



## **Advisory Boards**

### **Strategy**

Faced with the need to build its business from the luxury travel agent community and develop a stronger 'partnership' relationship with the principles of key travel agencies in the North American market, this luxury hotel group retained Strategic Vision to develop and managed a Travel Agent Advisory Board.

### **Execution**

With its detailed knowledge of the luxury travel agency community, Strategic Vision recommended and recruited an advisory board that was balanced from a geographical basis and consortia affiliation, and also reflected the client's key clients and prospects.

Strategic Vision provides a turn-key solution to manage every aspect of the Advisory Board meeting in addition to recruitment, including maintaining their biographies and all communications to the board, management of all meeting venue logistics and marketing materials, development of meeting itinerary, leisure program and working with the client on developing the business agenda for each meeting.

Through facilitating and moderating each meeting, supplying a detailed set of minutes with key action items and surveying attendees, Strategic Vision was able to provide clear direction to the board discussions, deliver follow up for the client, and ensure each successive meeting builds on the learnings of the previous meeting.

### **Results**

For over eight years, the board has provided invaluable advice into the development of several key travel trade training programs and training initiatives. The discipline and continuity of the process created by Strategic Vision has helped the company increase its business from this channel and yielded dynamic ongoing relationships, despite the upheaval of a change in client ownership during the course of the last eight years.