

## BUSINESS TOURISM PERSONAS AND KEY MESSAGES

### WHAT IS A BUYER PERSONA?

A persona is a semi-fictional representation of your typical buyer/target audience and is based on market research and real data about your existing buyers. While every buyer is of course different, they tend to have typical characteristics and profiles. Personas can help quickly identify and build rapport with potential buyers. By understanding your buyer, you can effectively build long-term relationships and convert sales opportunities.

### HOW DO YOU USE A PERSONA?

Personas are live documents that need to be continually updated and developed based on actual experiences and engagement with buyers, both offline and online. Review these personas with key messages and prepare to address some of the likely challenges mentioned the next time you're communicating or meeting with a buyer or ambassador. Over the following pages we've outlined some sample buyer personas which will give you a better sense of what our buyers are like, and the types of people you will be engaging with and the key messaging we've developed for each phase of the pandemic.

These personas were developed in May 2021 using research and input from actual buyers.

## **CORPORATE AND INCENTIVE PERSONAS**

# MEETING PLANNER (AGENCY)



## NATALIE WATERSTONE, AGENCY PLANNER

Company: BCD

Location: London, UK

### PROFILE

- Age 35, single
- Works and lives in London
- Outgoing, very high expectations, high energy, ambitious
- Well connected and very well-travelled, enjoys a good life

### INFLUENCES

- Her own network of industry contacts
- Media (B2B) and social media particularly Instagram
- Trade shows – she attends at least one trade show every year
- Wow destinations and invites

### CLIENT DETAILS

- Portfolio of clients across different sectors
- Destinations she typically programmes include cities like Barcelona and Berlin

### DECISION MAKING FACTORS

- A destination with lower infection rates
- Good access without lockdown policies
- Available hybrid options
- Location of the company's HQ
- Selection of suitable spacious venues
- Wants somewhere that offers unique experiences she can't find anywhere else to meet heightened anticipation with return of events
- Will only work with DMCs that are affiliated with BCD (typically one per country)

### VALUE PROPOSITION

You can rely Ireland to deliver a safe and slick event with unique high-quality experiences, collaboration and

### PERCEPTION OF IRELAND

- Conscious of Ireland's mandatory hotel quarantine in place
- Largely Dublin-centric. She feels that Ireland is great for parties and fun
- Visited Dublin previously as a tourist - on a budget (e.g. Temple Bar) but has not experienced our MICE product
- While she may understand the key products, she will not be familiar with newer experiences

### WORK-RELATED CHALLENGES

- Under pressure to secure events to generate turnover and prevent furlough
- Difficult to plan ahead due to ongoing changes and uncertainty
- Added costs of cancellations and changes to events
- Increased competition from free/cheaper online events
- Very little time. Short turnaround times for getting proposal information from destinations
- She has lots of choice when it comes to programming destinations
- Client budget is sometimes limited

### MEDIA / SOCIAL MEDIA HABITS

- LinkedIn
- Facebook
- Instagram
- M&IT
- Conference News
- Corporate & Incentive Travel

### SHOWS

- IMEX Frankfurt
- IBTM World
- Confex
- The Meetings Show
- PCMA Chapter events

# MEETING PLANNER (AGENCY)



## RICK MORRIS, AGENCY PLANNER

Company: HelmsBriscoe

Location: Manchester

### PROFILE

- Age 35, single
- Works and lives in London
- Outgoing, very high expectations, high energy, ambitious
- Well connected and very well-travelled, enjoys a good life

### INFLUENCES

- Own network, past experience and new trends /what's at trade shows
- Posts photos of trade shows, FAMs and programmes on Facebook
- Content on HelmsBriscoe intranet
- Cvent for information on destinations/hotels.
- 'Deals' section on HB intranet.

### CLIENT DETAILS

- Works with a mix of budget sizes
- An influencer to his clients and knows them very well
- Prefers to work without a DMC.
- Has up to 8 clients that usually take recommendations directly from him
- Destinations he programmes are usually sunny

### DECISION MAKING FACTORS

- A destination with lower infection rates
- The lockdown policies – he wants a destination that he feels will not take any steps backwards in terms of restrictions
- Opportunities to have hybrid events
- New and relevant meeting destinations
- Opportunity to attend a FAM
- Destinations that can provide something that will enhance teamwork and collaboration in a programme

### VALUE PROPOSITION

You can rely Ireland to deliver a safe event that really adds value to your client and the wider organisation, and that makes you look good

### PERCEPTION OF IRELAND

- Aware that the UK are ahead of Ireland in terms of restrictions but not entirely sure of Ireland's rollout plan or key dates
- Lack of knowledge of Ireland. Knows it from a personal perspective but not from a MICE perspective.
- Open to doing a FAM. He needs to see the destination to believe it. He will typically only book a new destination if he has been on a FAM. As he works for himself, he doesn't have time to attend many FAMs. He'll only attend one or two per year and focus on the destinations his clients are requesting

### WORK-RELATED CHALLENGES

- Feeling extra pressure to secure events to generate turnover
- His professional reputation is on the line so wants to personally see all destinations he programmes.
- Always looking for new products.
- Finding his own clients.
- Does not earn salary, only paid by commission on booked events.
- Will only suggest destinations that will work for client.
- Does not have time to source a huge range of destinations as he will only get paid commission based on where he books. Further investigation of other non-runner destinations will be a waste of his time.

