

Product Presentation Guidelines

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 yours 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 – Market Development

Destination BC's Global Marketing – Market Development team works with travel trade and travel media 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. They work with travel media in key international markets to share BC stories, we support individual and group trips and participate in media events.

What this team looks for in a product presentation?

Businesses that are currently working with or planning on working with travel trade/travel media and the specific 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.

In addition to these teams, you might see team members from Destination Development, Industry Development, Corporate Communications, Visitor Services and more!

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 your expectations are regarding this presentation; and
 - e) Up to three dates that potentially work for your product presentation.

Note: Product Presentations are currently being held via Zoom. A zoom link will be sent out to you a week prior to presentation.

Send your email request to BusinessListings@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. Also, we will record the presentation so those that missed it can watch it in their own time.
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.

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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.