

Global Edge
HOSPITALITY GROUP

Sales Missions & Events

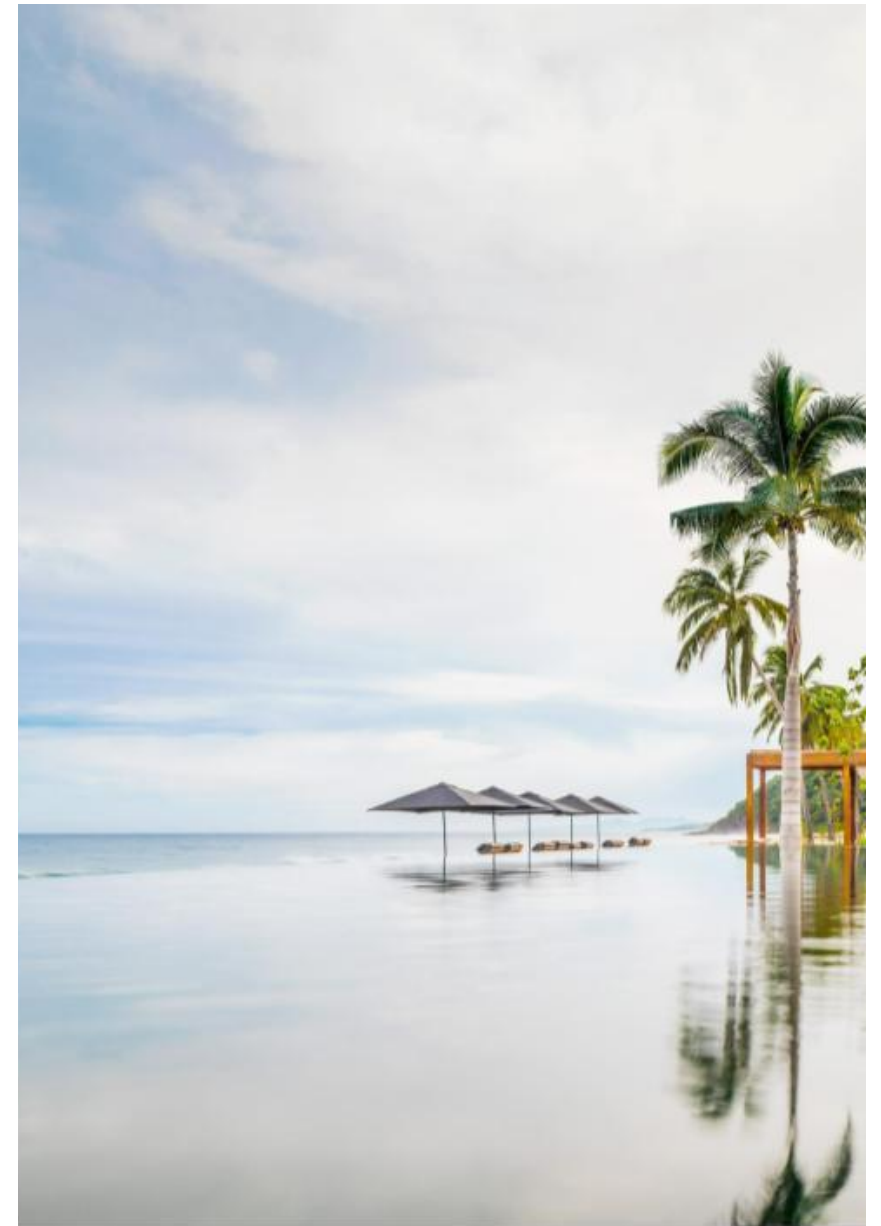
Whether you're aiming to increase brand exposure, boost market awareness, or identify new clients in the Israeli trade or consumer markets, we're here to help you achieve your goals.

Through long-standing relationships across the market, we offer individualized services to each travel product we work with.

From organizing sales calls to planning events and securing media connections, we deliver tailored solutions that matter to you.