### MEDIA / SOCIAL MEDIA HABITS

- LinkedIn
- successfulmeetings.com
- Facebook
- Meetings and Conventions Magazine
- Successful Meetings Magazine
- Corporate & Incentive Travel

### SHOWS

- IMEX Frankfurt
- IBTM World
- Confex
- HelmsBriscoe ABC/ERM
- PCMA Chapter events

# MEETING AND INCENTIVE PLANNER (DIRECT)



## HELEN JONES, EXEC ASST / PROJECT COORDINATOR

Company: EY

Location: Toronto, Canada

### PROFILE

- Age 29, single
- Her family is originally from Italy. She has travelled much of Europe so has quite a cultured background
- Professional and reserved but confident
- Works on different in-house projects.

### INFLUENCES

- Travel magazines, email marketing from her favourite hotel groups/ chains, high-end trends and social media
- Personal Assistant/Executive Assistant networks and events

### CLIENT DETAILS

Organises annual executive team summit & sales team's annual incentive trip

- Company usually considers London and sunny European cities
- Typically has a big budget.
- The sales team always want to be wowed by new exciting destinations
- Likes destinations that are strong hubs for tech or can provide something that will enhance teamwork and collaboration at her organisation.
- Prefers to work with DMCs on the incentive side but may opt for Convention Bureaux for corporate meetings

### DECISION MAKING FACTORS

- A destination with lower infection rates and no quarantining rules
- Flexible cancellation policies and insurance in light of COVID-19
- COVID-19 Safety protocols established by suppliers such as hotels, venues and transportation
- A destination which can provide online production capabilities for hybrid events as well as maintaining quality face-to-face event offering.
- A destination that offers new and unique experiences

### VALUE PROPOSITION

You can rely on Ireland to deliver a safe, high quality, seamlessly organised event that gives employees the wow-factor

### PERCEPTION OF IRELAND

- Helen's favourite destinations are Barcelona and Prague.
- She feels Ireland is similar to the UK. She has heard it's good for business and easy to access. She thinks the quality of food probably isn't great and she's heard it's expensive. She feels it's a bit too cliché and ' twee' for a large group of professionals.
- She is aware that the UK are ahead of Ireland on the vaccination rollout and with restrictions
- Helen spent a weekend in Dublin at one point in her late teens

### WORK-RELATED CHALLENGES

- Worries that the programme won't impress her senior team.
- Lack of destination knowledge.
- Likes to copy the format of last year's event
- Determining the current status of Covid-19 in a destination and the inability to plan ahead

### MEDIA / SOCIAL MEDIA HABITS

- LinkedIn
- Twitter
- Instagram
- Ezines e.g. SITE, Leading/Preferred Hotels

### SHOWS

- IBTM World
- IMEX Frankfurt & America
- Northstar Events
- PCMA Events
- SITE Global Events
- MPI Events
- IRF Events

# INCENTIVE PLANNER (AGENCY)



## MADISON BROWN CEO

Company: Incentive Agency

Location: Dallas, US

## PROFILE

- Age 54, married with 2 teenagers
- Very high maintenance, very competitive when it comes to programming exclusive experiences
- Keen for her agency to be more cutting-edge with their programmes.

## INFLUENCES

- Trade shows for gathering information. Invited to IMEX every year by Hilton
- Reads constantly – trade and travel magazines, email marketing
- Keeps folders of information for destinations she might programme

## CLIENT DETAILS

- 1-2 luxury/ high-end clients
- Different destination every year which clients announce 1 year in advance
- Always uses a DMC in-market
- Access and safety are key, English speaking with top hotels and infrastructure
- The destination needs to deliver something that her clients' friends can't buy.

## DECISION MAKING FACTORS

- Vaccination rollout in destination as safety of her clients is paramount
- Avoiding Covid hotspots, where there will be suitable insurance available
- Exceed her client's expectations
- Destination with the 'wow' factor and offering clients a unique / ahead of trend experience
- On trend destination

## VALUE PROPOSITION

You can trust Ireland to have the unique high-quality experiences that will ensure your clients have a safe and memorable 'wow!' experience that makes you look good

## PERCEPTION OF IRELAND

- She has recently programmed destinations like Dubai, Hawaii, Mauritius. If Europe was requested, she would consider Scotland rather than Ireland, or Italy if a hot destination was requested, however would choose Ireland over Scotland if they had less restrictions in place
- Thinks that it rains a lot in Ireland, that it's small and expensive. Knows Ireland for Guinness, castles and fun/craic.
- She knows the importance of FAMs but considers them to take a considerable amount of time out of her schedule

