TRENZ SELLER CHECKLIST

TRENZ
WHERE
TOURISM
CONNECTS

Use the checklist below to ensure you complete all of the important tasks before you get to TRENZ, and ensure you get the maximum benefit from your TRENZ attendance.

Registration and booth

- ☐ Confirm which staff are attending TRENZ
- ☐ Purchase any additional passes and manage any registration changes (available to the registration contact in the My TRENZ Zone)
- ☐ Familiarise yourself with TRENZ Terms & Conditions, especially the cancellation policy
- ☐ Appoint a booth contractor if necessary and advise TIA of their details
- ☐ Book additional furniture requirements and complete booth signage form with Displayworks (forms in the My TRENZ Zone)
- ☐ Booth signage and graphics planned
- ☐ Primary registration contact to review company TRENZ profile in My TRENZ Zone
- ☐ All staff members attending TRENZ to review individual TRENZ profile in their My TRENZ Zone, including updating emergency and dietary information
- ☐ Courier/freight all brochures and stand display material to the trade show venue (form available on the Resources section of the website)
- ☐ Complete online Health & Safety induction module before coming on-site to pack-in your booth

Logistics

- ☐ Book travel for TRENZ (if required)
- ☐ Book accommodation (if required)

Making the most out of your TRENZ investment

- ☐ Determine your goals and objectives for attending TRENZ – create some KPI's
- ☐ Brief your team on TRENZ and KPI's for the event
- ☐ Research target markets
- ☐ Distribution network understood/commission structure determined
- ☐ Determine costings and packaging for 2019/20 and possibly 2021/22 (up to 30% commission - off public/retail rate)
- ☐ Clearly worded billing and refund policies developed
- ☐ Promotional collateral uploaded to your profile
- ☐ Onsite promotional collateral organised
- ☐ Create a media release for the TRENZ website (see resources section of the TRENZ website)
- ☐ Familiarise yourself with support documents under the resources section of the TRENZ website
- ☐ Read website news updates and TRENZ Tips in the lead up to TRENZ
- ☐ Review the FAQs section of the TRENZ website

Appointment Diary (In My TRENZ Zone)

- ☐ Review Buyers, Trade Booths, and Media who you would like to meet with
- ☐ Review the document about the appointment process (available in the resources section of the website)
- ☐ Contact Buyers, Trade Booths, and Media who you would like to meet with so that you can both request each other to increase your chances of securing an appointment at this stage
- ☐ Complete appointment request process
- ☐ Complete your appointment diary via the manual appointment scheduling process where applicable

TRENZ Activity Afternoon (In My TRENZ Zone)

- ☐ Review activity options
- ☐ Complete TRENZ Activity Afternoon online registration form (each staff member should complete their own registration via their individual My TRENZ Zone)
- ☐ Review your TRENZ Activity Afternoon allocation
- ☐ Ensure you have all required clothing for the activity

Connecting with us

- ☐ Download the My TRENZ Mobile App
- ☐ Follow TRENZ on Facebook

Notes