

## Making the Most of the Business Travel Show

**How many times have you been to an exhibition and wandered about aimlessly until your feet are sore, your arms laden with brochures, and your mind full of uncertainty as to how much you've truly benefited from the event?**

This Guide has been designed to heighten your awareness of what your travel needs are and identify how the Business Travel Show can help you meet them. We've given you **Before**, **During** and **After** sections. You can:

- A) Identify what you need to find out before you go
- B) Do your fact-finding and networking during the event and make the most of DeskDemon's Café PA corner
- C) Put it all into action afterwards!

## Before the Event

Before you head to the Show, create a business card to hand out to those exhibitors you meet so that they can contact you easily after the event.

**What sort of travel do you most often need to arrange for your executives and others?**

Are there any other services you may be looking for, such as associations, visa & medical information, guides etc.?

*Tick all that applies:*

- |                                     |                                      |  |  |
|-------------------------------------|--------------------------------------|--|--|
| <input type="checkbox"/> Air Travel | <input type="checkbox"/> Car Rental  | <input type="checkbox"/> Serviced Apartments | <input type="checkbox"/> Taxi & Chauffeur  |
| <input type="checkbox"/> Hotels     | <input type="checkbox"/> Rail Travel | <input type="checkbox"/> Travel Management   | <input type="checkbox"/> Travel Technology |

Think about how you are currently using these services.

For example, are you given lots of notice to book flight tickets, trains, cars and hotels or do you normally have to book travel within 24 hours' notice?

Does your executive tend to be a domestic or international traveller?

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### What sorts of suppliers are you looking for at the Business Travel Show?

- ◇ Services to save your boss time when travelling?
- ◇ Services to make your life easier when planning or booking your itinerary?
- ◇ Companies to replace your current providers?
- ◇ Companies that can enhance the services available to your boss when he is travelling?
- ◇ Companies that will enable you to cut travel costs?

### Ask your executives and peers for their input and feedback.

Ask them to talk through their last few journeys with you and get their comments on what went well, what didn't and what they could have done with to make life less stressful.

Name	Comment

### Now consider the exhibitors attending the Show.

What do you need from them? This could be advice, pricing, information, extra help and support in organising the travel, contacts in specific companies or new skills.

Exhibitor	What do I need?

### Which areas of travel organisation do you feel lacking in knowledge and skills?

Area	What I'd like to gain knowledge in:

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What could you do at the Business Travel Show that would enable you to tackle these areas?

Area	What can I do at Business Travel show to tackle these areas?

### Which exhibitors do you need to spend most time with?

Have you pre-arranged a time to meet with them at the Show at DeskDemon's Café PA? Visit [www.deskdemon.com/pages/uk/travel/bts/search](http://www.deskdemon.com/pages/uk/travel/bts/search) to pre-book your appointments and list them in the section below:-

Stand No	Exhibitor

Which questions do you need to ask them to make sure you get the information you need?

Exhibitor	Which questions do I need to ask them?

### Which seminars would you like to attend to boost your knowledge and skills?

Make sure you claim your discount, exclusive to DeskDemon users by adding **Ref Code: DDCONF** when you book.

Date	Seminar

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## During the Event

Appointments have been scheduled in DeskDemon's Café PA with the following companies:

Date	Time	Company	Reason for meeting

### Upon arrival, is there anyone else you need to arrange to see?

When you arrive at the event, take time to talk to other experienced PAs courtesy of ITM (the Institute of Travel Management). They will be situated at DeskDemon's Café PA, and are on hand to provide impartial advice on who to see, what to do and where to go, whatever your travel needs. Why not take them through an example of a typical itinerary you plan and see if they can suggest suppliers who could help you 'think the trip' differently, more cost-effectively and time-sensitively? They will be a great starting point to help you really make sure you meet everyone you need.

### Find out what can the exhibitors do for you as a PA.

They may have very special services to offer you which can make a huge difference when you're up against a tight corner, trying to get your boss on that flight to Chicago, or upgrading her to First.

### What can you do as a PA to make their job easier and quicker and ensure things go well?

### Track your own learning

How much new information are you gathering from this event? How can you see the advice and services working in your company and how might it make your life easier?

### Enjoy it!

The exhibitors are human too! There's nothing like getting to know people over a coffee or glass of wine. Find out about their backgrounds – how did they get into the industry and what appeals to them about it? What makes them and their industry tick?

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## After the Event

Who do you need to follow up with and contact?

Name & Company	Phone No or Email	Reason for Followup

Your key learning points from the day are:

Key Learning Point

You could save time in future by:

Save Time by:

You could save the company money in future by:

Save Money by:

The information you will share with your bosses and colleagues back at the office is:

Information to Share:

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**Recommendations you will make back to the office are:**

	Your Key recommendations:

**Other action points are:**

	Other Action Points:

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