## WORK-RELATED CHALLENGES

- She is constantly looking for 'new' and 'wow', high-end experiences.
- It's a challenge to get her to change from more well-established destinations
- Difficult to plan ahead
- Facing additional costs for cancellations and changes

## MEDIA / SOCIAL MEDIA HABITS

- LinkedIn
- Twitter
- Instagram
- Ezines e.g. SITE, Leading/Preferred Hotels

## SHOWS

- IBTM World
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- SITE Global Events
- MPI Events
- IRF Events

## ASSOCIATION PERSONAS

# CONFERENCE AMBASSADOR



## DR MARTIN BOYLE PAEDIATRIC ONCOLOGY CONSULTANT

Company: Our Lady's Children's Hospital Crumlin

### PROFILE

- Age 60 (close to retiring), married with grown-up family.
- Acclaimed in his field, has written numerous academic papers.
- Born in the UK, grandparents were Irish.
- Hard to reach, very busy.

### INFLUENCES

- Peers and colleagues.
- Conferences he previously attended.
- Interested in leaving a legacy of work in his field as he approaches retirement. Wants to position Ireland internationally for oncology.

### CLIENT DETAILS

- Serving on the Board of the International Society of Paediatric Oncology on a rotation basis.

*\*\*It is worth noting that Ambassadors may have different objectives based on their relevant discipline*

### DECISION MAKING FACTORS

- Concerned with organising a large conference until completely safe to do so
- Ensure all relevant safety protocols have been established with regards to COVID in hotels and venues
- Opportunity to showcase research and raise his profile within his organisation and network
- Increase networking potential with the possibility to form new research partnerships and establish worldwide links
- Stimulate investment and secure funding in line with organisation's strategic aims
- Sponsorship Opportunities

### VALUE PROPOSITION

You can Trust Ireland to deliver a safe conference that enhances your career

### PERCEPTION OF IRELAND

- Dr. Boyle is well travelled both in Ireland and internationally.
- Proud of Ireland but in particular of his academic institution.
- May not be aware of the business tourism infrastructure.
- Negative perceptions of some venues based on his personal experience.
- High risk to his reputation if Ireland/conference does not meet expectations.
- May not be aware of Business Tourism Infrastructure or the practical and financial supports available
- Negative perception of Ireland offering good value for money

### WORK-RELATED CHALLENGES

- Lack of time.
- Risk to reputation – both professionally but also where safety of delegates is concerned
- Very aware of his reputation and is conservative about what he gets involved in. The conference needs to be successful.
- Low budget / concerned about finances – conference needs to be self-financing.
- Managing politics. Dr. Boyle needs this conference and the role he plays to be successful.
- Ensuring sufficient numbers attend conference in light of COVID

### MEDIA / SOCIAL MEDIA HABITS

- Direct emails in order to set up face to face meetings or calls
- Twitter
- LinkedIn- less active on LinkedIn
- Medical Journals

### SHOWS

- SFI annual conference
- Irish Association for Medical Oncology Annual Meeting- (each Irish Association will usually have their own National Meeting and events.)
- International Oncology Conferences
- Our conference ambassadors do not go to MICE shows as bringing in conferences is not their fulltime job
- Failte Ireland Recruit Events

# INTERNATIONAL CONFERENCE PLANNER



## MAURICE ROLAND CONFERENCE ASSOCIATION SECRETARIAT

Company: World Council of Credit Unions

Location: USA

### PROFILE

- 59, highly experienced career
- Well-travelled
- Conservative/ safe

### INFLUENCES

- May be quite active on social media
- Last year's conference and the potential perception of delegates who attended

### CLIENT DETAILS

- Influenced by Board members and the bid/proposal itself
- Will be focused on the delegate's perception of the destination and the profile of their industry in the destination country. Will want to ensure ease of access for international attendees
- Budget, particularly the cost of venues, financing and sponsors

### DECISION MAKING FACTORS

- A destination with low infection rates
- The vaccination rollout of the destination
- Suitable hybrid solutions
- Destination appeal
- Rotation
- Sector Strength
- DMO support
- Subvention
- Value for money
- Local Membership
- Sponsorship Opportunities

### VALUE PROPOSITION

You can trust Ireland to add value to your members with a safe conference that delivers the insights, learning and connections they value

### PERCEPTION OF IRELAND

- Experience of Ireland – knows Ireland but not the association product
- Site inspection is very important and influential on end decision

### WORK-RELATED CHALLENGES

- Very busy looking at various international locations
- This is just one aspect of his role - also dealing with other association issues
- Functional and specific requirements – format in terms of lay-out and conference set-up. Doesn't want to change this
- New virtual/ hybrid world
- Ensuring delegate attendance is high, considering COVID-19
- Running a safe event considering varied pace of vaccine rollouts in different countries where delegates are travelling from
- Very interested in financial supports available
- Low budget, conference needs to be self-financing
- Conscious of fees for delegates

### MEDIA / SOCIAL MEDIA HABITS

- Boardroom
- Headquarters
- AMI
- LinkedIn
- Convene

### SHOWS

- IMEX America & IMEX Frankfurt
- IBTM World
- PCMA Convening Leaders
- ICCA Congress
- ASAE

# KEY MESSAGES: CORPORATE MEETING PLANNER (AGENCY)



## NATALIE WATERSTONE, AGENCY PLANNER

Company: BCD

Location: London, UK

### PROFILE

- Age 35, single
- Works and lives in London
- Outgoing, very high expectations, high energy, ambitious
- Well connected and very well-travelled, enjoys a good life

### DECISION MAKING FACTORS

- A destination with lower infection rates
- Good access without lockdown policies
- Available hybrid options
- Location of the company's HQ
- Selection of suitable spacious venues
- Wants somewhere that offers unique experiences she can't find anywhere else to meet heightened anticipation with return of events
- Will only work with DMCs that are affiliated with BCD (typically one per country)

### VALUE PROPOSITION

You can rely on Ireland to deliver a safe and slick event with unique high-quality experiences, collaboration and teambuilding that will ensure your clients have a memorable time

Phase one: Stay Connected Country closed	Phase two: Reassurance Preparing to open	Phase 3: Rebuild Open for business	Phase 4: Reboot Business as usual (or very close to that)
<p>1. In Ireland case rates remain low and our vaccination programme continues apace, with over XX% of the adult population fully vaccinated</p> <p>2. Meet in Ireland's first priority is the health and safety of its people, including those who plan to make their way here for memorable corporate meetings and event experiences in the years to come and when the window opens, you can rest assured that we've put plans in place to ensure we're COVID-safe</p> <p>3. Our National Tourism Development Authority, Fáilte Ireland, has implemented a COVID-19 Safety Charter to highlight the robust safety measures undertaken by tourism businesses around Ireland, including a charter for DMCs, hotels and venues.</p> <p>4. We continue to support our valued Irish business tourism partners as together we rebuild and recover from the effects of the pandemic</p> <p>5. We place immense value on Ireland's role within the business tourism industry and play an active part in promoting the social and economic value of events in Ireland</p>	<p>1. You can be confident that we're putting the safety of you and your clients first-and are ready to welcome you. Ireland's COVID-19 Safety Charter ensures our partners adhere to robust safety measures and we have accreditation in place</p> <p>2. In Ireland, case rates remain low and our vaccination programme continues apace, with over XX% of our adult population fully vaccinated</p> <p>3. Ireland's small size means we're incredibly well connected, both in terms of our community of business tourism professionals and suppliers, as well as our infrastructure which gives you easy access to the length and breadth of our Emerald Isle</p> <p>4. Our safe and expert team is ready to help you to plan an event that will inspire and delight your clients and meeting delegates</p> <p>5. Ireland has excellent links from the UK, Europe and the wider world and has streamlined procedures in place, including US preclearance, to ensure visitors to our shores have a safe and have a welcoming experience</p> <p>6. We have the technical know-how and high-quality facilities to ensure your hybrid event wows those who are attending in person, as well as those joining online</p>	<p>1. Ireland is open for business and our professional, safe and well-connected team, and partners are ready to support you with everything you need to deliver an exceptional-meeting</p> <p>2. Ireland is easily accessible, with air and sea routes giving you ready access to our shores and streamlined entry procedures to ensure visitors to our Emerald Isle feel safe and welcomed</p> <p>3. Ireland has robust safety and hygiene measures and accreditation in place to ensure your event is COVID secure</p> <p>4. We have the technical know-how and high-quality facilities to ensure your hybrid event wows those who are attending in person, as well as those joining online</p>	<p>1. Bring your corporate meeting to Ireland. Our expert, friendly and professional team is here to help you to deliver an exceptional event that will exceed your expectations, making you look good</p> <p>2. Meet in Ireland is the heart of Ireland's business tourism community and our team has all the expertise and connections you need to create a professional and engaging corporate event that will wow your attendees</p> <p>3. Our regional cities are exceptionally well connected by road and rail. Each has its own unique charm, high quality facilities, and professional Convention Bureau that works alongside our network of industry partners, making it easy for you to create an event that is perfectly tailored to your requirements and that exceeds expectations</p>

# KEY MESSAGES: CORPORATE MEETING PLANNER(AGENCY)



## RICK MORRIS, AGENCY PLANNER

Company: HelmsBriscoe

Location: Manchester

### PROFILE

- Age 35, single
- Works and lives in London
- Outgoing, very high expectations, high energy, ambitious
- Well-connected and very well-travelled, enjoys a good life

### DECISION MAKING FACTORS

- Destinations with lower infection rates and lockdown policies
- Destinations that will not take steps backwards in terms of restrictions
- Provide enhanced teamwork and collaboration in a programme
- Opportunities to have hybrid events
- New and relevant meeting destinations
- Opportunity to attend a FAM

### VALUE PROPOSITION

You can rely Ireland to deliver a safe event that really adds value to your client and the wider organisation, and that makes you look good

<b>Phase one: Stay Connected</b> Country closed	<b>Phase two: Reassurance</b> Preparing to open	<b>Phase 3: Rebuild</b> Open for business	<b>Phase 4: Reboot</b> Business as usual (or very close to that)
1. In Ireland case rates remain low and our vaccination programme continues apace, with over XX% of the adult population fully vaccinated 2. Meet in Ireland's first priority is the health and safety of its people, including those who plan to make their way here for memorable corporate meetings and event experiences in the years to come and when the window opens, you can rest assured that we're COVID-safe 3. Our National Tourism Development Authority, Fáilte Ireland, has implemented a COVID-19 Safety Charter to highlight the robust safety measures undertaken by tourism businesses around Ireland, including a charter for DMCs, hotels and venues. 4. We continue to support our valued Irish business tourism partners as together we rebuild and recover from the effects of the pandemic 5. We place immense value on Ireland's role within the business tourism industry and play an active part in promoting the social and economic value of events in Ireland	1. You can be confident that we're putting the safety of you and your clients first-and are ready to welcome you. Ireland's COVID-19 Safety Charter ensures our partners adhere to robust safety measures and we have accreditation in place. 2. In Ireland, case rates remain low and our vaccination programme continues apace, with over XX% of our adult population fully vaccinated 3. Ireland's small size means we're incredibly well connected, both in terms of our community of business tourism professionals and suppliers, as well as our infrastructure which gives you easy access to the length and breadth of our Emerald Isle 4. Our safe and expert team is ready to help you to plan an event that will inspire and delight your clients and meeting delegates 5. Ireland has excellent links from the UK, Europe and the wider world and has streamlined procedures in place, including US preclearance, to ensure visitors to our shores have a safe and have a welcoming experience 6. We have the technical know-how and high-quality facilities to ensure your hybrid event wows those who are attending in person, as well as those joining online	1. Ireland is open for business and our professional, safe and well-connected team, and partners are ready to support you with everything you need to deliver an exceptional-meeting 2. Ireland is easily accessible, with air and sea routes giving you ready access to our shores and streamlined entry procedures to ensure visitors to our Emerald Isle feel safe and welcomed 3. Ireland has robust safety and hygiene measures and accreditation in place to ensure your event is COVID secure 4. We have the technical know-how and high-quality facilities to ensure your hybrid event wows those who are attending in person, as well as those joining online	1. Bring your corporate meeting to Ireland. Our expert, friendly and professional team is here to help you to deliver an exceptional event that will exceed your expectations, , and those of your clients, making you look good 2. Meet in Ireland is the heart of Ireland's business tourism community and our team has all the expertise and connections you need to create a professional and engaging corporate event that will exceed expectations 3. Our regional cities are exceptionally well connected by road and rail. Each has its own unique charm, high quality facilities, and professional Convention Bureau that works alongside our network of industry partners, making it easy for you to create an event that is perfectly tailored to your requirements and that exceeds expectations

# KEY MESSAGES: MEETING & INCENTIVE PLANNER (DIRECT)



## HELEN JONES, EXEC ASST / PROJECT COORDINATOR

Company: EY

Location: Toronto, Canada

### PROFILE

- Age 29, single
- Her family is originally from Italy. She has travelled much of Europe so has quite a cultured background
- Professional and reserved but confident
- Works on different in-house projects.

### DECISION MAKING FACTORS

- A destination with lower infection rates and no quarantining rules
- Flexible cancellation policies and insurance in light of COVID-19
- COVID-19 Safety protocols established by suppliers such as hotels, venues and transportation
- A destination which can provide online production capabilities for hybrid events as well as maintaining quality face-to-face event offering.
- A destination that offers new and unique experiences

### VALUE PROPOSITION

You can rely on Ireland to deliver a safe, high quality, seamlessly organised event that gives employees the wow-factor

