



ASIAWORKSHOP

ASIA WORKSHOP 2018

MONDAY, 19TH NOVEMBER
SWISSÔTEL ZURICH

Largest &
most efficient
platform for
Asia!

WWW.ASIAWORKSHOP.CH

ASIA WORKSHOP COMMITTEE

The Committee of the Asia Workshop consists of branch-specific professionals from different fields of expertise. The declared intention is to represent the interests of all stakeholders.



Heinz Zimmermann

Top Line Marketing
Committee Chairman
Representative
Communication & visitors



Brigitte U. Fleischauer

Singapore Tourism Board
Representative
Tourism Boards



Stephan Roemer

tourasia
Representative
Tour operating specialists



Christian Sigg

Swiss International Air Lines
Representative Airlines

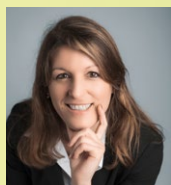


Verda Birinci-Reed

DER Touristik Suisse
Representative
Tour operating generalists

ORGANIZATION

Top Line Marketing, a company which has extensive experience in communication/PR and event management, is responsible for the organization of the Asia Workshop.



Louisa Bordewieck

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BENEFITS OF EDUCATIONAL PLATFORM NO. 1 TO ASIA

For 22 years the Asia Workshop has been the most successful educational platform for Asia in the Swiss market – main facts in a nutshell:

- **350–400 attendees** from around the country.
- **Most successful educational platform for travel to Asia.** Particularly important for agencies away from major cities. Enjoys high status.
- **Major Swiss TO's** use the event for their sales staff as a compulsory educational platform and for updates (they receive a certificate after the event) – each year different travel agents attend the event (rotation).
- **Good mix of attendees** including «mature» visitors as well as younger people at the start of their professional career who are in need of relevant education/ training.
- **Interactive program** of a mix of 12 workshop presentations and individual meetings at the marketplace.
- **Best price/performance** ratio compared to other major events in the travel industry. Costs for a standard stand: only CHF 1'950
- **Workshop presentations** will be uploaded on www.asiaworkshop.ch for later use in clients counselling and for educational purposes.
- **Fondue diner evening** prior to the event – a social get together of our partners with tour operators as well as industry VIP's and opinion leaders.

«Asia Workshop is one of the best educational platforms for Asia and serves our company as the official training resp. educational event for travel to Asia. Each of our 104 agencies sends at least one specialist to attend. Important: every year different agents are selected to participate to allow as many as possible to improve their Asia expertise and the feedback is always very positive.»

Daniel Reinhart
VP Sales, Hotelplan Suisse



WHY IS THE SWISS MARKET WORTH YOUR TIME & MONEY?

- **Positive economic development in the Swiss market:** Thanks to a currently low unemployment rate, the very high average income compared to Europe and the currently strong Swiss franc, travel journeys are carried out promptly!
- **Willingness to travel** – according to studies, the Swiss go on vacation 2.3 times a year on average – unique in Europe!
- Asia is the **most popular tourist region** of the Swiss.
- **The number of Swiss travelers to Asia** represents almost a quarter of the ten times larger German market, regardless of the purchasing power of the Swiss.

Our homepage



- All details of the event
- All photos of the event can be downloaded
- Your contact details will be listed at time of event
- Workshop presentations will be uploaded for free use

Personal certificate for travel agents



Each attendee who successfully completed the event is provided with a personalized certificate. It is intended to serve as a proof of professionalism, quality and relevant competence.

CONCEPT & MARKETPLACE

**A dynamic mix of individual meetings at the marketplace,
networking and workshops.**





Frequency guaranteed

The event format provides for a dynamic mix of individual meetings at the marketplace and workshops. Each participant will visit your stand with provided knowledge questionnaires.

Stand – neutrality guaranteed

All stands (neatly made of wood) are standardized and provided with the exhibitor's name.

