

## **“Top of the Mind” Status with Your Distribution Chain: Big Dividends**

Client — a world leader in travel commerce, providing decision-support tools, reservations systems, and consulting services for airlines

### **Strategic Goals**

To keep the client’s products and services “top of the mind” among travel agents around the world

### **Communication Challenges**

- Offer educational programming so powerful and rich that it would attract travel agents from around the world to their annual and semi-annual conferences
- Create content so memorable that it would generate inquiries about new products and services
- Provide specific tips to help their channel partners build their small businesses, thus generating increased revenue
- Create unique delivery methods to attract attendees who might feel that “they’d seen it all before” at previously scheduled events

### **Solution**

Booher's solution included:

- Conducting [\*Presentations That Work®\*](#) training to provide fundamentals on oral presentations—both content and delivery.
- Coaching individual and team presenters to create unique presentations, including
  - catchy themes and titles to attract attention
  - unique, interactive delivery formats to engage attendees
  - focused messages both to persuade and inform
- Reviewing, evaluating, and developing key messages

### **Results**

Presenters at the world conference generated high enthusiasm among attendees and achieved their goal for generating leads for additional services and products.