Phase one: Stay Connected Country closed	Phase two: Reassurance Preparing to open	Phase 3: Rebuild Ireland is open	Phase 4: Reboot Business as usual
<p>1. In Ireland case rates continue to be low and our vaccination programme continues apace, with over XX% of the adult population having received their first vaccination</p> <p>2. When the window opens, you can rest assured that we're COVID-safe. Meet in Ireland's first priority is the health and safety of its people, including those who plan to make their way here for incentive trips and memorable experiences in the years to come</p> <p>3. Our National Tourism Development Authority, Fáilte Ireland, has implemented a COVID-19 Safety Charter to highlight the robust safety measures undertaken by tourism businesses around Ireland, including a charter for DMCs, hotels and venues.</p> <p>4. We continue to support and work with our valued Irish business tourism partners and Convention Bureaux, as together we prepare to reopen and recover from the effects of the pandemic</p>	<p>1. You can be confident that we're COVID-safe and ready to welcome you when you're ready to visit us. Fáilte Ireland's COVID-19 Safety Charter ensures our partners (including our DMCs, hotels and venues) adhere to robust safety measures and we have accreditation in place</p> <p>2. Ireland's small size means we're incredibly well connected, both with our community of business tourism professionals, convention bureaux and partners, as well as with our infrastructure which gives you easy access to the length and breadth of our Emerald Isle</p> <p>3. We can't wait to welcome you to Ireland and we have at our fingertips everything you need to create an incentive itinerary that will reward your incentive qualifiers with a trip of a lifetime</p> <p>4. Our safe and expert team is ready to help you to plan an event that will inspire and delight your meeting delegates</p>	<p>1. Ireland is open, COVID safe, accessible and ready to wow and reward your incentive qualifiers with our unique Irish charm and once in a lifetime experiences!</p> <p>2. Ireland may be small, but we're incredibly well connected which means we can create a unique and varied incentive itinerary that will surprise and delight your delegates</p> <p>3. Ireland's great outdoors is one of our greatest assets; from adventuring along the coastline of the Wild Atlantic Way to falconry in the picturesque Kerry countryside, we can help you create an itinerary that will leave your clients and qualifiers with memories to last a lifetime</p> <p>4. From dining in our culinary capital Cork, to taking in the sights and sounds of the cultural oasis of Galway, to traditional Irish music experiences in Dublin, Ireland is open and has everything you need to create a once in a lifetime experience for your incentive qualifiers</p> <p>5. We can't wait to welcome you to Ireland</p> <p>6. We have the technical know-how and high-quality facilities to ensure your hybrid event wows those who are attending in person, as well as those joining online</p>	<p>1. Ireland is open, accessible and has everything you need to deliver a unique, unbeatable and definitively Irish experience that will leave your clients and incentive qualifiers with lifelong memories</p> <p>2. Our safe and expert team is ready to welcome you to our beautiful Emerald Isle. Whether you're looking for a luxurious experience for incentive qualifiers or an energising, outdoor itinerary, we have everything you need to wow your clients and motivate them through an experience of a lifetime.</p> <p>3. Each of Ireland's regional cities has its own unique charm and appeal and our beautiful country is small and well-connected, so it's easy to plan an itinerary that caters for every desire</p> <p>4. You can rely on Ireland to wow your employees with an memorable experience that, thanks to our Irish charm and distinct culture, they won't want to go anywhere else in the world</p>

# KEY MESSAGES: INCENTIVE PLANNER (AGENCY)



## MADISON BROWN CEO

Company: Incentive Agency

Location: Dallas, US

### PROFILE

- Age 54, married with 2 teenagers
- Very high maintenance, very competitive when it comes to programming exclusive experiences
- Keen for her agency to be more cutting-edge with their programmes

### DECISION MAKING FACTORS

- Vaccination rollout in destination as safety of her clients is paramount
- Avoiding Covid hotspots, where there will be suitable insurance available
- Exceed her client's expectations
- Destination with the 'wow' factor and offering clients a unique / ahead of trend experience
- On trend destination

### VALUE PROPOSITION

You can trust Ireland to have the unique high-quality experiences that will ensure your clients have a safe, memorable 'wow!' experience that makes you look good

Phase one: Stay Connected Country closed	Phase two: Reassurance Preparing to open	Phase 3: Rebuild Ireland is open	Phase 4: Reboot Business as usual
<p>1. In Ireland case rates continue to be low and our vaccination programme continues apace, with over XX% of the adult population having received their first vaccination</p> <p>2. When the window opens, you can rest assured that we're COVID-safe. Meet in Ireland's first priority is the health and safety of its people, including those who plan to make their way here for incentive trips and memorable experiences in the years to come</p> <p>3. Our National Tourism Development Authority, Fáilte Ireland, has implemented a COVID-19 Safety Charter to highlight the robust safety measures undertaken by tourism businesses around Ireland, including a charter for DMCs, hotels and venues.</p> <p>4. We continue to support and work with our valued Irish business tourism partners and Convention Bureaux, as together we prepare to reopen and recover from the effects of the pandemic</p>	<p>1. You can be confident that we're COVID-safe and ready to welcome you when you're ready to visit us. Fáilte Ireland's COVID-19 Safety Charter ensures our partners (including our DMCs, hotels and venues) adhere to robust safety measures and we have accreditation in place</p> <p>2. Ireland's small size means we're incredibly well connected, both with our community of business tourism professionals, convention bureaux and partners, as well as with our infrastructure which gives you easy access to the length and breadth of our Emerald Isle</p> <p>3. We can't wait to welcome you to Ireland and we have at our fingertips everything you need to create an incentive itinerary that will reward your incentive qualifiers with a trip of a lifetime</p>	<p>1. Ireland is open, COVID safe, accessible and ready to wow and reward your incentive qualifiers with our unique Irish charm and once in a lifetime experiences!</p> <p>2. Ireland may be small, but we're incredibly well connected which means we can create a unique and varied incentive itinerary that will surprise and delight your delegates</p> <p>3. Ireland's great outdoors is one of our greatest assets; from adventuring along the coastline of the Wild Atlantic Way to falconry in the picturesque Kerry countryside, we can help you create an itinerary that will leave your clients and qualifiers with memories to last a lifetime</p> <p>4. From dining in our culinary capital Cork, to taking in the sights and sounds of the cultural oasis of Galway, to traditional Irish music experiences in Dublin, Ireland is open and has everything you need to create a once in a lifetime experience for your incentive qualifiers</p> <p>5. We can't wait to welcome you to Ireland</p>	<p>1. Ireland is open, accessible and has everything you need to deliver a unique, unbeatable and definitively Irish experience that will leave your clients and incentive qualifiers with lifelong memories</p> <p>2. Our safe and expert team is ready to welcome you to our beautiful Emerald Isle. Whether you're looking for a luxurious experience for incentive qualifiers or an energising, outdoor itinerary, we have everything you need to wow your clients and motivate them through an experience of a lifetime.</p> <p>3. Each of Ireland's regional cities has its own unique charm and appeal and our beautiful country is small and well-connected, so it's easy to plan an itinerary that caters for every desire</p> <p>4. You can rely on Ireland to wow your employees with an memorable experience that, thanks to our Irish charm and distinct culture, they won't want to go anywhere else in the world</p>

## KEY MESSAGES FOR ASSOCIATION PERSONAS

# KEY MESSAGES: ASSOCIATION PLANNER (DIRECT)



## MAURICE ROLAND CONFERENCE ASSOCIATION SECRETARIAT

Company: World Council of Credit Unions

Location: USA

### PROFILE

- 59, career experience
- Well-travelled
- Conservative/ safe

## DECISION MAKING FACTORS

- A destination with low infection rates and good vaccination rollout
- Suitable hybrid solutions
- Rotation
- Sectoral Strength
- DMO support
- Subvention & value for money
- Local membership
- Sponsorship Opportunities

## VALUE PROPOSITION

You can trust Ireland to add value to your members with a safe conference that delivers the insights, learning and connections they value

Phase one: Stay Connected Country closed	Phase two: Reassurance Preparing to open	Phase 3: Rebuild Ireland is open	Phase 4: Reboot Business as usual
<p>1. In Ireland case rates remain low and our vaccination programme continues apace, with over XX% of the adult population being fully vaccinated</p> <p>2. Meet in Ireland's first priority is the health and safety of its people, including those who plan to make their way here for conferences and memorable experiences in the years to come. Our National Tourism Development Authority, Fáilte Ireland, has implemented a COVID-19 Safety Charter to highlight the robust safety measures undertaken by tourism businesses around Ireland, including a charter for PCOs</p> <p>3. We offer a range of tailorable financial supports to help you bring your conference to Ireland and to enable you to enhance your programme, exceeding your members' and delegates expectations.</p> <p>4. Dubbed 'the land of saints and scholars', in Ireland we're renowned for our learning and continue to be at the forefront of advancements, particularly in MedTech, Pharmaceutical Agriculture, ICT, Finance, Engineering, Sustainability</p> <p>5. We have the technical know-how and high-quality facilities to ensure your hybrid event is just as engaging and inspiring for those who are attending in person, as well as those joining online</p>	<p>1. In Ireland case rates remain low and our vaccination programme continues apace, with over XX% of the adult population now being vaccinated</p> <p>2. Ireland is COVID-safe, with robust health and safety measures in place to ensure your conference is COVID-safe</p> <p>3. Ireland may be small, but we're incredibly well connected and from the outset, we will introduce you to the right people to ensure our destination meets all your objectives.</p> <p>4. We offer a competitive, tailorable financial subvention package to help you bring your conference to Ireland and to enable you to enhance your programme exceeding both members and delegate expectations</p> <p>5. Dubbed 'the land of saints and scholars', in Ireland we're renowned for our learning and continue to be at the forefront of advancements, particularly in MedTech, Pharmaceutical Agriculture, ICT, Finance, Engineering.</p> <p>6. We have the technical know-how and high-quality facilities to ensure your hybrid event is just as engaging and inspiring for those who are attending in person, as well as those joining online</p>	<p>1. Ireland is Covid-safe and open for business. Our expert team is ready to support you, ensuring you deliver memorable events that give your members and delegates access to world-class specialists / technology / teaching in your sector</p> <p>2. Known as 'the land of Saints and Scholars', you can rely on Ireland to create a conference that will leave your members and delegates with insights and inspiration from some of the world's leading experts in your sector</p> <p>3. With an Irish diaspora of 96 million globally, attendance increases by 10% on average when you bring your conference to Ireland</p> <p>4. We offer competitive, tailorable financial supports to help you bring your conference to Ireland and to enable you to enhance your programme and create an event that will exceed member and delegate expectations</p> <p>5. We have the technical know-how and high-quality facilities to ensure your hybrid event is just as engaging and inspiring for those who are attending in person, as well as those joining online</p>	<p>1. Here in Ireland we're world leaders in your field and our well connected and professional team can give you ready access to the expertise you need to host a conference that delivers against your Association's and members' key objectives</p> <p>2. Known as 'the land of Saints and Scholars', Ireland can give you ready access to the expertise you need to create a conference that will leave your members and delegates with valuable insights, learning and inspiration for the future</p> <p>3. We have a strong track record of hosting exceptional conferences and events that educate and excite delegates as well as meeting your key objectives</p> <p>4. Team Ireland and our partners have all the expertise and experience you need to ensure your conference will leave a legacy you can be proud of</p> <p>5. With an Irish diaspora of 96 million globally, attendance increases by 10% on average when you bring your conference to Ireland</p> <p>6. We offer a range of tailorable financial subventions to help you bring your conference to Ireland and to enable you to enhance your programme and create an event that will exceed your member and delegate expectations</p>

