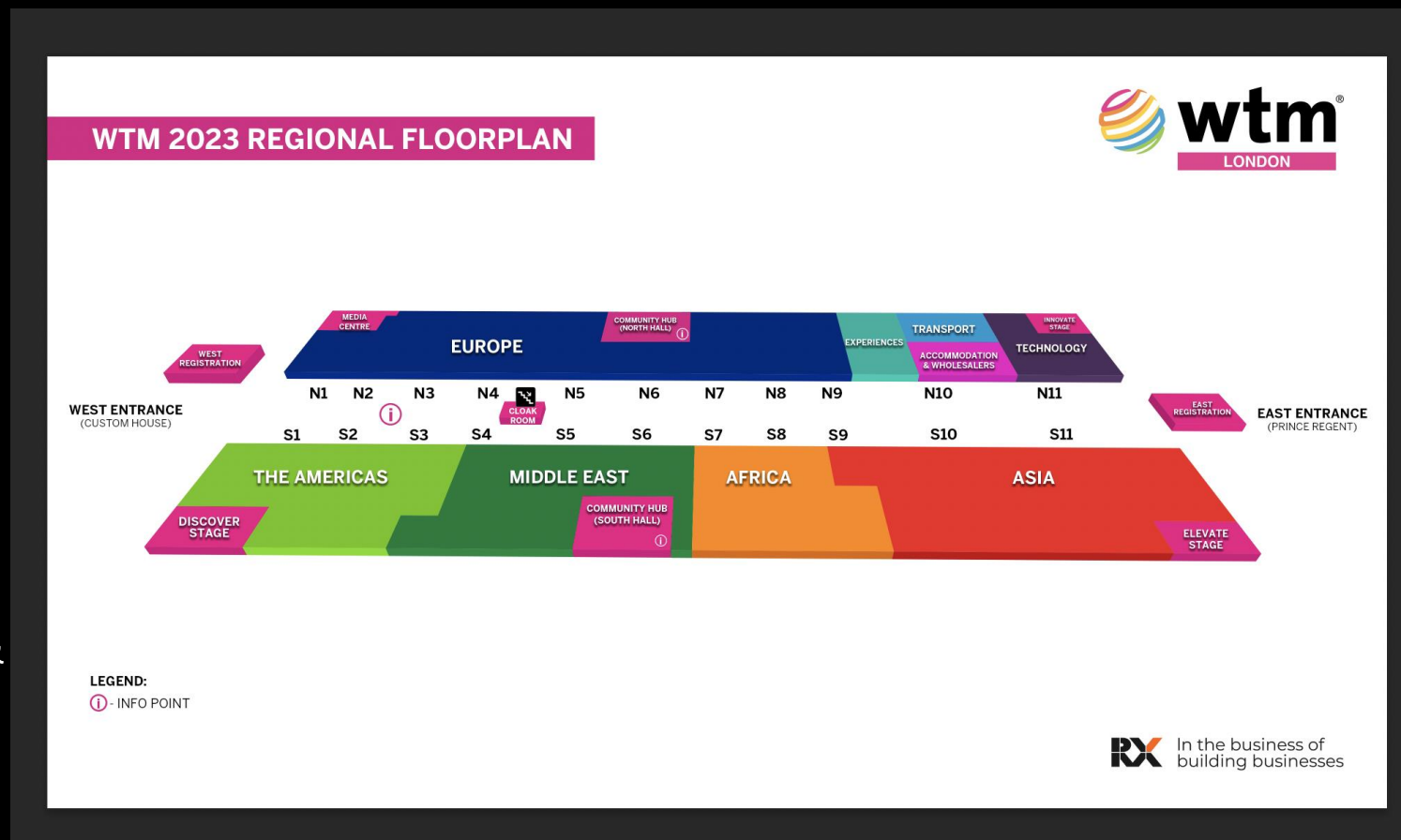
- WTM's goal and place in travel eco-system
- Personas Research – creating a show for the community, considering needs and feedback
- Data – trends, profiles & building on existing data
- How we will support positive change:
  - Event sustainability commitments – reduce single use plastics, increase recycling (water bottles), transform badge and lanyard provision
  - Travel industry D&I commitments – ensuring 50% of speakers are from diverse groups, offering different knowledge, experience and perspective to the WTM audience.
- WTM Current position – scale, tickets, meetings

