



---

## 2019 THE CATO AWARDS ENTRANT GUIDELINES

### Category: Consultant of the Year – Group Touring

---

***The Council of Australian Tour Operators (CATO) is the representative body of the land-supply sector. Membership of CATO is made up of Tour Operators and Wholesalers that are Australian based and ATAS Accredited.***

For more information on CATO and its members go to [www.cato.travel](http://www.cato.travel)

***CATO is an AFTA and ATAS partner and therefore The CATO Awards will be held within the National Travel Industry Awards Gala Dinner on 20 July 2019.***

The nomination and judging procedure of The CATO Award categories is aligned to the National Travel Industry Awards process. To view the NTIA key dates click [here](#).

*This award recognises an individual who personifies excellence in their role as a leisure travel consultant and demonstrates best practice and individual achievement in the promotion of **Group Touring**.*

#### **Eligibility Criteria:**

*Entrants in this category must be employed by an ATAS accredited agency to service clients with a retail/leisure focus.*

#### **Winner Determination:**

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

**Step-one:** Individuals 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:** Individuals 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 individual who has the highest combined score from step-one and step-two.**

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

1. Accurately provide your contact information
2. As this category is presented by the Council of Australian Tour Operators (CATO), explain how you prioritise support of Australian based suppliers in your role as a consultant? Provide examples (max 500 words)
3. In your opinion, what is the biggest opportunity for **Group Touring** operators selling international products through retail agents in Australia? (max 500 words)
4. Outline your approach to improving your knowledge of the **Group Touring** sector giving at least three specific examples of actions undertaken. (max 500 words)
5. 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.
- Aim to deliver your presentation as an analysis of your activity.
- 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.
- Ensure your presentation clearly addresses the category entered.
- Please base the presentation on achievements from the 2018 calendar year.
- 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:**

*Judges are looking for a presentation which displays commitment, professionalism and passion!*

**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 when selling Group Touring.**

- 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 qualifying period 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 consultant when booking and managing their Group Touring itineraries.**

- 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?
- **\*\*How do you leverage the promotion of Australian based suppliers with specific reference to CATO Members.**

**4. Provide details of how you have contributed to the successful performance of your company and any Group Touring suppliers you engage with regularly.**

*Examples can be growth in sales, turnover, revenue, market share, brand awareness etc. Use of graphs and charts is acceptable, but they must be relevant to your personal performance and its financial contribution to company success.*

- Success has many indicators; these may include turnover, market share, achievements and accountability to both your clients and your organisation etc.
- Don't forget to answer the second part of the question - the judges want to see evidence of profitability.
- Testimonials from CATO Members that you regularly use would be a welcome addition to your presentation.

**Every aspect of your presentations will be treated with the utmost confidentiality.**

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.