# KEY MESSAGES: CONFERENCE AMBASSADOR



## DR MARTIN BOYLE PAEDIATRIC ONCOLOGY CONSULTANT

Company: Our Lady's Children's Hospital Crumlin

### PROFILE

- Age 60 (close to retiring), married with grown-up family.
- Acclaimed in his field, has written numerous academic papers.
- Born in the UK, grandparents were Irish
- Hard to reach, very busy

### DECISION MAKING FACTORS

- Safety and ensuring Covid safety protocols have been established in hotels/venues
- Showcase research and raise profile within organisation/network
- Increase networking potential with possibility to form new research partnerships and establish worldwide links
- Stimulate investment and secure funding in line with organisation's strategic aims
- Sponsorship Opportunities

### VALUE PROPOSITION

You can trust Ireland to deliver a safe event that enhances your career

Phase one: Stay Connected Country closed	Phase two: Reassurance Preparing to open	Phase 3: Rebuild Ireland is open	Phase 4: Reboot Business as usual
<p>1. Ireland is planning and prepared for the safe return of events to the country. Bring your Association's conference to Ireland and you can rest assured we'll create an event that you can be proud of</p> <p>2. If you are interested in bidding for your international conference to come to XXX, all the support you need is at your fingertips thanks to our well-connected and expert team and Irish business tourism partners</p> <p>3. In Ireland case rates remain low and our vaccination programme continues apace, with over XX% of the adult population having received their first vaccination</p> <p>4. Meet in Ireland's first priority is the health and safety of its people, including those who plan to make their way here for conferences and memorable experiences in the years to come. Our National Tourism Development Authority, Fáilte Ireland, has implemented a COVID-19 Safety Charter to highlight the robust safety measures undertaken by tourism businesses around Ireland</p> <p>5. Let's put Ireland centre stage and showcase cutting-edge research and development work, while building new partnerships, gaining recognition for your university or organisation, and significantly boosting your profile</p>	<p>1. We are a small and expert team and have all the connections you need to support you to bring your international conference to Ireland</p> <p>2. Let's put Ireland centre stage and showcase your cutting-edge research and development work, while building new partnerships, gaining recognition for your university or organisation, and significantly boosting your profile.</p> <p>3. Meet in Ireland's first priority is the health and safety of its people, including those who plan to make their way here for memorable experiences in the years to come. Our National Tourism Development Authority, Fáilte Ireland, has implemented a COVID-19 Safety Charter to highlight the robust safety measures undertaken by tourism businesses around Ireland</p> <p>4. Let's put Ireland centre stage and showcase cutting-edge research and development work, while building new partnerships, gaining recognition for your university or organisation, and significantly boosting your profile</p>	<p>1. Ireland is open for business and we're here with all the expertise, professionalism and support you need to bring your international conference to Ireland</p> <p>2. You can be confident that our expert and well-connected team have everything you need to create a conference that will place your reserach centre stage</p> <p>3. Case rates in Ireland continue to be low and our COVID-19 Safety Charter highlights the robust safety measures that continue to be adhered to by tourism businesses around Ireland</p> <p>4. Let's put Ireland centre stage and showcase cutting-edge research and development work, while building new partnerships, gaining recognition for your university or organisation, and significantly boosting your profile</p>	<p>1. Ireland's professional, expert and well-connected team will do all the hard work so you can focus on enjoying a successful, career enhancing experience when you bring your international conference to our shores</p> <p>2. We're open and easily accessible from across the globe, so you can give your international colleagues an incredible, uniquely Irish experience which puts your research and the talent of your University / hospital in the spotlight</p>