

SINGAPORE SALES MISSION

5-6 July 2018



VisitCanberra will conduct a sales mission to Singapore to enable Canberra and Region tourism operators to explore and capitalise on the opportunities in this significant market.

TRADE MISSION OBJECTIVES

1. Develop and strengthen business relationships with key trade distribution partners including airlines, wholesalers, retail agents, professional conference organisers and education agents through B2B activities and networking events.
2. Strengthen relationships with leisure, corporate, business events and general media to promote Canberra and leverage media hosting opportunities and coverage of Canberra.
3. Provide opportunity for tourism industry operators to participate in networking events and business briefing sessions.

SINGAPORE TARGET AUDIENCE

VisitCanberra will identify key trade and media partners to encourage participation in the program. The target audience includes Wholesale/Retail agencies with a focus on Leisure (Group and FIT), Corporate, Business Events and Education tours. Invitations will be extended to:

- CEOs/Owners of Agencies
- Product Managers
- Marketing/Campaign staff
- Retail consultants
- Reservations staff

Media targets will include General, Leisure and Business Events media.

PARTICIPATION COST

\$1,500 + GST

The participation cost includes:

- Workshops and networking events as outlined in the program in Singapore including meals where stated
- 3 nights' accommodation at Carlton Hotel Singapore with breakfast (one delegate per room)

Participation cost does not include travel to and from Singapore.

Limited spaces are available for this Sales Mission. Applications close COB 25 May 2018. Special extension rates at the hotel will be provided to delegates upon acceptance of their applications.

EVENTS IN SINGAPORE

- **B2B Product Managers Workshop & Lunch:** Delegates will meet decision makers and product managers from key distribution partners in a 10-15 minute appointment workshop format. This event will provide an opportunity for delegates to create awareness of their product and negotiate inclusion in future consumer campaigns and brochures.
- **Networking Function:** Hosted event targeting key media and trade partners to promote and raise awareness of Canberra, following the B2B workshop.
- **Canberra on Show Forum:** Delegates will present their product/service to frontline retail travel agents and reservation staff as part of an overall presentation on Canberra. This event will provide an opportunity for delegates to raise awareness of their product to travel agents on the front line. At the conclusion of the presentation delegates will be able to network individually with agents.
- **VIP Event:** There will be a VIP networking event on Friday.

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DRAFT PROGRAM

Timings and venues subject to change.

Wednesday 4 July	Venue
Arrive into Singapore Transfer to hotel (own arrangements) Booking includes breakfast and Wi-Fi No arrangements this evening	Carlton Hotel Singapore 76 Bras Basah Singapore 189558 www.carltonhotel.sg

Thursday 5 July	Activity	Venue
8.00am – 8.30am	Seller set-up	Carlton Hotel Singapore
8.30am – 9.30am	VisitCanberra and Tourism Australia market briefing for sellers	Carlton Hotel Singapore
9.30am -12.00pm	VisitCanberra “B2B Product Managers Workshop”	Carlton Hotel Singapore
12.00pm-1.00pm	VisitCanberra networking lunch with product managers from B2B workshop	Carlton Hotel Singapore
1.00pm-5.00pm	VisitCanberra “B2B Product Managers Workshop”	Carlton Hotel Singapore
5.00pm-7.00pm	Networking Function	Carlton Hotel Singapore

Friday 6 July	Activity	Venue
9:00am – 12:30pm	VisitCanberra “Canberra on Show” Forum with retail agents	Carlton Hotel Singapore
Afternoon	Allocated free-time for private appointments	
6.00pm – 8.00pm	VIP Event	TBC

DELEGATE REGISTRATION FORM

Please complete and return both pages of this form by close of business, Friday 25 May 2018 to:
Nicole Turnbull, Partnerships Events Officer, nicole.turnbull@act.gov.au

Company/delegate details	
Company/Product Name:	
Delegate name:	
Position/Title:	
Email:	
Telephone:	
Mobile:	
Dietary requirements/ allergies:	
Are you willing to provide a gift for a delegate bag or to be given as prizes during the B2B Workshop and Canberra on Show Forum?	
<input type="checkbox"/> Yes <input type="checkbox"/> No	