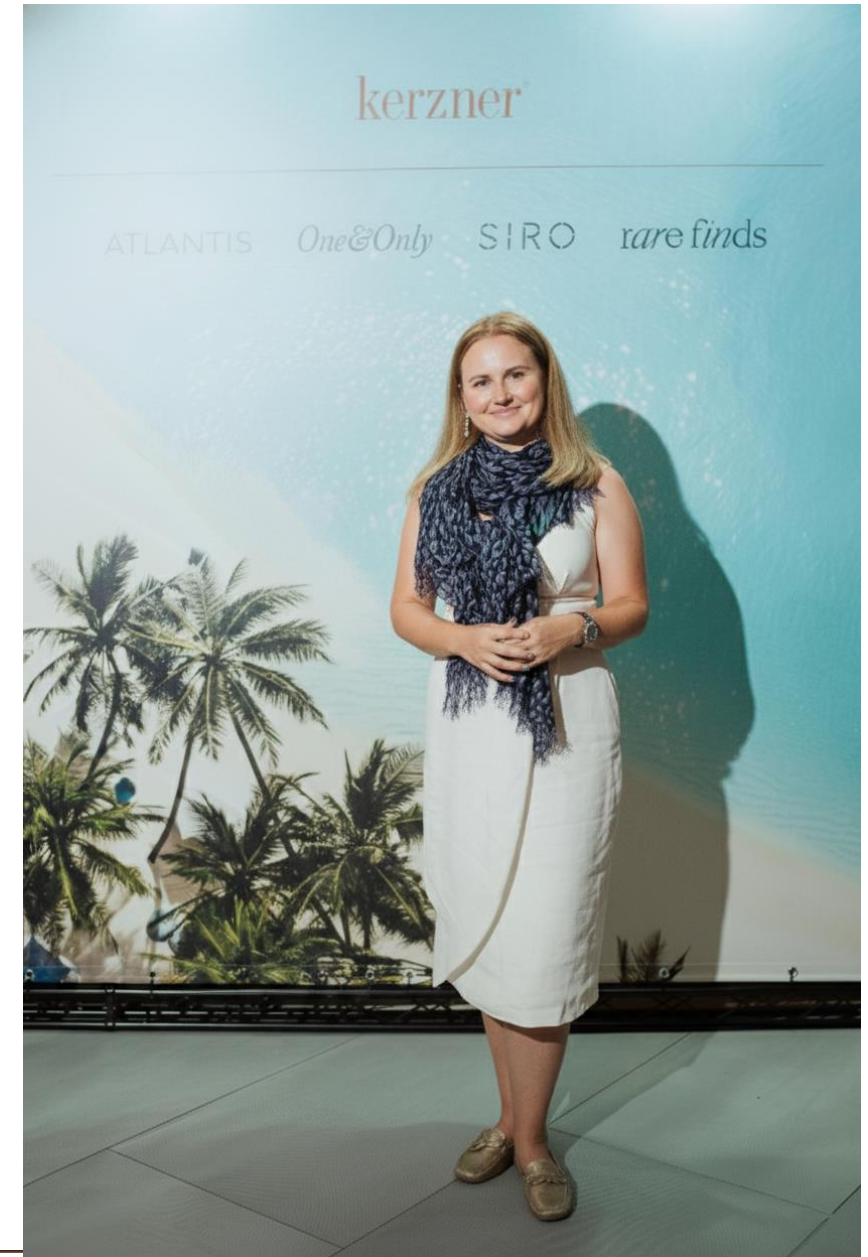
Our approach is focused on creating local strategies that align with your business objectives, intentions, and capacity.

Our commitment to excellence ensures that every client receives personalized attention and tailored solutions.



Type of events we organize:

- Planning and execution of Sales Calls
- Workshops
- Roadshows
- Business events (presentations, seminars and webinars)
- Trade small gatherings (hosted breakfasts, lunches, dinners)
- Gala Events



Sales Calls

With minimum of 2 full days of Sales Calls with up to a week, we build an itinerary of the meetings with the most relevant trade partners, covering required by the client market segments.

While working on Sales Calls itinerary, we cover the following services:

- ✓ Preparation and Confirmation with the client the list of potential appointments
- ✓ Confirmation of the appointment with the trade partner
- ✓ Booking of transportation
- ✓ Based to clients' decision one of our representatives can accompany the client to the meetings

We are aiming to maximize ROI of your sales trip to Israel, by arranging the most relevant appointments.



Workshops and Roadshows

At GlobalEdge Hospitality Group we are delighted to organize Workshops and Roadshows for Hotels & Resorts chains, and Tourism Boards.

While working on Workshops and Roadshows itinerary, we cover the following services:

- ✓ We suggest to extend the Roadshows and Workshops to 2 cities, equally covering central based travel trade clients (Tel-Aviv and Centre of the country) and Haifa (covering North-based partners)
- ✓ Number of guests from 30 to 150 (depending on the event concept)
- ✓ Nomination of the guests, invitation process and follow up
- ✓ Registration desk
- ✓ List of guests in Excel (after the event)
- ✓ Selection and booking process of the Venue
- ✓ F&B selection
- ✓ Technical equipment set-up, Decoration and Photographer



Business Events and Small Trade gatherings

GlobalEdge Hospitality Group plans, organizes and produces the following range of trade events:

- ✓ **Presentations and Seminars during Hosted Breakfast, Lunch , Dinner, or Cocktail Reception.**
- ✓ We suggest to extend the Roadshows and Workshops to 2 cities, equally covering central based travel trade clients (Tel-Aviv and Centre of the country) and Haifa (covering North-based partners)
- ✓ Number of guests up to 30 (depending on the event concept)
- ✓ Nomination of the guests, invitation process and follow up
- ✓ Registration desk
- ✓ List of guests in Excel (after the event)
- ✓ Selection and booking process of the Venue
- ✓ F&B selection
- ✓ Technical equipment set-up, Decoration and Photographer

