

You should carefully review the Delegate Directory to identify new business opportunities for your company. The Directory lists Supplier/Media companies separately from the Buyer companies.

HOW TO SELECT YOUR REQUEST LIST

Review the Electronic Delegate Directory carefully and select the companies with whom you would like an appointment.

Prioritize the Companies from first to last, with the first request being the Company that you would like to have an appointment with the most. **Do not list your appointment requests alphabetically, but in order of priority.** The Company with your highest preference for scheduling an appointment should be listed first, and so on, until you have completed your requests. By doing this, your final schedule is more likely to include your preferences.

The order in which you enter your appointment requests will be the order in which they are processed by the computer in scheduling appointments.

Remember, the more appointments you request, the better your chances are for having a full schedule during Marketplace. The system allows for up to 60 appointment requests per appointment taking delegate.

Buyers - Do not overlook new Supplier Companies who requested your company. These Suppliers may represent a new business opportunity for you in the Caribbean.

It is important that you contact the companies you want to meet before coming to Caribbean Marketplace. Contact them by telephone, fax, or Email and provide as much specific information about your company as possible. It is recommended that you contact any company you wish to meet after you have requested them; the company that you have requested may not know your product and as such making direct contact may improve your chances of having a perfect match.

HOW TO SUBMIT YOUR APPOINTMENTS ONLINE

Step 1: Appointment Request Entry Page

1. View Registered Companies. Click the VIEW PROFILE button to display detailed information on a selected company. Select the companies you wish to meet with and click the ADD REQUEST button.

2. Select Companies using SEARCH CRITERIA to find Companies and view Company details. The built-in search function can be used to narrow the list of potential requests, based upon your search criteria.

3. Begin a search using Company Name, Appointment Code, City, State, Country, or Delegate Name; enter the necessary information in each criteria box.

- Note: You can select multiple States or Countries by holding the Ctrl key down while clicking selected States or Countries
- Note: Companies must meet all criteria in order to be displayed

4. Click EXECUTE SEARCH, which will give the result list of all companies that fit your requested criteria.

5. Click CLEAR to clear the form of all information.

Step 2: Request Appointments – Use Add Request and Request Maximum Buttons to Build Request List

1. To request an appointment with an individual company, select a company and click ADD REQUEST. It will automatically display the company and its Appointment Code in the Requested Companies List.
2. You can select multiple companies by holding the Ctrl key down while clicking selected companies.
3. To request an appointment with all the companies in the Available Companies List Screen, click REQUEST MAXIMUM. It will automatically display all the companies up to the maximum request slots available. (If 20 request slots are available, and there are 30 companies listed in the Available Companies List Screen, the first 20 companies will fill the remaining 20 available slots.)
4. The computer will allow you to choose up to the maximum number of requests and will not allow a delegate to duplicate requests. (However, multiple appointment-taking delegates from the same company should be certain not to duplicate each other's requests, since the software cannot distinguish duplicate requests from different delegates within the same company.)

Step 3: Prioritize Appointment Request List and Submit Requests

1. Prioritize your requests. The first/top request in the list should be your highest priority, and the last/bottom request in the list your lowest priority. The higher the priority you give a request, the greater the likelihood you have of that request being scheduled.
2. Use the buttons located on the right hand side of the page to change the priority level of each Request. The buttons are described in order from top to bottom as follows: MOVE COMPANY TO TOP (first priority), MOVE COMPANY UP ONE (in priority), MOVE COMPANY DOWN ONE (in priority), MOVE COMPANY TO BOTTOM (last priority). To change the priority of a company, select the company and click on one of the Move buttons to place it in the desired position.
3. If you want to delete an appointment request, highlight the Company and click DELETE. If you want to delete all appointment requests, click DELETE ALL.
4. If you want to add a Company and you know the Appointment Code, enter the code in the Enter Appointment Code field and hit the ENTER key.
5. For those delegates eligible to request double appointments (two consecutive appointment periods with the same company), click on the Company Name in the Requested Companies List, then click the X2 button to make that request a double request. To change this request back to a single appointment request, click the Company Name in the Requested Companies List, then click the X1 button. This function is unique.
6. Once you have completed entering and reordering your appointment requests click SUBMIT REQUESTS. Note: You can edit your requests as many times as you wish prior to the Appointment Request Deadline.

Step 4: Review and Print Appointment Requests, Enter Travel Details, Edit Requests or Exit.

1. Verify that your selections are correct.

2. Enter Arrival and Departure Information, if desired. This will assist us in the planning purposes to have an idea when delegates are arriving.
3. Click PRINT to print a copy of your appointment requests for this session. Please keep this page for your records.
4. Click EDIT REQUEST to make changes to your requests. You will be returned to the Appointment Request Entry page.
5. Click SAVE AND EXIT to exit the system.

HOW TO PREPARE FOR CARIBBEAN MARKETPLACE

a) Appointment Prospect List

Before you arrive at Caribbean Marketplace you will receive your Appointment Prospect Lists.

Your Appointment Prospect Lists are made up of the following:

1. Your pre-scheduled appointments;
2. Suppliers and/or Buyers with whom you requested an appointment, but which the computer could not schedule due to no common time available between the two companies.

Remember that CHTA's Matchmaker© computer appointment scheduling system only schedules perfect match appointments; "Buyer only" requested appointments and "Supplier only requests" with media.

Buyers - Do not overlook new Supplier Companies who requested your company. These Suppliers may represent a new business opportunity for you in the Caribbean.