Your advantages

- Fantastic price/performance ratio
- No run for the most attractive stand among the exhibitors because stands are standardized
- Highest priority given to quality of contacts
- F&B for 2 people included

Important

- It is prohibited to place further decoration elements (roll-ups etc.) to the left or the right of the stand. The space behind the stand may be used.
- One sub-exhibitor permitted per stand.



COST

Standard stand

CHF 1'950

Sub-exhibitor

CHF 1'300

*Best price /
performance
ratio*

WORKSHOPS

A total number of 12 workshops – the perfect opportunity to introduce your country to approx. 350–400 representatives of travel agencies.

**Limited
number!**





The way to get maximum attention

We give you the opportunity to make your country or your tourist services more accessible to travel agents. By booking a workshop, you have the opportunity to introduce your country or your product to groups of 50–60 participants each during 15-minute presentations. Thus, you will personally and directly reach approx. 350–400 very interested representatives of travel agencies. The workshops guarantee that your money is being invested in the best possible way. The day's objective is that all participants gather as much information about Asia as possible.

Compulsory for all speakers

The final rehearsal for quality control purposes will take place on Sunday afternoon, 18.11.2018 (details regarding the programme will follow).

Important

- Your reservation will be taken into consideration according to the date of receipt. However, tourism boards and tour operators are given priority.
- The presentations must be of top quality. This applies to the presentation technique as well as content. The Committee reserves the right to check the quality of the presentations and to decide on the final selection of workshops.
- A workshop can only be booked in combination with a stand in the marketplace.

Included in the workshop package:

- Workshop presentations of 15 minutes each
- Technical equipment such as laptop, projector and screen
- F&B for 2 people

COST
Workshop

CHF 2'300

HOST COUNTRY

**Best platform to generate a growing number
of Swiss travels to your destination.**

Best price/
performance
ratio



Be the focus of attention for one day!

Being the host country you will enjoy an appearance that is unforgettable for visitors. You will have the opportunity to make your country, its people and culture more accessible to the retailers in the best possible way.

In the middle of the exhibition area, the large «host country island» features palm trees and basic decorations. F&B will be served there, ensuring a high visitor frequency. There is also a decorated standard exhibition stand included, which is integrated in the island and offers the opportunity to display and hand out brochures, flyers etc.

What is included?

A) Market stand

- Separate stand within the host country island
- Opportunity to hand out brochures, flyers, giveaways etc.

Important

An own stand is mandatory for further representatives of that region.

B) Catering island/bar

- Catering island/bar is the centre of the marketplace
- Bar tables are available (for individual meetings)
- Basic decoration available (palm trees included)

C) Plenary lecture

As hosts, you have the opportunity to attract visitor attention with a plenary lecture and make your country more accessible to the visitors in an informative and entertaining manner (max. duration 30 min.). Big-screen visuals are always very impressive and emotional. Technical equipment is provided.



D) Service staff

You receive the opportunity to provide your own T-shirts with your logo for hotel staff to wear during the event, thus increasing your exposure even further. Open for ideas!

E) Gain favour

As the catering is integrated in the host country island, visitors will assume that the host country offers F&B. This generates a huge amount of favour among visitors.

F) Press/media conference

A press/media conference may be organized upon request.

G) Online

One column exclusively reserved for the host country to present your travel tips, photos etc. on www.asiaworkshop.ch

Host country – the criteria

- First come – first served!
- Tourist potential for the Swiss market – to be decided by the Committee

COST

Host country package

CHF 9'500

MEDIA-FEEDBACK

«Two basic features make Asia Workshop totally different from most of the other training events in the travel sector in Switzerland: the quality concept and the neutrality which are conveyed along with the knowledge of the destination.»

Travel Inside

«The concept – an interactive mix of prestigious workshops, the market-place, good networking, a very interesting host country, excellent culinary highlights and a prize raffle which concludes the event – has a very good response at the desks of the professional experts.»

«You listen, learn and make new contacts: it is the most important platform on the Swiss market to exchange knowledge and know-how about the Asian destinations.»

Travelnews