

## **Part A: Essay Requirement**

Moving up the ladder and furthering your career development is very important and requires a lot of decision-making and most importantly, hard work and effort. Explain in essay format where you see yourself going with the Bureau and how you intend to get there and why winning this prize can help your movement. Include details of what you wish to do with this scholarship and give an indication of timelines.

### **My Direction with the MCVB**

My current position with the Melbourne Convention & Visitors Bureau (MCVB) is Sales Executive within the International Incentives department. I intend to apply myself whole-heartedly to this role, absorb and learn all that I can and attend professional development courses to gain the skills required to move into a Sales Management position. The key focus within this department is the Asian incentive market. Prior to my employment with the MCVB I worked at a Destination Management Company where I gained experience with US and European incentive groups. Whilst my understanding of these two markets is sound, I have had limited experience within the Asian market.

As the Business Events industry has come to realise, Asia is an emerging market with huge potential for destinations. Those that have realised this potential have established offices-in market and are actively pursuing business from Asia.

Whilst it is one thing to market and sell a destination to Asian groups, back in Melbourne we need to ensure that that the destination offers the product and experiences Asian incentive groups desire.

Based in Melbourne, my intention is to become an expert in the Asian market so that I can educate our members and product suppliers about the cultural idiosyncrasies of Asian countries, what type of experiences Asian groups are seeking and how products can be tailored to suit these needs. Additionally, I intend to attract new members to the Bureau that have suitable product for this market.

Advancing my skills in this area will assist our members in “getting a piece of the action” especially if they do not have the resources to actively pursue this market individually and it will assist the MCVB in achieving our targets in Asia. Attracting new members will also generate additional revenue for the Bureau and ideally assist me in advancing my career to a sales management role.

To become an expert in the Asian Business Events market and to advance to a sales management role I will need to achieve the following outcomes:

- Develop close relationships with Tourism Victoria and Tourism Australia’s In-Market Asian offices
- Attend Asian market update sessions run by Tourism Australia
- Network and develop relationships with Inbound Tour Operators and Destination Management Companies that specialise in the Asian market
- Undertake the study of Mandarin to communicate business people. As Mandarin is commonly spoken in China and Taiwan and is also one of Singapore’s official languages
- Attend and successfully complete a cross-cultural studies course with specialist business training companies. For example, Red Crane or Access China. The course will need to cover Chinese values & philosophy, Chinese business systems & styles, meetings & negotiations, strategies for communicating & negotiating effectively, guide to etiquette of meetings, greeting & communication, gift giving - taboos & superstitions, Chinese business do’s and don’ts and tips on practicalities involved with doing business with Chinese people
- Keep abreast of developments within the Business Events industry in Asia through reading trade publications and research papers
- Prove myself to management by achieving all my work based KPIs that have been set and developing new initiatives.

Should I be successful in winning the AACB Staff Prize, the funds will be used to defray some of the costs associated with undertaking the study of a second language as well as the costs associated with completing a cross-cultural studies course.

## **Part B: Key Performance Indicators**

To measure the success of my project both long term and short-term goals should be set. The KPI's identified are as follows:

### **Short Term - within 6 months**

- Commence Mandarin for beginners/business people by September 2006
- Complete a cross-cultural studies course by December 2006
- Identify ITOs and DMCs that specialise in Asian incentives and arrange sales calls to companies to improve my knowledge of what products and services they are looking for
- Develop a tailored incentive itinerary for each Asian country based on their cultural requirements by December 2006. Countries of focus to include: Singapore, Hong Kong, China, Taiwan, Korea, Thailand, India and Malaysia
- Read TTG Mice Asia, BTN and CEI Asia monthly publications for updates on the Asian market.

### **Long Term - within 12 - 18 months**

- Conduct workshops for members to educate them to improve their understanding the Asian market and Victoria's ability to deliver appropriated products and services
- Attract 6 new members whose product offering is suited to the Asian market
- Assist the Singapore and Hong Kong MCVB offices with sales calls in-market
- Participate in industry Business Events trade shows/sales missions in Asia (i.e. TABBEE and IT+CMA).