# New Initiatives for 2023

- Marketing started 9 months out – from research
- Free tickets available until 31 October, then £45 per ticket - to support early booking
- New visitor badge type 'VIP' - private sector industry leaders
- Show opens at 09.30 – more time as requested by visitors
- No pre-booked meetings between 09.30-10.30 – improve visitor experience
- Networking Party – Monday 6 Nov, 17.30-19.30 in WTM Community Hubs – everyone welcome
- Launch of WTM Media & Association Charter to refine our working relationships globally
- Launch of WTM Influencer Programme – Networking Lunch on Wednesday 8 November

# Floorplan Improvements for 2023

- Geographical zones remain
- NEW zones include - Accommodation, Transportation, Experiences & Technology (replace IH)
- Floorplan improvements – navigation, stand numbering, WTM Highway
- NEW Community Hubs North & South – buyer & VIP lounges, networking, parties



# Floorplan Ariel View for 2023



# Exhibitors can make the show GREAT!

- **Stand must be staffed for 3 full days** (NEW programming in 2023 / Wednesday will be busy)
- **Informal Meeting Hour** – be ready for arrivals
- **Improve experience for stand walk-ups** – they could be new to sector or in the media
- **Exhibitor staffing**
  - senior staff available.
  - staff briefing, reception desk staff to be well trained
  - staff volume to meet needs, avoid losing leads!
- **Technology Tools** – apps, QR codes, tent card – visible location
- **Diary timings** – keep to times, don't let people down
- **Post show follow up** – chase your leads post-show

# WTM Exhibitor Marketing and Technology





# Exhibitor Portal

WTM has developed a platform to manage all elements of your exhibiting journey. Anything from organising your exhibition stand to completing your website listing all in one place!





## For **Exhibitors and Sharers**

Begin building your company profile, adding basic details such as: Your company name, Description, Logo, Contact details and ensure you choose the right filters for your products.

The buyers will use this information and select category, activity and geographic filters to find your profile in the exhibitors directory.

Company Name	Digital offering	Stand location	Stand size	Stand type
Reed Exhibitions Test	Bronze package	WTM23	1 m <sup>2</sup>	SPACE

 <b>Edit Profile Page</b> <small>This information will appear in the show website.</small>	 <b>Sharers</b> <small>Add and Manage your allocated Stand Sharers.</small>	 <b>Manual</b> <small>Access the Exhibitor Manual</small>	 <b>Badges</b> <small>Download and print your badges.</small>
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# Exhibitor Portal

## Edit Your Profile

\* indicates a mandatory field

WORLD TRAVEL MARKET (WTM) LONDON - NOVEMBER 2023 SPECIFIC

### Filters

**What is your company's main activity? \***  
Please provide 1 answer.

x Destination Management Company (DMC)

**What Product Categories most closely fit your company? \***  
Please provide at least 1 and up to 5 answers.

x Tour Operator

**What is your KEY geographic region of representation at WTM London? \***  
Please provide 1 answer.

x United Kingdom

### Sponsored Category

Your Gold package entitles you to select one category to sponsor. Categories that have been already selected by another exhibitor are not available.

Select or search for an item...

- + Main Company Activity
- + Product Categories
- + Geographical Regions Operating In
- + Matchmaking Country (Type the country you are interested in)

ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

- Select the best category that represents your company to ensure you show up in the correct filters.

- Gold Packages will have this extra section where you can choose a category to sponsor

# Exhibitor Portal

## Matchmaking

### Matchmaking

Select items that best represent your company to help visitors find you through our recommendations (emails and matching while they visit the website). Where specified, the selection is also used to help visitors find you on the website directory.

What type of Buyer would you like to meet at the event?

Where would you most like to meet Buyers from at the event?

What is your primary objective for visiting?

Are you interested in meeting influencers or content creators?

Are you interested in meeting press/media

If you need any help accessing and updating the exhibitor portal, please contact our dedicated customer services team who will be happy to assist (open from Monday to Friday 8am - 8pm BST)

WORLD TRAVEL MARKET (WTM) LONDON - NOVEMBER 2023 SPECIFIC

### Gallery of products and services

Add Products

2 product(s) added from the previous event

Products added: 0

- Complete these sections to help visitors find you through our recommendations

Tel: +44 (0)20 82712171

Email: [wtm.helpline@reedexpo.co.uk](mailto:wtm.helpline@reedexpo.co.uk)

# Promote your presence at WTM

Downloadable marketing material to help promote your participation

## Exhibitor Banners

### Meet us at WTM London



Design 4

Download banners for Facebook, Twitter, LinkedIn and Instagram. [Available as PNG.](#)



Design 5

Download banners for Facebook, Twitter, LinkedIn and Instagram. [Available as PNG.](#)



Design 6

Download banners for Facebook, Twitter, LinkedIn and Instagram. [Available as PNG.](#)

## Logos



Logo with dates

[Available as PNG & JPG.](#)



