



**MILLENNIUM**  
HOTELS AND RESORTS



**COPTHORNE**  
HOTELS AND RESORTS



**KINGSGATE**  
HOTELS AND RESORTS

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# MEETINGS SECTOR

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Millennium, Copthorne and Kingsgate Hotels & Resorts

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# MEETINGS



FACE TO FACE COMMUNICATION

**Dissemination  
Information**

**Motivation**

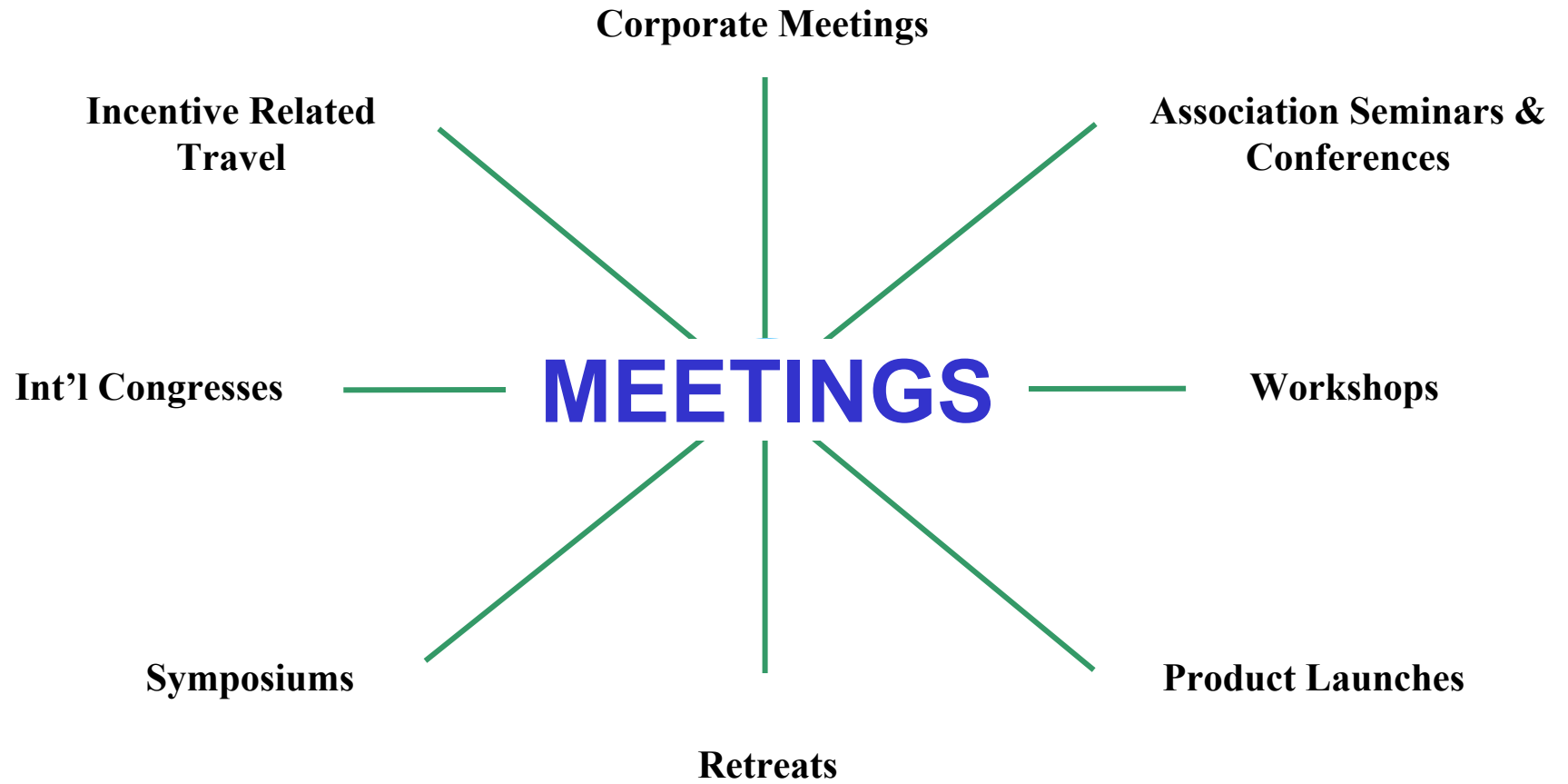
**Seeing it  
demonstrated**

**Closing deals**

**Filtering &  
questioning of  
information**

**Resolving problems**

**Instant feedback**



## CORPORATE MEETINGS

### OBJECTIVES

- Provide Product & Sales Training
- Build an enthusiasm for the Product
- Disseminate Company Information
- Motivate Employees
- Increase Sales
- Increase Profits
- Build Company Culture
- Build a Teamwork Attitude
- Return on Investment

### BUYING CRITERIA

- Business Program
- Facilities
- Accommodation
- Destination Appeal
- Social Functions
- Team Building
- Activities
- Price & Value
- Access
- Transportation
- History

## **ASSOCIATION MEETINGS**

### **OBJECTIVES**

- **Raise Funds**
- **Increase Attendance at the Meeting**
- **Increase Membership of the Association**
- **Information Service**
- **Networking**
- **Provide Continuing Education**
- **Lobby Government**

### **BUYING CRITERIA**

- **Business Program**
- **Target Audience**
- **Revenue Generation/Sponsorship**
- **Price & Value**
- **History**
- **Venue**
- **Accommodation**
- **Access**
- **Transportation**
- **Social Functions**

## **GOVERNMENT MEETINGS**

### **OBJECTIVES**

- **Policy Making**
- **Public Awareness & Involvement**

### **BUYING CRITERIA**

**Similar to that of the Association Buyer, however being mindful of the tax payer dollar.**

## INCENTIVE MEETINGS

### OBJECTIVES

- **Reward for Performance**
- **Motivational**

### BUYING CRITERIA

- **Destination**
- **Accessibility**
- **Infrastructure**
- **Activities**
- **Social Functions**
- **Promotability**
- **History**
- **Price & Value**
- **Professionalism of Suppliers**

## **IDEAS**

**Hot Bubble Baths**

**Themed Activity Desk**

**Room Drops**

**Company Banners & Flags**

**Personalised Key Cards**

**Destination Teasers**

**Personalised Quotes**

**Hot Water Bottles**

**Post Cards**

**Themed Food**

**Company Coloured Cocktails**

**Themed Welcome**

**Interactive Participation**

# AUCKLAND CORPORATE MARKET

**BE YOUR OWN  
DESTINATION!**

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