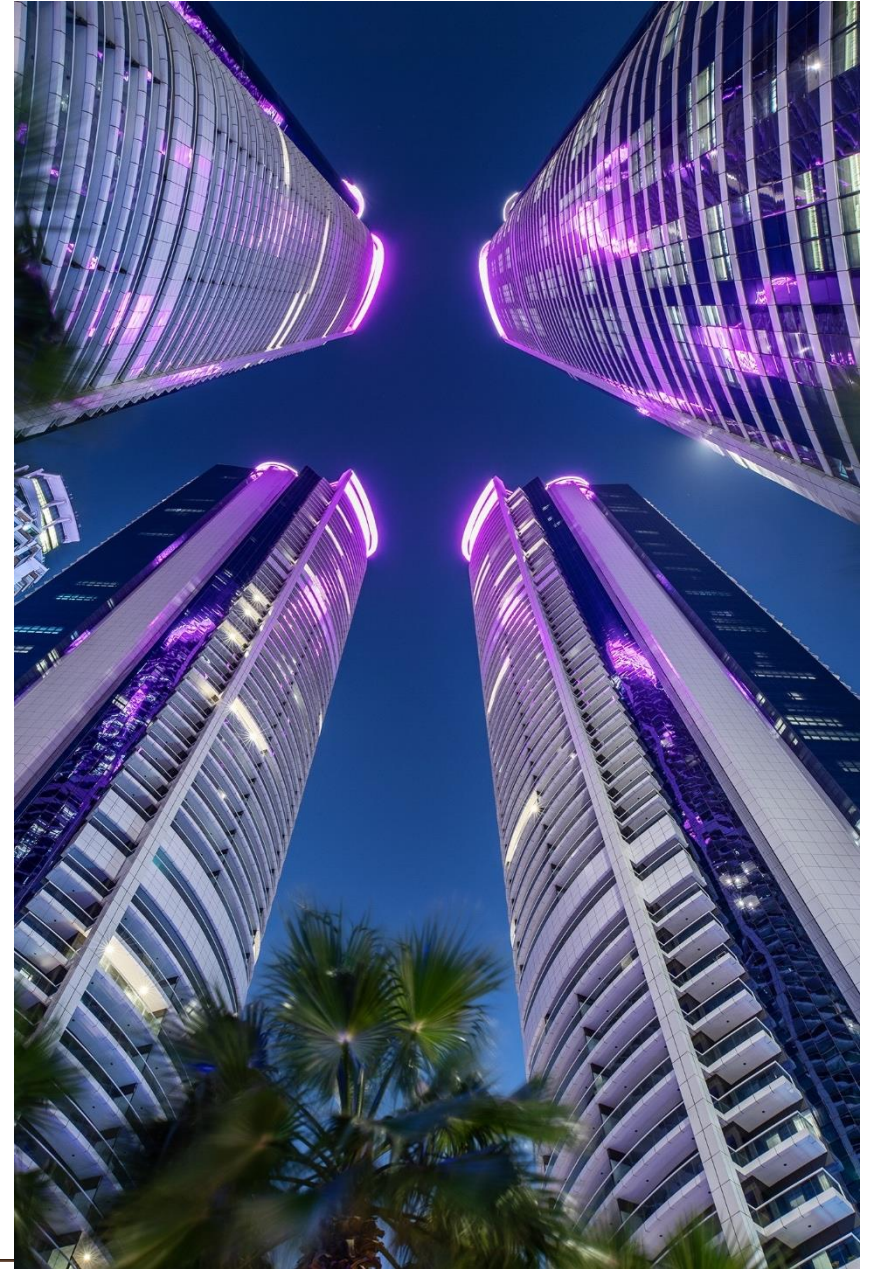


Webinars

We understand that sometimes there is a need of last-minute promotions and activations that require fast actions with-in the market.

In that cases we are delighted to organize Webinars, covering the following services:

- ✓ Number of attendees depends on the specific trade segmentation, selected by the client
- ✓ Link creation, invitation process and follow up
- ✓ List of attendees in Excel (after the webinar)



Gala Events

Whether its is a new product launch on the market or appreciation event of the well-known hospitality brand, we are delighted to organize the Gala Event.

- ✓ Number of guests starting from 250 and up
- ✓ Nomination of the guests, invitation process and follow up
- ✓ Registration desk
- ✓ List of guests in Excel (after the event)
- ✓ Selection and booking process of the Venue
- ✓ F&B selection
- ✓ Technical equipment set-up, Decoration and Photographer
- ✓ MC and DJ
- ✓ Security
- ✓ Show program (depends on the client's decision)





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