Logo without dates

[Available as PNG & JPG.](#)

WTM Hashtags -  
**#WTMLDN**  
**#PowerToChange**



# WTM Meeting and Lead Services

# WTM Connect Me

## What are the tools available:

- Schedule meetings that will be taking place on your stand with travel trade professionals and buyers' club members
- Block out the times that you will not be available for meetings at your stand such as during seminars you plan to attend
- Each badge gives access to a profile and an agenda
- Download your agenda in full before you go to the show
- A reminder will be sent via SMS 15 minutes before each appointment so do not forget to include your mobile phone number
- In addition to the list of buyers suggested by the system, there will be filters to find others according to the company's profile, geographic region, types of products and services, etc;
- Meeting requests can be accepted or refused by you

# WTM Connect Me

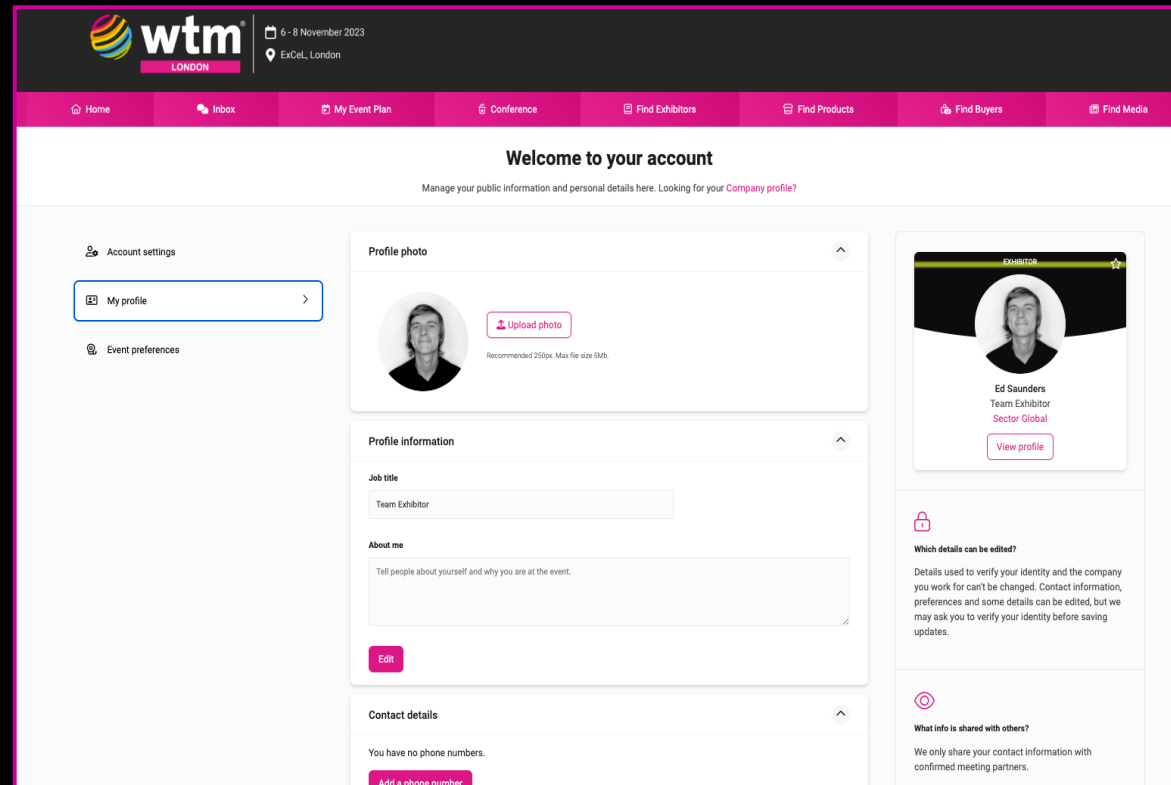
A screenshot of an email interface. At the top left is the WTM LONDON logo. To its right is the text: "You have the power to change travel. And travel has the power to change the world." Below this is a white background with the text "Hi Kris," followed by "Your account is ready!" and "Take two minutes to review important information and check your profile." A pink button with the text "Get Started →" is centered. Below this is a section titled "How to Get Started" with three steps: "Step 1: Check & update your profile" (with a paragraph of text), "Step 2: Configure your calendar" (with a paragraph of text), and "Step 3: Prepare for meetings" (with a paragraph of text). A second pink button with the text "Get Started" is at the bottom.

In order to access WTM Connect Me, you must register your staff badges in the portal first.

Only after this will your registered staff receive the welcome email to WTM Connect Me.

# WTM Connect Me Appointment System

- Fill in your personal profile with as much information as possible.
- Statistics show that the more complete your individual profile is, the more meetings you will have.





# WTM Connect Me Meeting Platform

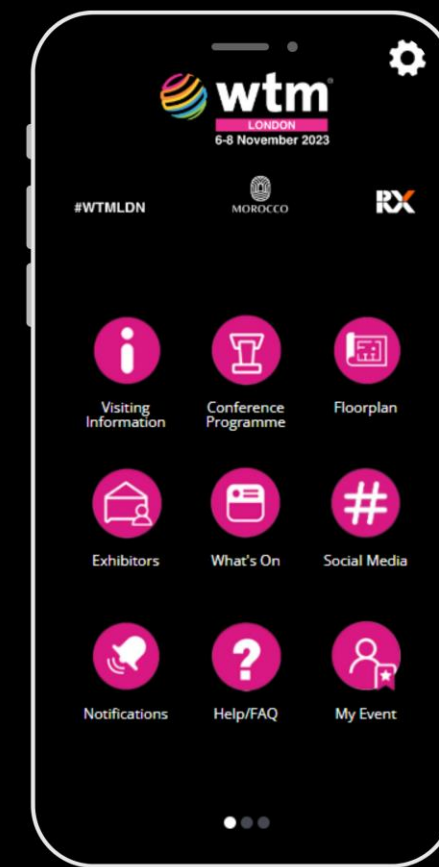
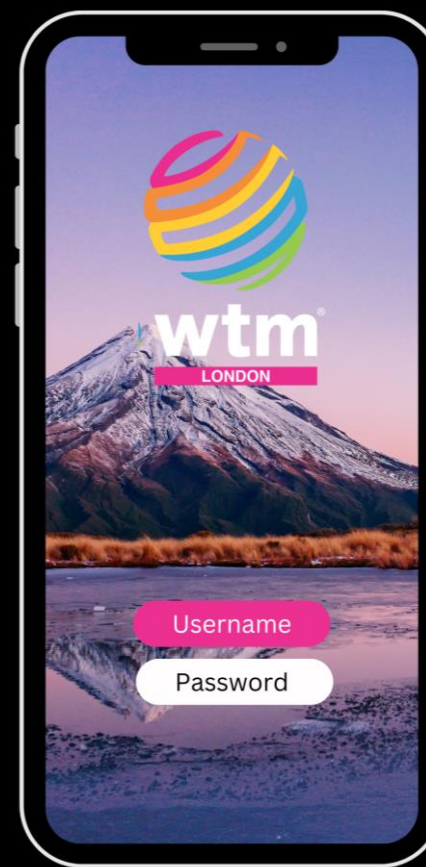


A screenshot of the WTM Connect Me homepage. At the top left is the WTM LONDON logo. To its right, the dates '6 - 8 November 2023' and the location 'ExCeL, London' are shown. Below this is a navigation menu with items: Home, Inbox, My Event Plan, Conference, Find Exhibitors, and Find Products. The main content area starts with a personalized greeting: 'Hi Ben, welcome to Connect Me'. Below this is a 'My tasks' section containing four task cards. The first card is 'Complete your personal profile' with a checklist: 'Complete your job title' (checked), 'Complete your profile information' (unchecked), 'Add a phone number' (unchecked), and 'Complete your search information' (unchecked). The second card is 'Complete your company profile' with a checklist: 'Complete your tagline and bio' (checked), 'Upload a logo' (checked), 'Add your website and socials' (checked), and 'Showcase your products / services' (checked). The third card is 'Add mobile number' with a sub-task 'Receive free SMS meeting reminders' and an 'Add number' button. The fourth card is 'Start a new search' with a sub-task 'Discover new business opportunities' and a 'Start searching' button.

On the WTM Connect Me homepage, you will be able to check the status of your personal and company's profiles completion and check your meeting recommendations.

# Download the Official WTM London app

- New for 2023: Log into WTM Connect Me straight from the app and seamlessly manage your meetings
- Access an interactive floorplan, view the conference programme, manage your diary, get event alerts, and much more
- The official app will be available to download on the App Store and Google Play Store.

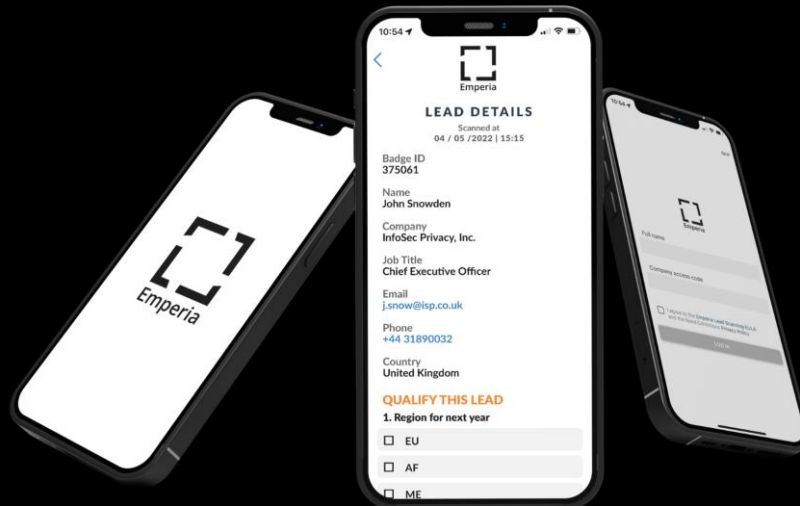


# Emperia

## Lead Capture Service

For **Exhibitors and Sharers**

Streamline your lead capture process with Emperia, capture conversations and qualify high quality leads.



1. Two ways to get your credentials:  
Log into the Exhibitor Portal and find your company access code in the Emperia tile. You will also receive a welcome email with these details ahead of the show.
2. Download the Emperia app: Search for Emperia on Apple App Store or Google Play Store.
3. Log in to the Emperia app: Using your full name and the company access code from Exhibitor Portal to get started.

# Emperia

## Lead Capture Service



The screenshot shows the Emperia web portal interface. At the top, there is a navigation bar with the WTM LONDON logo, event dates (6-8 November 2023), location (ExCeL, London), and a 'Book tickets' button. Below the navigation bar, the main content area is titled 'EMPERIA'. It features a 'DOWNLOAD LEAD REPORT' section with two buttons for '.CSV' and '.XLSX'. Below this, there is a 'GETTING STARTED' section with introductory text and app store links. To the right, there is a 'LOGIN DETAILS' section with a 'Company access code' field containing 'PQHN4Y8'. At the bottom, there are sections for 'DOCUMENT(S) YOU WANT TO SHARE WITH YOUR LEADS' and 'CUSTOM QUESTION(S)', both with edit icons.

- Share custom content such as brochures and product details with your captured leads
- Your leads will receive an email after WTM with all the documents along with contact details.
- Documents added to your Exhibitor Profile on the portal must be selected within Emperia and saved to enable these to be shared.

# Emperia

## Post-show Lead Capture Service

### EMPERIA

#### DOWNLOAD LEAD REPORT

Download your consolidated leads in the format of your choice

 .CSV

 .XLSX

- Download your full report from the Emperia Tile on the portal and also from the Exhibitor Dashboard.
- You'll also be sent a link at the end of each day with a link to a lead report.
- You'll be logged out of the Emperia App 20 days after WTM, but the leads will still be available.

# Colleqt

## Visitor-Led Lead Capture Service

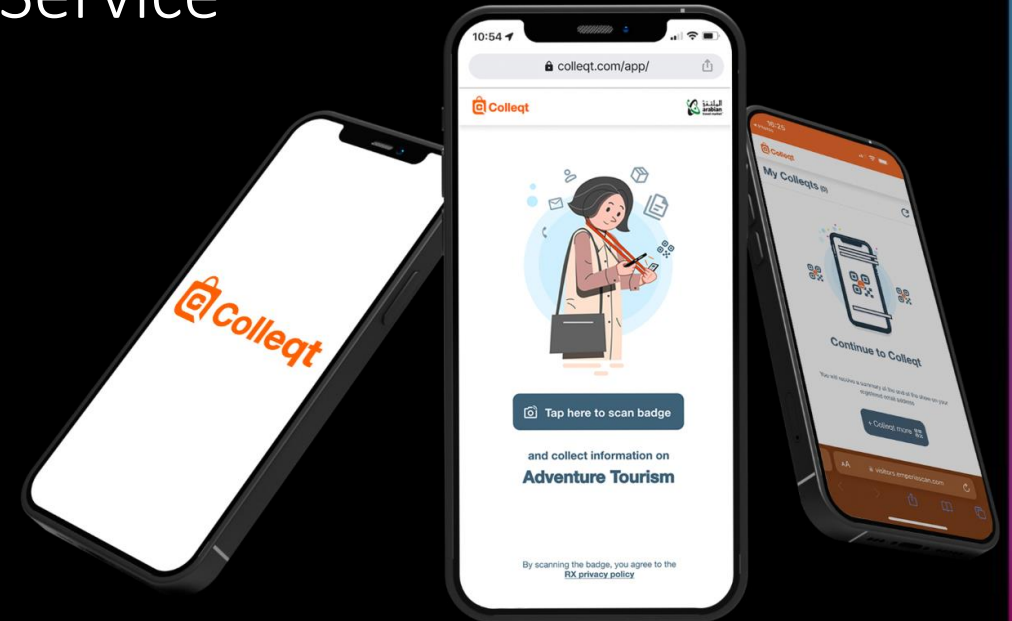


A smart and efficient way for visitors to collect your exhibitor profile information.

