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# 2019 NTIA ENTRANT GUIDELINES

## Category 16 - Best Mobile Travel Advisor

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*This award recognises an individual who personifies excellence in their role as a Mobile Travel Advisor working for an ATAS accredited Mobile Travel Advisor Network.*

### **Winner Determination:**

A two-step process is used to determine the winner in this category.

**Step-one:** Companies nominated must accept their nomination by completing a few short questions. The answers will be marked by a University level marker. The five (5) highest scoring Nominees will proceed through to being a Finalist in this category. This means that there is NO voting for this category.

**Step-two:** Companies who reach the Finalist stage are required to make a presentation to the AFTA NTIA Judging Panel in Sydney between Wednesday 12 – Friday 21 June 2019. As per the Conditions of Entry Finalists must be available for their allocated date and time of judging.

**The winner will be determined by the company who has the highest combined score from step-one and step-two.**

### **Step-one: Nomination Submission Questions:**

1. Accurately provide company contact information
2. Explain how you embrace ATAS in your role as a Mobile Travel Advisor? Provide examples (max 500 words)
3. In your opinion, what is the biggest challenge facing the travel industry in Australia? (max 500 words)
4. Outline your approach & actions taken to improve both your personal development and career progression (max 500 words)
5. Why do you believe you should be an NTIA Finalist? (max 500 words)
6. Provide any other general comments that support the information you have provided in this submission (max 500 words)

## **Step-two: Presentation before a Judging Panel:**

### **Helpful Information:**

- Presentation is limited to a maximum of **30 minutes** – please time your presentation to meet the criteria as additional time will not be permitted.
- Please do not consider your presentation a sales/promotional call, but rather as an analysis of your business. Please ensure that you address all aspects of the criteria in a logical and thorough manner.
- A laptop and TV screen will be provided for PowerPoint presentations. AFTA uses a PC with Microsoft Windows 8 and PowerPoint 2010. Please ensure that your presentation is compatible with these systems as alternate laptops will not be permitted. We are unable to play your presentation in any Mac based format.
- As the presentation will be displayed on a TV screen and or projector screen, please make sure the fonts on each slide are a reasonable size and can be viewed from the other side of the room.
- Please bring your PowerPoint presentation (if applicable) saved on the NTIA Finalist USB stick provided, along with one (1) copy of the presentation. Please note that these will not be returned following the presentation.
- Please ensure your presentation addresses the category entered – Best Mobile Travel Advisor.
- Please base the presentation on achievements in the 12 months: 15 February 2018 through to 15 February 2019.
- Presenters should wear casual business attire or uniform to the Judging Presentation.
- You are required to present in the order outlined below, if you do not present in the order below, it can effect your score significantly.

### **Presentation Questions:**

**Please include a brief overview of yourself.**

**1. Provide a general overview of your experience in the industry.**

To answer this, provide details of length of time in the industry and details of roles held, as well as any other details you feel are relevant.

**2. Detail the relevant strengths and skills you bring to your role as a Travel Advisor**

- Be specific when listing your strengths and skills
- Detail how these strengths and skills contribute to your role as a consultant
- Provide details of any significant personal achievements over the past 12 months as a result of these strengths and skills you possess

**3. Explain how you provide value to the consumer in your role as a travel Advisor when booking and managing your clients travel.**

- Detail the ways you provide value to your client. Be specific and provide examples.
- Explain how you ensure a standard of quality in your customer service and provide evidence of customer satisfaction.
- How do you leverage the fact that you work for an ATAS accredited business to give value to your clients?

**4. What are your plans to ensure the continual improvement and growth of your client base/ business?**

Please outline your business goals, objectives and planning process.

Please briefly summaries your plan for the coming year and quantify the goals you seek to achieve. These plans may be linked to, or aligned to, the plans of the Network you are part of. You may also have goals of your own – explain them here.

**All financial and other information provided will be treated as confidential.**

Graphs and charts which indicate the growth of the business may be included (if applicable) and should be accompanied by a clear explanation and be easy to read. Demonstrating growth through percentages is also acceptable.