

Return on Investment:

Here’s how attending IBTM World can support you in meeting your top line business needs and objectives.

Create a list of your own, just edit and add your information in to this template. Then, present this along with your letter to your manager for their consideration.

My organisation’s need	My objective	IBTM World offers...
Return on investment	Meet and do business with new and existing suppliers in just 3 days, which may take months to prepare back in the office.	<ul style="list-style-type: none"> • A personalised online diary for every Hosted Buyer – select meetings with suppliers that match your business needs and objectives. • The Hosted Buyer programme covers your travel and accommodation, allowing you to take advantage of these VIP benefits without the cost. • A productive and professional environment to facilitate productive business meetings
Find inspiration and innovative ideas for upcoming events	Source new and innovative products and/or services quickly and efficiently.	<ul style="list-style-type: none"> • Meet 1,500+ meetings industry suppliers from across the world. The full list and country breakdown can be found in the IBTM World exhibitor list.
Connect with potential and current suppliers	Make new connections that could lead to potential business in the future	<ul style="list-style-type: none"> • Meet an array of exhibitors from diverse industry sectors, such as conference/meeting venues, destination management, hotels, events services and many more. • Gain new insight and ideas for your future events from new technology companies and new destinations that continue to join us every year.
Discover and learn industry best practice	Attend a range of networking events to expand my industry knowledge	<ul style="list-style-type: none"> • Dedicated time in the Hosted Buyer diaries to attend networking events, to ensure you have the opportunity to connect with other industry professionals and peers. • Develop connections with other industry colleagues to expand your network and take fresh ideas and innovative ideas back to the office to improve your next event.
Keeping up to date with the latest industry trends	Attend IBTM World education sessions to improve industry knowledge	<ul style="list-style-type: none"> • Daily education sessions that are free to attend • The IBTM World knowledge programme covers seven key topics that will provide you with insightful and in-depth industry content