

# Product Presentations

## What is a product presentation?

Product presentations are opportunities for you to let Destination BC know what is new in your destination or business. In turn, this helps us promote your products, as appropriate, through travel trade, media, social media, and other means.

These presentations provide Destination BC staff with the potential to form quality business relationships with a wide range of businesses and, at the same time, they provide tourism businesses like you the opportunity to meet to discuss opportunities to work and align with Destination BC.

## Who is eligible?

- Destination Marketing Organizations
- Sector Organizations
- Tourism Businesses

## Who attends from Destination BC?

Staff from various teams at Destination BC will be invited to attend your presentation. Attendance may vary based on staff work commitments and the nature of your presentation (and may be subject to change). You may expect to see:

## Global Marketing Partnerships – Travel Trade

Destination BC's Global Marketing Partnerships – Travel Trade team works with travel trade partners in North America, Asia, Europe and the South Pacific to promote the province's outstanding tourism product and experiences. This team manages cooperative marketing initiatives and leads projects that educate travel trade operators on BC tourism product (hosting of FAM tours, product knowledge presentations) to increase demand for British Columbia as a travel destination.

## What this team looks for in a product presentation?

Businesses that are currently working with or planning on working with travel trade and the particular markets that you are interested in.

## Travel Media

The travel media team at Destination BC targets key media outlets (print, online, broadcast, and influencers) to build destination awareness by pitching story ideas, assisting with creating compelling content and story development, and the hosting of media trips to showcase the breadth of remarkable experiences BC has to offer.

## Global Content

Destination BC's Global Content team includes social media, brand, and editorial/storytelling teams. The team's primary purpose is to curate, create, and share content that builds brand awareness of BC and inspires travel to the province.

## What these teams look for in a product presentation?

Product and story ideas related to outdoor adventure, ski/winter, touring & exploring, culture & cities, and nature/wilderness. Also, insiders' secrets, locals' tips, new trends, or unique and unexpected experiences in your destination or business.

## How do I to book a presentation?

1. Email us to request a product presentation. Please include:
  - a) A brief overview of your organization or business, including location, region, description, season, and opening date if applicable
  - b) An outline of your presentation (specifically speak to the new products you will be featuring);
  - c) Whether you already are working with, or are you interested in working with, media and/or trade;
  - d) What are your expectations in regard to this presentation?
  - e) Up to three dates that could work for you.

**Note:** Product Presentations are currently held at the Destination BC office in Vancouver. If you are travelling to the Vancouver area for other commitments we will try to accommodate you by working with your schedule.

Send your email request to: [IndustryDevelopment@DestinationBC.ca](mailto:IndustryDevelopment@DestinationBC.ca)

2. We will get back to you to confirm a date that works best for most staff. Circumstances may change last minute, requiring staff to attend other meetings, but we will do our best to have a good representation in the room.
3. Review the presentation guidelines (below) and develop a PowerPoint presentation.
4. Share your PowerPoint two business days ahead of your presentation. This will enable us to circulate your presentation with staff who are unable to attend in person.

5. Product presentations are booked for 45 minutes max. The time can be used for a mix of presentation and questions.
6. We provide the audio-visual equipment and will have your presentation ready to go when you arrive. You may want to arrive 10-15 minutes in advance of your scheduled time.
7. Bring sales collateral or media kits, if available, to leave behind.

## **Product Presentation Guidelines**

Your presentation should include the following information, to ensure our teams understand your business or destination:

- An overview of your target markets (demographic, geographic, sector—such as culinary, wine, outdoor etc.) or new markets you are considering. This helps us understand where your business may fit within tourism sales channels.
- New products offered by your business or in your destination/sector, and how this experience(s) sets you apart from competitors.
- How you work with travel trade, and the trade shows you attend.
- Social media channels you are using to promote your business (include your handles).
- Unique, different, and authentic experiences or story ideas that can be pitched to media and/or social media influencers.
- What inspires you about your business and/or sector.