Outline of international activities
Please list any previous international activities you have participated in over the past 2 years either on-shore or off-shore (ie trade events, sales missions, workshops, hosting famil program etc)
Are you an ATEC (Australian Tourism Export Council) Member?
<input type="checkbox"/> Yes <input type="checkbox"/> No

PARTICIPATION FEE

Participation cost: A\$1,500 +GST per person

Inclusions:

- 3 nights' accommodation at Carlton Hotel Singapore with breakfast (one delegate per room)
- Workshops and networking events as outlined in the program in Singapore including meals where stated

Please note: flights, airport transfers, freight, travel insurance and other expenses not listed above are the responsibility of participants. Costs will not be reduced if all 3 nights accommodation is not required.

**Registrations received after the closing date of Friday 25 May may be subject to increased participation fees.*

INVOICING/PAYMENT

Invoices for the full cost of the Sales Mission will be sent to delegates upon acceptance of their application. Cancellations received after close of business, 8 June 2018 will incur full cancellation costs of AUD\$1,500+GST. Full payment is required prior to the commencement of the Sales Mission.

TERMS & CONDITIONS

As a condition to your participation in this event, you acknowledge and agree to the following terms:

Visa/Insurance

1. Prior to participating in the event, you will arrange at your own expense:
 - (a) comprehensive and appropriate insurance to cover your participation in the event, including travel and health insurance, public and product liability, workers compensation and property insurance; and
 - (b) where applicable, an appropriate visa for your visit to Singapore.

Indemnity and Liability

2. You indemnify and keep indemnified VisitCanberra, its officers, employees, agents and contractors against all liability for death of or injury to persons or loss of or damage to property and all actions, claims, demands, losses, damages, costs and expenses whatsoever arising in respect of your participation in the event, unless such liability is caused by the negligence of VisitCanberra.
3. VisitCanberra does not:
 - (a) accept responsibility or liability for any loss or expenses incurred by you or suffered by you in connection with your participation in this event. In particular, and without limiting the generality of this provision, VisitCanberra does not accept responsibility or liability for any:
 - (i) damage, omission, accident, detention, diversion or theft in regards to luggage or any personal belongings whatsoever; or
 - (ii) indirect or consequential loss, or loss of income, profits, revenue or business, loss of or damage to goodwill, loss of business reputation, loss of data, loss of access to markets, loss of production, loss or denial of business opportunity, loss of anticipated savings, business interruption, or damage to credit rating, howsoever arising out of your participation in the event.
 - (b) provide or arrange for any insurance or visa for you, or on your behalf; or
 - (c) provide any indemnity for loss or injury suffered by you.

Cancellation

4. All cancellations must be confirmed in writing. Cancellation fees apply regardless of whether the participation fee has been paid. Cancellation fees will apply in line with dates outlined in this document.

Privacy

5. VisitCanberra is a part of the Chief Minister, Treasury and Economic Development Directorate of the Australian Capital Territory (CMTEDD).
6. In order to facilitate the Program, CMTEDD as VisitCanberra, will need to collect the personal information about you set out in this form. VisitCanberra may need to provide some or all of this information to:
 - (a) Hotels and venues included in the event program;
 - (b) Other event participants;
 - (c) any entity who requires the information under a relevant law, such as the ACT Auditor-General; or
 - (d) any entity engaged by VisitCanberra for the provision of ICT services including cloud storage.
7. In addition, VisitCanberra employees or contractors may photograph or video events and activities undertaken during the event. VisitCanberra intends to use some or all of these photographs and videos in material that is created to promote the Canberra region. This may include print media, such as industry publications, and/or electronic media, such as on the VisitCanberra social networking websites. The use of a particular photograph or video will be at the discretion of VisitCanberra.

I acknowledge that I have carefully read the Terms & Conditions and fully understand its contents, and understand that it governs my participation in the event.

Name of participant:

Signature of participant:

Date: