

# HOW TO SUMMIT



Francisco Campos  
Contract Manager  
Gate1 Travel

Lisa Bruening  
Senior Sales Manager, Tourism  
Visit Denver

Barbara Bowman, *CEO*  
Bowman & Associates

# GWS 2025 FACTS

- 37<sup>th</sup> year! So happy to be in Palm Springs!
- Registration numbers: 196 Buyers and Media / 266 Suppliers
- Buyers/Media from 22 countries are registered to attend GWS 2025. Suppliers are registered from 28 US states and Canadian provinces.
- Ratio: 1/1.36 - One buyer for every 1.36 suppliers- BEST EVER! That's the best buyer to supplier ratio EVER at Go West! Last year was 1/1.4.
- Over 10,000 meetings will be conducted.
- There are 73 individual appointment slots over the two days of Marketplace.
- Within one week, the direct scheduling system recorded:
  - *6,731 Confirmed – 3,708 of which were “perfect” matches.*

# Sustainability – ZERO Waste

Less Paper: Cut down on printed material where possible – have one example to show and follow up with an email with the info as appropriate documents attached and/or links to image gallery/online source.

Less Waste: Emailed documents/links to Dropbox, Google drive and so on.

Less Paper/Waste: Consider electronic business cards, for example: <https://www.hihello.me/>

More Purpose: Consider instead of gifts/swag a Supplier uses the funds towards a donation for a non-profit organization – maybe have 2-3 options and have the buyer choose.

Bring your own water bottle.



Use the GWS online virtual resource guide. – link can be found on your landing page

# Prepare notes for your Appointments

2:12 pm-2:24 pm Appointment #27

COMPANY NAME

COUNTRY

Contact Name – Title - Email – Company Website

Company Profile from GWS: COPY OF PROFILE FROM GWS.

**Pre-Apppt notes:** Add additional notes on this company specific to you.

Is company new to me or when did I meet with them last?

Have I met with this person before (when) or are they new contact?

Clarify who my key contact is?

Details on what this company currently offers in my area.

Other specific questions for this company about what they offer in my area?

Questions on plans for my area in future or changes to current product?

Marketing questions – how can we work together? Are you working with my city, state or nearby regions on marketing projects?

***Remember to review what's new in my area and other key topics for this client***

**Notes during Appt:**

Notes on above questions discussed during the appointment and what to send in follow-up.

Leave space if you are printing out pages to write on or try using laptop and typing during the appointment. I've also seen some people audio record appointments with their phone. New AI tools that can record meetings and summarize notes after.



# Supplier Preparation-GETTING THE MOST OUT OF MARKETPLACE APPOINTMENTS

- Know the role of the Buyer, what type of product the Buyer sells and ask the right questions to determine their needs.
- Have your notes prepared.
- Only discuss products/services which fit their needs; if there is not a match, thank them and move on.
- Do not go into a sales pitch unless requested by the buyer.
- Be aware if they buy from a 3<sup>rd</sup> party – if you don't know this ask before discussing rates or sourcing.
- Get engaged – Make eye contact-take notes! Make note if you need to follow-up with someone else.
- Ensure you have a correct email for follow-up.
- Together, determine what the next step is and when follow-up is needed.
- Keep track of verbal commitments and confirm them in writing immediately.
- Remember that appointments are 12 minutes, so pace accordingly.
- Listen for the 2-minute warning bell, then the final bell to move to the next appointment. Don't overstay your appointment time.
- End of the meeting, summarize all points discussed.



# BUYER PREPARATION GETTING THE MOST OUT OF MARKETPLACE APPOINTMENTS

- Ask if supplier is familiar with your company. Be prepared with brief introduction of your company & your role
- Do your homework, know if you are currently doing business with the supplier that you are meeting with – be prepared with questions they may have for you
- Explain your needs specific to the supplier you are meeting and exactly what you are looking for.
- If it is something specific or exclusive you are looking for, don't be shy to say that and to guide the conversation.
- This is a new time where we all must adapt and think outside of the box – **let's think outside of the box together.**
- Get engaged - take notes!
- If there is not a match with the supplier, be honest and thank them for their time, and both of you can move on.



# Make the most of the time IN-BETWEEN MARKETPLACE APPOINTMENTS

## Suppliers:

- Prepare your list of buyers you did not get an appointment with or need to touch base with
- Use transition time stop in on buyers for a quick introduction. Follow-up later. Do not interrupt other Supplier's appointment time.
- Step to the back of the Marketplace, do not stand in the aisles
- If you have 1 or 2 free appointment slots, you can go to the Supplier Lounge, finish appointment notes to prepare for next appointment or visit Sponsor Booths. Check in with your state/city DMO on their appointment highlights.

