

# **HBAA FAMILIARISATION/BUSINESS DEVELOPMENT TRIP ETIQUETTE**

The etiquette for Familiarisation/Business Development Trips falls into three basic categories and can be subdivided into host and guest responsibilities:

- 1) Pre Event
- 2) On Event
- 3) Post Event

The following are the basic principles / recommendations for both Guests and Hosts:

## **Pre Event**

### Agents' responsibilities:

- An invitation should always be given the courtesy of a response regardless of whether it is to be declined or accepted
- Agencies should not send a participant on Familiarisation/Business Development Trips to venues that are not relevant, or likely to be relevant, to their clients' requirements or overall business mix
- Should the participant not be able to attend once confirmed then the Agent must inform the venue at least 48 hours prior to the event. The Agent may also be required to reimburse the venue for costs associated with the event or find an alternative attendee
- No trips should be allowed without the authority of the Agency Manager
- Guests with any specific requirements (dietary or other special needs) should advise the venue at least 48 hours before the trip.
- Agency staff less than 18 years of age may attend Familiarisation/Business Development Trips under the discretion of the agency Manager and agreement with venue.
- Laws relating to alcohol must be observed at all times
- Guests invited to accompany agency staff on trips will normally be partners. Other guests should be agreed with the venue before confirmation. Agency staff will always be held responsible for their guest's behaviour, which should follow these guidelines.
- Agencies must always make adequate provision for insurance cover for their staff – especially where overseas travel and off site activities/sports are involved

### Hoteliers' responsibilities:

- The host venue should make clear how many staff from each agency can attend and whether guests can be invited.
- The host venue should liaise only with the agency's point of contact/Manager and not with the attendee directly, unless asked to do so by the agency as it is recognised that this may not be the case for all agencies – especially where certain individuals work closely with certain venues and the venue would like the attendance of that specific person
- The host venue should make clear exactly what is included in the Familiarisation/Business Development trip – i.e. meal plan, drinks prior to, during and post dinner, newspapers, mini bar, travel, etc
- The host venue should request any special dietary or other requirements from each guest.
- The host venue should always make the most of the opportunity to showcase their product and service offering

- Where the event involves multi agencies, then host venue should distribute a guest list to all participants 48 hours before the event
- The host venue should take time to liaise with the Agency to ensure the appropriate person/people are invited to attend the event, and that the person/people who ultimately attend are relevant to the venue and the business mix/market it operates within
- The host venue should advise the agency of its policy on no shows/late cancellations on Familiarisation / Business Development Trips
- The host venue should provide comprehensive joining instructions – including full itinerary/agenda, dress code and directions

## **On Event**

### Agents' responsibilities:

- Where the Familiarisation/Business Development Trip is overseas the attendee is responsible to ensure visas and passports are up to date
- Participants are responsible to ensure they have sufficient funds/money available to cover such eventualities as tips for waiting staff/porters, personal incidentals or small emergencies
- Participants should remember at all times that they are ambassadors for their Agency and their conduct should be commensurate with its reputation. Politeness and good manners are expected at all times
- Agency staff should follow the venue's advised dress code.
- Participants must be punctual. Should there be an unexpected delay for any reason, the host should be informed as soon as possible
- Participants must fulfil the whole programme and attend all show-rounds (even if the venue has been visited on a previous occasion) and activities (unless medically excused) in a professional way.
- The host venue will, on most occasions, endeavour to offer a wide range of food and beverages during the event, however should guests wish for an alternative e.g. - pint of beer instead of wine or soft drink instead of water – they should offer to purchase this alternative. Usually the host will be happy to provide but courtesy on this matter is expected
- Participants must adhere to all smoking legislation. Cigarette breaks should be taken at the end of the meal only and it is considered bad etiquette during a meal to leave the table between courses
- Participants should ensure professional behaviour at all times including:
  - Sensible consumption levels of alcohol
  - Use of mobile phones at appropriate times
  - Not making additional demands for services
  - Following the venue's rules
  - Client and agency confidentiality
  - Settling their bill for extras and checking out promptly and leaving bedrooms acceptably clean & tidy
- Participants must remember that in some properties there will be recognisable TV/Film/Recording personalities and it is vital that their privacy be respected. No pressure should be put on the host to approach them on your behalf
- Participants are asked to be mindful that any damage caused should be reported to the host immediately and that nothing is removed from the venue
- Participants and guests are encouraged to network with all other guests

Hoteliers' responsibilities:

- The host venue should always deliver a welcome letter to guest bedrooms which includes all information relevant to the event – i.e. host contact details, timings, meal plan, account settlement requirement, etc
- The host venue should ensure all meeting and event spaces are set in a variety of seating styles ready for any show-rounds
- The host venue is responsible for ensuring the appropriate number of senior personnel attend at all times. All venue staff should have good product knowledge and a decision making authority level within the venue
- The venue hosts are encouraged to be adventurous and creative in show - rounds (e.g. include tours back of house)
- The venue host should ensure brochures, conference packs and other collateral is available for participants to take away with them

**Post Event**

Agents' responsibilities:

- On return to the office all participants should send a note of thanks to the host.
- On return to the office all participants should complete an evaluation form or venue report, which should be included on the agency database. A destination report is also encouraged for overseas visits

Hoteliers' responsibilities:

- The host venue should send out evaluation/feedback forms to all participants and ensure the responses are recorded and acted upon where necessary

***Failure to follow the code of conduct may result in disciplinary action.***

**I confirm that I have read, understood and accepted the above code of conduct.**

Signed: ..... Date: .....