You will be provided with a QR Code to display on your stand.

Make sure this is in a prominent position to enable visitors to collect your company information and become a lead.

The contact details of each visitor scanning your QR Code will be shared with you via the exhibitor dashboard alongside your Emperia leads



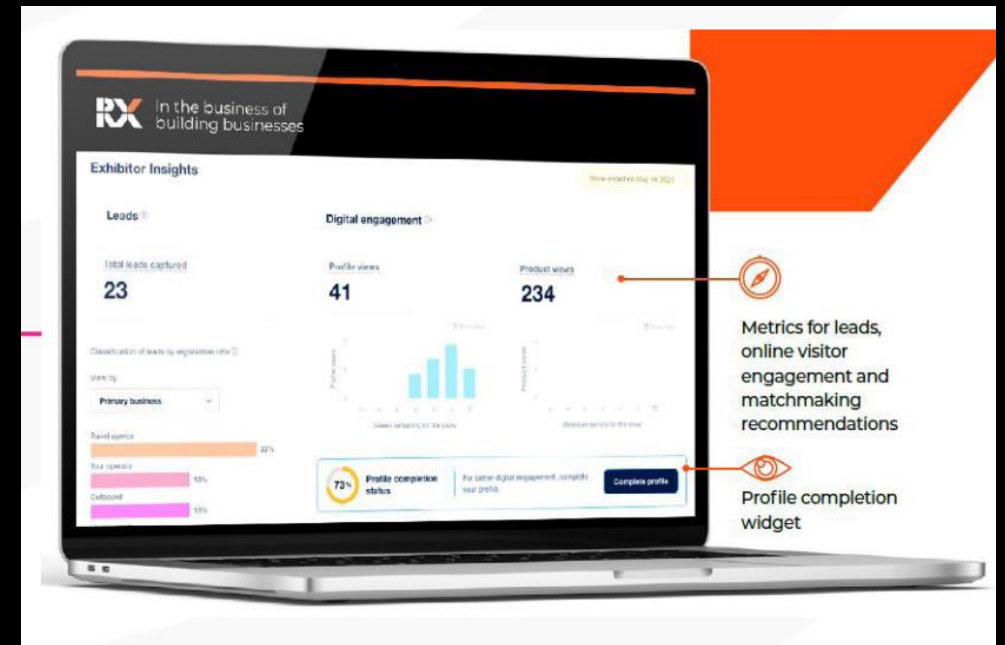
# Exhibitor Performance Dashboard

Make data informed decisions for getting the most out of your investment

**Pre-show:** find out how many online visitors are viewing your online profile and engaging with your brand.

**At-show:** check how many buyers visited your stand based on real time scans by your team and Colleqt QR code

**Post-show:** review metrics for leads and digital engagement plus segment leads captured by attributes of interest



# Here to help



## Orientated around your goals

- Direct support from WTM's in-house team throughout your show preparations
- Your trusted Customer Success partners purpose is to help you achieve all of your goals at WTM

## Digital Support

- Set up & activation with our Lead Capture Tools
- Top tips to capture your key demographics attention within our Exhibitor Directory
- Access your analytics to measure your ROI throughout the event

## Registration Support

- Badge registration support for you & your team
- Support in registering your sharers and partners
- ConnectMe registration support in arranging your meetings prior to the show

[customeronboarding@rxglobal.com](mailto:customeronboarding@rxglobal.com)





# WTM Conference Programme

# CONFERENCE PROGRAMME



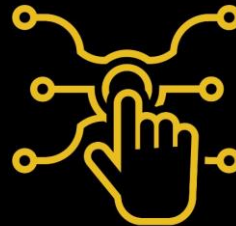
Live seminars will run throughout WTM London, with a programme of top speakers and influencers. NEW for 2023, are our 8 “Tracks”:



DIVERSITY & INCLUSION  
TRACK



SUSTAINABILITY  
TRACK



TECHNOLOGY  
TRACK



EMERGING MARKETS  
TRACK



MARKETING  
TRACK



GEO-ECONOMICS  
TRACK



EXPERIENCE  
TRACK



CONSUMER TRENDS  
TRACK

Full track information is found [here](#).

