



UKINBOUND
THE VOICE OF INBOUND TOURISM

**MARKETING
LIVERPOOL**

UKICON24 & B2B WORKSHOP WEBINAR

JOSS CROFT, SAARA VUORELA-VALLADARES

& ANTONY AMOS

7 AUGUST 2024

WELCOME

- Overview of the UKiCon24 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 25 SEPTEMBER

- 10:00 Delegate Registration & Refreshments
- 11:00 Welcome from UKinbound & Marketing Liverpool
- 11:30 VisitBritain Update
- 12:00 Keynote Address: Scott O'Neil, CEO, Merlin Entertainments
- 12:45 Buffet Lunch
- 13:45 Inbound Tourism Prospects & Trends: David Edwards, Scattered Clouds
- 14:45 Refreshments
- 15:15 Buyer & Supplier Workshops
- 16:45 Free Time
- From 18:30 Coach Transfers to Informal Networking Evening
- 19:00 Informal Networking Evening at Cains Brewery Village



THURSDAY 26 SEPTEMBER

- 08:30 Business Leaders Breakfast
 - 09:30 B2B Workshop Registration
 - 09:50 B2B Workshop Welcome Presentations
 - 10:00 B2B Workshop Opens
 - 10:00 Market Seminar
 - 11:30 Refreshment Break
 - 11:45 B2B Workshop Continued
 - 13:00 Lunch
 - 14:00 B2B Workshop Continued
 - 14:00 Market Seminar
 - 15:30 Refreshment Break
 - 15:45 B2B Workshop Continued
 - 16:45 Free Time
- From 18:30 Coach Transfers to Liverpool Cathedral
- 19:00 Awards for Excellence Gala Dinner
- From 22:30 Coach Transfers to Delegate Hotels



FRIDAY 27 – SUNDAY 29 SEPTEMBER

Choice of optional half day, one-night and two-night fam trips will be hosted by the Marketing Liverpool team.

Half Day Fam Trip - open to all delegates:

- Liverpool City Walking Tour – Friday 27 September

Overnight Fam Trips - Buyers Only:

- Option One: Friday 27 – Saturday 28 September
- Option Two: Friday 27 – Sunday 29 September

Places still available – register your place!

Please note, places are limited to 1 person per company

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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 ends

Please note: Buyers will be seated, and Suppliers will be moving around the room.

Each 1:1 meeting lasts 9 minutes. And you have 1 minute between each meeting to move on to the next table. There will be a Timer which will tell you exactly when it is time to move on to your next meeting.



B2B WORKSHOP

What to bring with you?

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



B2B WORKSHOP

IMPORTANT!

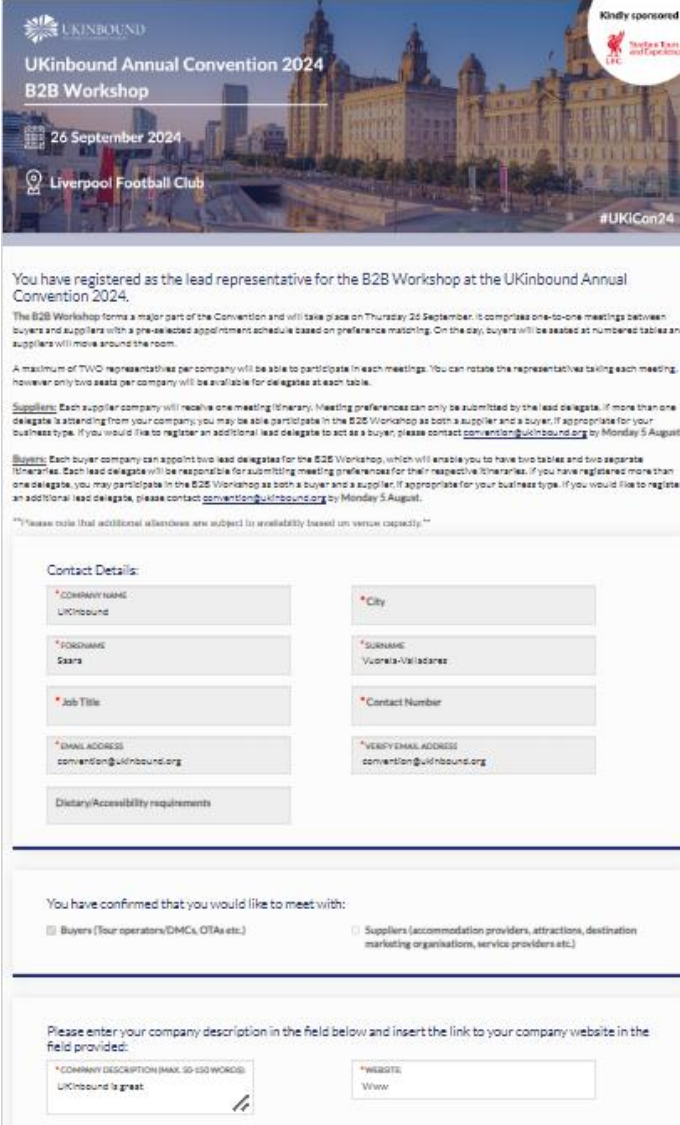
- **Suppliers:** Each supplier company will receive **one** meeting itinerary. Meeting preferences can only be submitted by the lead delegate. If more than one delegate is attending from your company, you may be able participate in the B2B Workshop as both a supplier and a buyer, if appropriate for your business type.
- **Buyers:** Each buyer company can appoint two lead delegates for the B2B Workshop, which will enable you to have two tables and two separate itineraries. Each lead delegate will be responsible for submitting meeting preferences for their respective itineraries. If you have registered more than one delegate, you may participate in the B2B Workshop as both a buyer and a supplier, if appropriate for your business type.
- Each company can have **up to two** representatives attending each meeting. You can share the meeting itinerary or rotate representatives taking the meetings.



USING THE B2B PORTAL

What we need from you?

- Update your company information by **Friday 9 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 the registration page for the UKinbound Annual Convention 2024 B2B Workshop. The header includes the UKinbound logo, the event title, date (26 September 2024), and location (Liverpool Football Club). A 'Kindly sponsored by' logo for the Greater Exeter and Crediton LEP is also present. The main text explains the workshop's purpose and provides instructions for suppliers and buyers. Below this is a 'Contact Details' form with fields for company name, city, forename, surname, job title, contact number, email address, and a verify email address field. There is also a field for dietary/accessibility requirements. At the bottom, there are radio buttons to select the user's role (Buyer or Supplier) and a section for a company description and website link.

UKinbound Annual Convention 2024
B2B Workshop
26 September 2024
Liverpool Football Club
#UKiCon24

You have registered as the lead representative for the B2B Workshop at the UKinbound Annual Convention 2024.

The B2B Workshop forms a major part of the Convention and will take place on Thursday 26 September. It comprises one-to-one meetings between buyers and suppliers with a pre-selected appointment schedule based on preference matching. On the day, buyers will be seated at numbered tables and suppliers will move around the room.

A maximum of TWO representatives per company will be able to participate in each meetings. You can rotate the representatives taking each meeting, however only two seats per company will be available for delegates at each table.

Suppliers: Each supplier company will receive one meeting itinerary. Meeting preferences can only be submitted by the lead delegate. If more than one delegate is attending from your company you may be able participate in the B2B Workshop as both a supplier and a buyer. If appropriate for your business type. If you would like to register an additional lead delegate to act as a buyer, please contact convention@ukinbound.org by Monday 5 August.

Buyers: Each buyer company can appoint two lead delegates for the B2B Workshop, which will enable you to have two tables and two separate itineraries. Each lead delegate will be responsible for submitting meeting preferences for their respective itineraries. If you have registered more than one delegate, you may participate in the B2B Workshop as both a buyer and a supplier. If appropriate for your business type. If you would like to register an additional lead delegate, please contact convention@ukinbound.org by Monday 5 August.

Please note that additional itineraries are subject to availability based on venue capacity.

Contact Details:

*COMPANY NAME
UKinbound

*CITY
Exeter

*FORENAME
Sara

*SURNAME
Viviana-Villacres

*JOB TITLE

*CONTACT NUMBER

*EMAIL ADDRESS
convention@ukinbound.org

*VERIFY EMAIL ADDRESS
convention@ukinbound.org

Dietary/Accessibility requirements

You have confirmed that you would like to meet with:

Buyers (Tour operators/DMCs, OTAs etc.)

Suppliers (accommodation providers, attractions, destination marketing organisations, service providers etc.)

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

*COMPANY DESCRIPTION (MAX. 50-150 WORDS)
UKinbound is great

*WEBSITE
Www

USING THE B2B PORTAL

What we need from you?

- Appointment preferences open the week commencing **Monday 12 August** - an access link will be sent to all buyer and supplier lead delegates
- Complete your selections by **Friday 30 August**

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.

The screenshot displays the UKinbound B2B Portal interface. At the top, it features the UKinbound logo and the event details: "UKinbound Annual Convention 2024 B2B Workshop" on "26 September 2024" at the "Liverpool Football Club". A "Kindly sponsored by: Stadium Tours and Experiences LFC" badge is visible in the top right corner. The user is identified as "Saara Vuorela-Valladares". The interface includes a navigation bar with "Home" and "Preferences" tabs, and a "Sign off" button. A "Filter" section provides instructions on how to use the search and filter options. A "Suppliers" section contains a search bar, an "Order" dropdown menu set to "Organization", and "Search" and "Clear" buttons. On the right, there are status indicators for "STATUS 0/ 100" and "Requested 0/ 100", along with a "Current Preferences" section. The footer includes logos for "Destination Partner: MARKETING LIVERPOOL" and "WITH THANKS TO: B2B Workshop Sponsor: Stadium Tours and Experiences LFC". Contact information for UKinbound Ltd is provided at the bottom left, and a phone number and email address are at the bottom right.

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 Wednesday 11 September



SUPPLIER MEETING ITINERARY

Thursday, 21 September 2023

Start	End	Meeting	Organisation	Details	Table
10:00 AM	10:09 AM	Appointment 1	Portsmouth Historic Dockyard	BLOCKED	
10:10 AM	10:19 AM	Appointment 2	Portsmouth Historic Dockyard	BLOCKED	
10:20 AM	10:29 AM	Appointment 3	Portsmouth Historic Dockyard	BLOCKED	
10:30 AM	10:59 AM	FREE FLOW	Portsmouth Historic Dockyard	BLOCKED	
11:00 AM	11:09 AM	Appointment 4	Portsmouth Historic Dockyard	BLOCKED	
11:10 AM	11:19 AM	Appointment 5	Portsmouth Historic Dockyard	BLOCKED	
11:20 AM	11:29 AM	Appointment 6	Portsmouth Historic Dockyard	BLOCKED	
11:30 AM	11:44 AM	BREAK	Portsmouth Historic Dockyard		
11:45 AM	11:54 AM	Appointment 7	Portsmouth Historic Dockyard	FREE	
11:55 AM	12:04 PM	Appointment 8	Portsmouth Historic Dockyard	FREE	
12:05 PM	12:14 PM	Appointment 9	Portsmouth Historic Dockyard	TUI Musement (Diary 1)	62
12:15 PM	12:24 PM	Appointment 10	Portsmouth Historic Dockyard	JacTravel (Diary 1)	40
12:25 PM	12:34 PM	Appointment 11	Portsmouth Historic Dockyard	Angela Shanley Associates (Diary 1)	09
12:35 PM	12:44 PM	Appointment 12	Portsmouth Historic Dockyard	FREE	
12:45 PM	12:54 PM	Appointment 13	Portsmouth Historic Dockyard	FREE	
12:55 PM	1:04 PM	Appointment 14	Portsmouth Historic Dockyard	FREE	
1:05 PM	1:59 PM	LUNCH	Portsmouth Historic Dockyard		
2:00 PM	2:09 PM	Appointment 15	Portsmouth Historic Dockyard	Golden Tours (Diary 1)	28
2:10 PM	2:19 PM	Appointment 16	Portsmouth Historic Dockyard	Vox City International (Diary 1)	70
2:20 PM	2:29 PM	Appointment 17	Portsmouth Historic Dockyard	Janet Redler Travel (Diary 1)	42

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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



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THANK YOU!

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