
2019 NTIA ENTRANT GUIDELINES

Category 38 – Best Travel Agent Technology Innovation

The Best Travel Agent Technology Innovation award recognises programs and projects that have successfully leveraged technology solutions to create products which add value to travel agency business processes.

PLEASE NOTE: Entrants in this category must provide a submission once nominated.

Information regarding your nomination submission:

- Nominations may be self-nominated or may be also nominated by a Travel Agent or Supplier.
- Nominations must be received by **Friday 15 February 2019**.
- Once nominated, submissions must be in writing and must be 2,000 words or less.
- Your submission must be received no later than **COB Friday 12 April 2019**.
- Please provide two copies of your written nomination submission. Please note that these will be kept on file by AFTA and will not be returned.
- Submissions may be made via email or post as per the addresses at the bottom of this document.
- Supporting documents may be included; however, the submission must be able to be assessed in its entirety without excessive reliance on these.
- The product must be between 9 months and 3 years old on **Friday 12 April 2019** to be eligible to enter.

Information regarding becoming a Finalist:

- You will be notified if you reach the Finalist stage by **Friday 10 May 2019**.
- Finalists will be required to make a **30 minute** presentation to the AFTA Judging Panel during the Judging Period (see NTIA [Conditions of Entry](#)). If you are unable to attend, you may nominate a representative from your company to present. If this is not possible, you will be withdrawn from the awards process and the next highest ranking submission progressed to finalist status.
- Please do not consider your presentation a sales/promotional call, but rather an analysis of your product's capabilities and performance. Your entry must address the criteria in a logical and thorough manner. Any AV content should be restricted to use for demonstration of specific capabilities of the product.
- 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 Travel Agency Technology Innovation.
- When making your presentation DO NOT assume the judges have read your submission. It is an entirely different judging panel that judges round 1 of the submissions to determine Finalists.
- Presenters should wear casual business attire or uniform to the 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.

INNOVATION

Definition: something new or different introduced*

Synonyms: newness, change, freshness, novelty, originality, speciality, modernity, ground-breaking, ingenious, unprecedented*

The winner must have displayed innovation, as defined above, in the creation and implementation of a nominated specific technology product, directed specifically at Australian leisure travel agents.

The product must show evidence of positive and measurable outcomes for travel agents. Areas that may be addressed by the technology solution include (but are not limited to): Operations, training, marketing & promotion, communication, recruitment & retention.

Your submission must include the following information:

1. 100 word description of the product
2. Primary objectives of the product – what need was the product designed to address?
3. How long has the product been operational? What has been the uptake from travel agents during this period?
4. Has the product bought a new technology solution or devised a new method of using an existing product?
5. Why is this product innovative?
6. Are you aware of similar products in the market? If so, how does your product differ?
7. How was the product devised? What research was done prior to launch?
8. Explain the implementation process for the product – including location, personnel, duration, promotional activity, etc.
9. Were any new partnerships formed in the development of the product? If so, please detail

10. What was the outcome of the implementation? What value has been added to travel agency businesses as a result of implementing this product? Does the product address a significant issue in the travel agency sector?
11. Is the product a success? How is this determined?

Please email your submission to: ntia@afta.com.au
Postal address: AFTA, Suite 3, Level 31, 31 Market Street, Sydney 2000
Telephone: +61 2 9287 9900

**source: Macquarie Dictionary & Thesaurus online*



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