# CONFERENCE STAGES

WTM will host 3 equally important stages across the event:

<b>Elevate (S10)</b>	<b>Discover (S2)</b>	<b>Innovate (N10)</b>
Ministers' Summit		
WTM Global Trends Report	Consumer Trends	Marketing
Diversity & Inclusion Summit	Geo-Economics	Diversity & Inclusion
Technology Summit	Technology	Technology
Sustainability Summit	Sustainability	Sustainability
Marketing Summit	Emerging Markets	Experience

NEW for 2023, our Discover stage will be cabaret style, to encourage networking. Work-benches will also be added to the other 2 stages



## PR Opportunities

# WTM PR Opportunities



- 3,000 members of the media over 3 days
- 60% of the media from consumer titles
- 30 international media partners across the globe

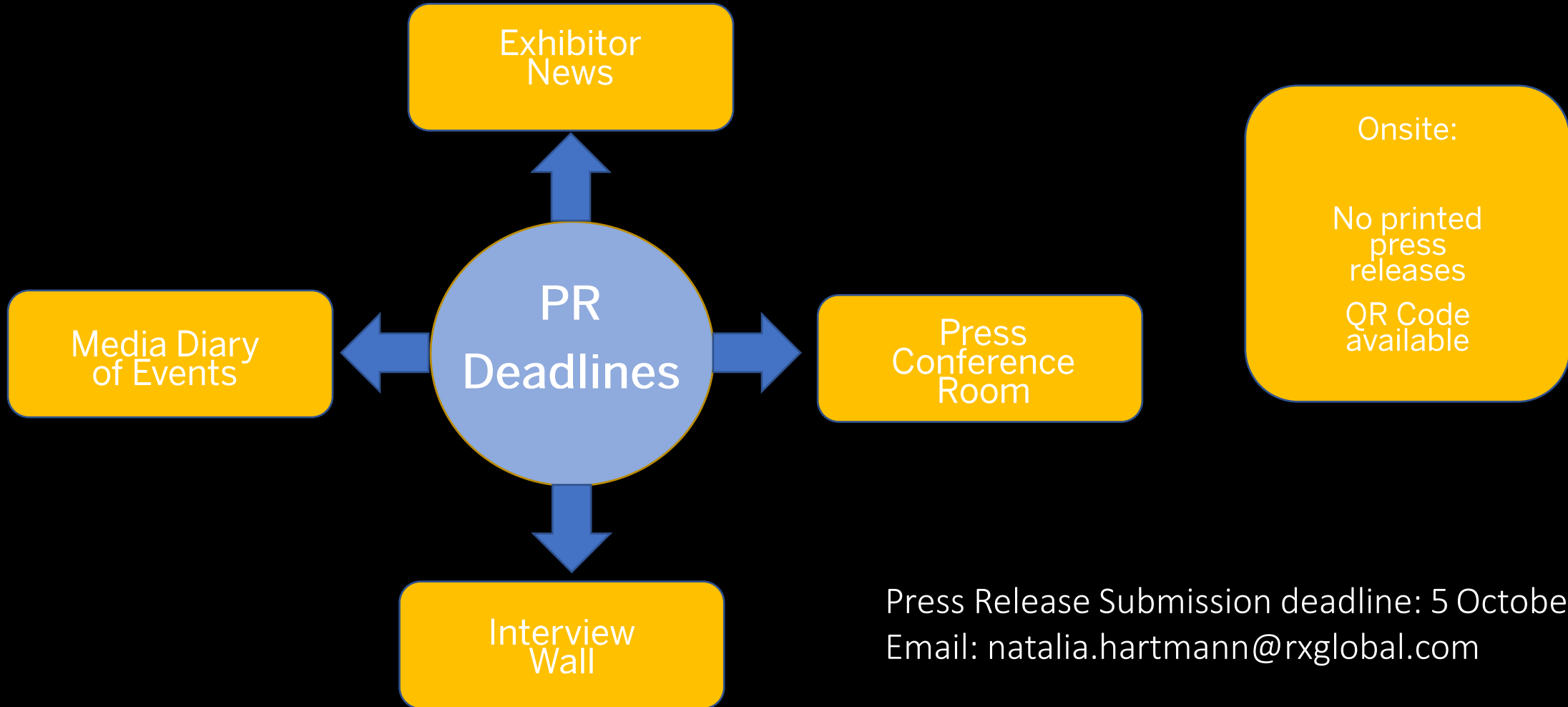
The Media Centre is located on the exhibition floor N1-500

Tell us about your:

