2023 Romance Travel University

Supplier/DMO Partner Timeline

STEP 1: Create a profile page on the conference site.

We'll send you a form to submit your preferred contact information for the advisors attending the conference, as well as any web pages, brochures, or videos you wish to share with them (you may send us actual files or web links for these materials). We'll also ask you for a "head shot" photo of your representative who'll attend the conference. Once you submit the form and the photo, we'll create your profile page on the conference site (TheRomanceTravelUniversity.com) for the advisors to view. Your page will remain active for six months after the event (through Oct. 31, 2023).

Dates: The form will be sent to you in late December 2022. It will be due no later than Feb. 28, 2023.

STEP 2: Download the conference app onto your smartphone.

The app will give you access to the conference schedule and the full list of attending advisors (you can even message them to set up individual appointments if you wish!).

Dates: You'll receive the download link in early January.

STEP 3: Take appointments with advisors before the conference.

At the conference itself, you'll participate in small-group presentations with the advisors. But, before the event, we encourage you to take virtual appointments (10-minute video chats) with these agents! We'll schedule two "virtual expo" sessions (tentatively Thursday, March 2, and Thursday, March 16) where you or another representative will have an online booth you may set up with videos, brochure links, etc. The advisors will request appointments with you in advance, and we'll give you a schedule showing your confirmed appointments. (These agents may also drop into your booth without an appointment to view your materials.) It's totally up to you - you may decide to do both sessions, only one session, or neither one as you wish. (We won't know how long the sessions will run those days until we confirm appointments.)

Dates: We'll announce the expo dates in late December 2022. You'll receive your booth set-up instructions in January, and you'll receive your appointment schedules in late February.

STEP 4: Create a "1 pager" to be included in the advisors' conference binder.

Each attending agent will be mailed before the event a customized binder containing one-page descriptive sheets (black/white) for each supplier/DMO partner. Your sheet will show your contact information, links to your sites/brochures/videos, and your descriptions of (a) the key demographics for the romance travelers you serve and (b) the competitive strengths of your properties and services (what sets you apart from the competition). You may print your own sheets and send them to us, or you may complete a form and DWHSA will print the sheets for you.

Dates: You'll receive the "1 pager" form in early January to complete by Feb. 28 so that we'll have time to print your sheets - or, you may print your own sheets and send them to us by March 15.

STEP 5: Participate in a full day of small-group "pitches" on Wed., May 3.

After talking with many, many DWHSA members over the past 18 months and reviewing the way other travel groups (e.g., Virtuoso, National Tour Association) handle supplier/DMO networking at their events, we have reinvented the way we'll handle appointments at our conferences. We're planning two four-hour sessions (8 am to 12 noon and 2 pm to 6 pm) for you to conduct 7-minute "pitches" to small groups of three to four advisors. (They'll be seated at tables while you rotate among the tables.) We don't want you to worry about sharing how many properties you have or the best times of year to visit - that information will be shared via your profile page on the conference site and the 1-pager for you in the agents' binders. Instead, we'll ask you to focus on (a) the key demographics for travelers who visit you (age ranges, couples or families, etc.) and (b) three competitive strengths that set you apart from the competition. DWHSA members have told us clearly they can find resort/destination details on your sites - but they never learn at conferences WHO your ideal travelers/guests are and WHY they would choose you. With this format, you'll do 25 pitches in each session, so you're almost guaranteed to meet in person every single advisor at the conference.

Dates: You'll receive your final pitch schedule in mid-April.

STEP 6: "Host" three to four agents in the "Dine A Round" on Wednesday evening.

After the day of pitches, you may choose to go to one of the specialty restaurants for dinner with a handful of advisors. DWHSA will prearrange the reservations so you'll simply show up at the restaurant, meet the agents there, and talk over dinner! (This is optional - if you're tired after a full day of pitches, you may choose not to participate of course.)

Dates: You'll be asked in mid-March if you'd like to participate. By late April, we'll arrange the groups and confirm who's dining with you.

STEP 7: Participate in a post-conference "check in" with the advisers.

In September, we'll coordinate an online "check in" so that the agents who attended the conference may follow up with you to ask questions and discuss their clients with you.

Dates: We’ll confirm the “check in” date with you in July.