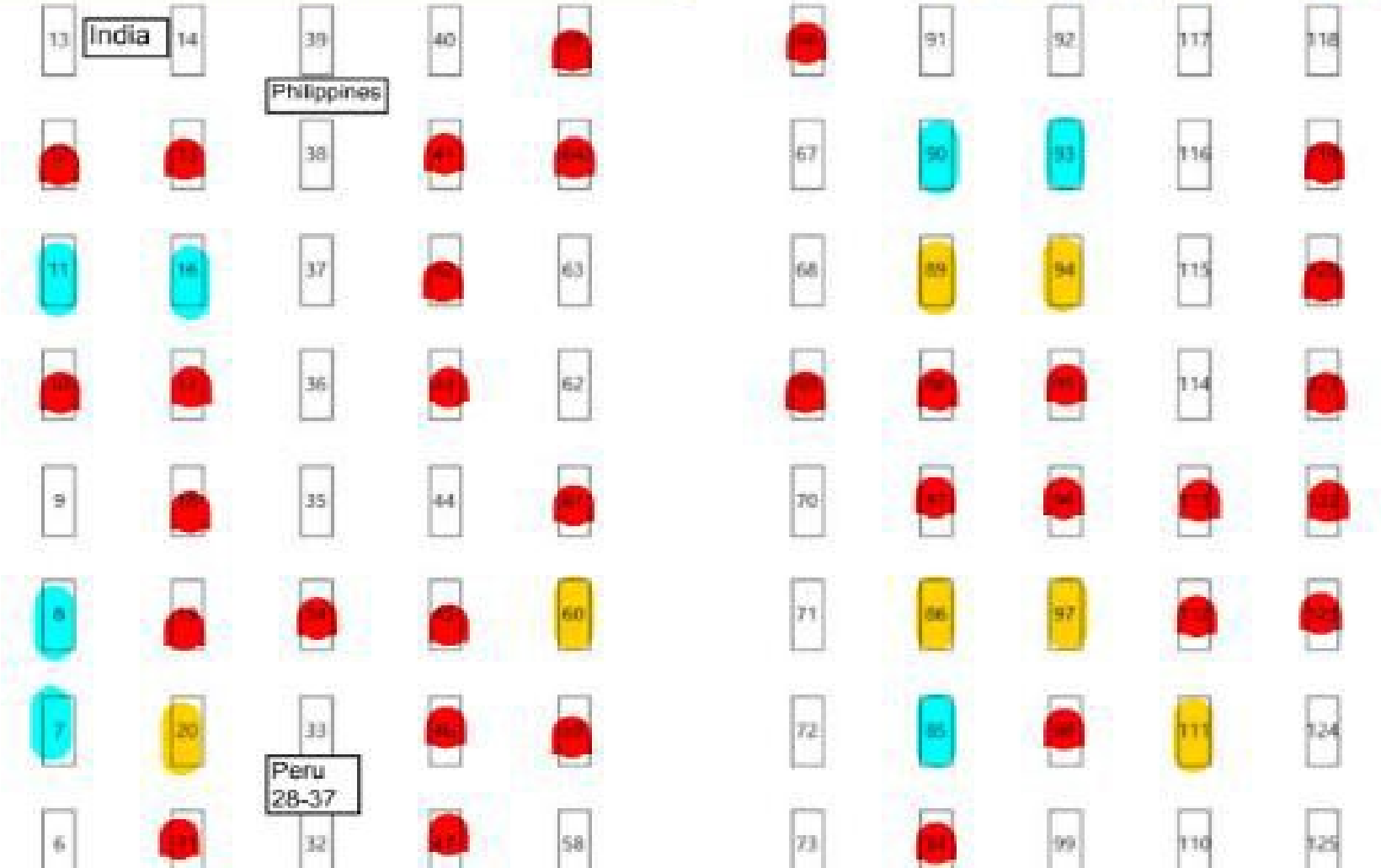
## Buyers:

- If you need to take a break, step away from your table, provided you do not have an appointment
- Be open to drop-in appointments from Suppliers



# MARKETPLACE

Appt=red  
 Stop by= Yellow  
 Media=Blue



## LISA BRUENING'S GAME PLAN





# ATTEND THE 5 MINUTE NETWORKING SESSION

Fast-paced 5-minute networking sessions appointments on Thursday from 1:15-2:15PM

- Objective: Visit companies with whom you do not already have pre-scheduled appointments
- Suppliers:
  - You will be going to Buyers' Tables, which are numbered.
  - Design a "Target List" with Buyer names and their table numbers in sequence so you will not waste time  
Visit "only" those Buyers relevant to your business
  - Be mindful of your 5-minute stay; others need time to network. Move along if you don't need the full 5 minutes.
  - Great opportunity to pick up business cards or do a quick in-person introduction and follow-up later. Follow-up is vital for these.

## Buyers:

Please attend and be prepared to take advantage of this additional opportunity to speak with supplier with whom you did not have a pre-scheduled appointment with.



# CONNECT AND RE-CONNECT AT THE SOCIAL FUNCTIONS

- Use every social occasion as an opportunity to connect— bring business cards or share virtual cards!
- It is an opportunity for everyone to Meet Buyers/Suppliers with whom you did not get an appointment or speed session.
- Ask a Go West staff member to introduce you to someone new or who you want to meet.
- Suppliers use your state/city DMO to assist with introductions.
- Build relationships...don't oversell.
- Invite your target partners to join you for coffee, meal or drinks.

# WHAT COMES After Go West Summit?

- Follow up is key – Suppliers: Follow up! Follow up! Follow up!
- Promptly follow up with requested information or at agreed time if delayed follow-up is requested.
- Personalize your communications (avoid mass/cookie cutter follow up).
- Follow up from time to time to continue building the relationship.

# THIS IS THE BEGINNING

- Developing international business is a marathon, not a sprint; it can take 2-5 years.
- Relationships mean trust and commitment first, then business follows.
- Consistency is key - Participate annually in Go West Summit.

# QUESTIONS-COMMENTS

EVALUATIONS – HELP US MAKE THIS YOUR SUMMIT

Please give us feedback that will make this summit more beneficial to you.