Marketing/PR campaigns, big projects/events/anniversaries, success stories, innovations and updates, new partnerships



# WTM PR Opportunities 2023



Press Release Submission deadline: 5 October  
Email: [natalia.hartmann@rxglobal.com](mailto:natalia.hartmann@rxglobal.com)

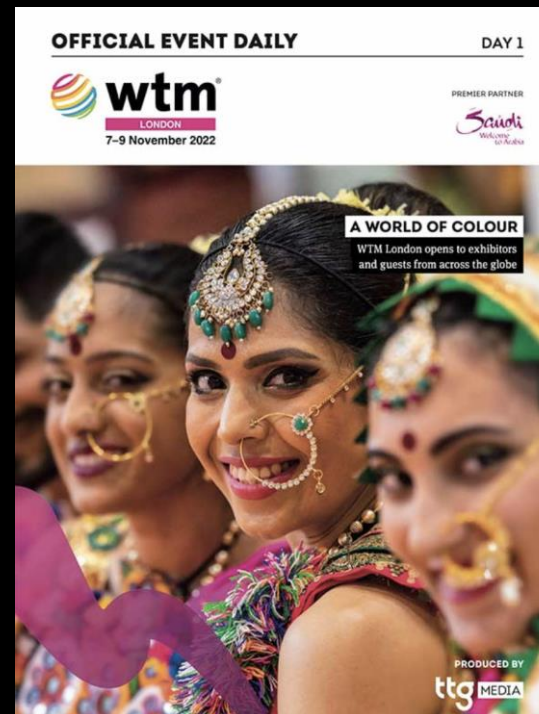
# Official Publications



# WTM Official Event Preview & Official Event Dailies



- Late October; digital-only.
- Conference content + visiting the show + some exhibitor snippets



- 30,000 copies across three days
- Distribution: all attendees+ all stands, + digital edition
- Monday edition printed Friday 3 Nov; Tuesday has 3-4 “live” pages, Wednesday 6-8

Pippa Jacks, editorial director, TTG Media, [pjacks@ttgmedia.com](mailto:pjacks@ttgmedia.com)

Submit via our online form: [ttgmedia.com/wtmdailiessubmissions](https://ttgmedia.com/wtmdailiessubmissions) (Deadline: 9am Monday 18 September)



# WTM YEARBOOK 2023

## Travel as a force for change



- Exclusive yearbook for the global travel sector
- Supports the show, its agenda, stakeholders and speakers
- Showcases industry leaders, key events, responsible tourism
- In print and online, interactive video content, WTM YouTube channel
- Distributed at the show (stands & booths) and online (email & website)
- Total readership 80,000+



Gemma Greenwood  
+44 (0)7597 352385  
[gemma@gtmediame.com](mailto:gemma@gtmediame.com)

# Useful Contacts:



- **WTM Exhibitor Portal** - [wtm.helpline@reedexpo.co.uk](mailto:wtm.helpline@reedexpo.co.uk)
- **Emperia (Lead Capture Service)** - [wtm.helpline@reedexpo.co.uk](mailto:wtm.helpline@reedexpo.co.uk) or [emperiasupport@rxglobal.com](mailto:emperiasupport@rxglobal.com)
- **Customer On boarding** - [customeronboarding@rxglobal.com](mailto:customeronboarding@rxglobal.com)
- **WTM Connect Me (Meetings Platform)** - [wtm@eventnetworking.com](mailto:wtm@eventnetworking.com)
- **Sponsorship** – [lisa.hopgood@rxglobal.com](mailto:lisa.hopgood@rxglobal.com)
- **Speaking Opportunities** - [brooke.gilbertson@rxglobal.com](mailto:brooke.gilbertson@rxglobal.com)
- **PR Opportunities** - [natalia.hartmann@rxglobal.com](mailto:natalia.hartmann@rxglobal.com)
- **WTM Yearbook** - [gemma@gtmediame.com](mailto:gemma@gtmediame.com)
- **TTG Media Show Dailies** - [wtm@ttgmedia.com](mailto:wtm@ttgmedia.com)

## Operations

- **WTM Exhibitor Operations Manual** - [wtm.operations@rxglobal.com](mailto:wtm.operations@rxglobal.com)
- **On stand Electrics** - [wtm@ges.com](mailto:wtm@ges.com)
- **ExCeL Catering** – [wtm@excelhospitality.london](mailto:wtm@excelhospitality.london) or [cateringapplications@excel.london](mailto:cateringapplications@excel.london) for indigenous/external catering applications

# Questions?



**Lisa Hopgood**

**Sales Manager – UK & Ireland & Spain**



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