After receiving your Appointment Prospect List (your scheduled and unscheduled appointments) you should contact any of these companies which are of interest to you to arrange an appointment at a mutually convenient time.

b) Arranging additional appointments at the event

The selling floor is open on the first business day (Monday) from 8:30am to 9:45am for an Open Scheduling Session to allow Buyers to schedule additional appointments with Suppliers. Buyers visit Suppliers in their booths on the Business Floor to make new appointments or change appointment times for existing appointments. Social events also provide an excellent opportunity to network with delegates and make new contacts.

To help you locate specific Supplier booths, you will find the Supplier Booth Listing and Floor Plan in the center of your Appointment Schedule Book. CHTA Staff are also available to assist you on the Business Floor.

Buyers are encouraged to seek new business opportunities during these sessions. Suppliers are in their booths during this session and Buyers should look for the "Open Appointment" sign indicating that the Supplier is currently unoccupied.

c) Getting the most from your appointment sessions

Computer scheduled appointments take place on Monday and Tuesday during Caribbean Marketplace. The Marketplace business floor remains open until 6:00 p.m. both Monday and Tuesday for additional appointments.

The pre-scheduled appointments are the primary reason delegates attend Caribbean Marketplace and we encourage Buyers and Suppliers to maximize the business opportunities during each appointment.

We request that Buyers follow their appointment schedule and to keep all business appointments.

In order to cancel or reschedule an appointment with a Supplier, Buyers must complete the Appointment Cancellation Form before the start of the Open Scheduling Sessions on Monday. Each Delegate is provided with three Appointment Cancellation Forms in their registration package. Delegates should leave the cancellation forms at the CHTA Registration Desk for delivery.

If you find while in a pre-scheduled appointment with a Supplier that you require additional time, please do not keep the next Buyer waiting by overextending your appointment time. We recommend that you arrange a follow up appointment with that Supplier at a later time.

General tips to help you in maximizing the sessions:

- Try to maximize your business opportunities during each appointment.
- Be on time for each appointment and do not miss an appointment. Doing so could seriously damage your personal and business credibility and may impact your ability to obtain a future appointment with the Buyer.
- Check the message boards frequently and action each message immediately.
- Do not keep Buyers waiting, and be ready to receive your next appointment. If you find that you need more time with the Buyer you are meeting, arrange a mutually convenient time to meet again, but do not keep the arriving Buyer waiting.
- Remember that the Buyer expects to be able to finalize business with you during the appointment. You must have the ability to do this and the necessary information, including your advance rate schedule, and be ready to close the sale.
- Buyers have complained in the past that some Suppliers do not come equipped to finalize business and have therefore wasted the time and the expense of the Buyer in coming to Caribbean Marketplace. This only results in a lost business opportunity for the Supplier and makes it harder to attract the Buyers to future Caribbean Marketplace events.
- Record all business commitments you make, follow up on any outstanding matters, and do not commit for anything you are not able to deliver to the Buyer.

d) Sales and marketing check list

The following points will help you to make sure you are adequately prepared with everything you need to do business at Caribbean Marketplace:

1. A supply of business cards with full contact information-remember you'll be networking from dawn to dusk.
2. Your rates and fact sheets.
3. Your billing, deposit, and refund policies, as well as any prepayment policy.
4. Any regulations on foreign exchange controls which a Buyer should be familiar with.
5. Brochures of your product and services-ideally, consider going hi-tech with an online presentation. The business floor will be a hot-spot, so you can be connected wirelessly.
6. Brochures, fact sheet about your destination-including the names of international airlines that serve it and their schedules, calendar of events, and a map of your destination. This is important if your tourist board is not represented at Caribbean Marketplace. If your tourist board is in attendance at Caribbean Marketplace, coordinate with them to avoid bringing excessive printed material that may go to the waste bin at the end of the event.

7. Promotional slides, presentations, and videos of your product in VHS or DVD. Remember VHS video formats vary geographically, so you should have copies in NTSC, PAL and CCAM versions.
8. Clippings of positive press coverage of your company/destination.
9. Press kit and press photographs in black and white and color for the press room.
10. If this is your first Caribbean Marketplace, you may find it useful to speak with a colleague who has attended in previous years. It may also help to role-play your appointments to be sure that you are comfortable with your presentation, key talking points, and frequently-asked questions.
11. Copies of your own custom form to take notes during your appointments. This will allow you to be more efficient and will make your follow-up action easier when you return home.

e) General tips

- The Delegates you choose to represent your company at Caribbean Marketplace should be completely knowledgeable about your company and its products and services.
- Your Delegates must have the ability and the authority to negotiate rates, make decisions and commitments, and to sign contracts.
- Your Delegates must be familiar with the terminology in the different international markets of the travel industry and be able to recognize the different needs of the international Buyers. Multi-lingual capabilities are a definite advantage.
- Suppliers must be prepared to negotiate rates and sign contracts. It is very important that your Delegates are familiar with your current rates. Suppliers should be prepared to negotiate rates for the current year as well as the year following.
- Suppliers should negotiate rates far enough in advance to allow Buyers sufficient lead time to produce their brochure.
- Be consistent in building and setting your rates, taking all factors into consideration. Remember that Buyers exchange information on rates offered by Suppliers.
- Your credibility and that of your company is extremely important. You should immediately follow up on any outstanding rate negotiations with Buyers. Take notes during appointments and action the notes immediately on your return to your office.

If you have any questions or need any assistance, please contact the Conferences and Events Department at telephone 1-305-443-3040 ext. 110, via fax at 1-305-443-3005 or via email at events@caribbeanhotelandtourism.com.