



China Training Seminar Post Report

March 2019

Prepared by



East West Marketing

Travel South USA Delegations:

- Renee Zhang, China Office Senior Marketing Manager
- Sunny Sun, China Office PR Manager

Date:

- Beijing: 7th March 2019

Participants:

- 81 Local Travel Agency Partners
- 20 Local Media Partners
- 2 Travel South USA WeChat account Fans

Total: 103 participants

Highlight:

- Travel South USA China Office invited 80 travel agency partners, 20 media partners and 2 WeChat fans to attend the training seminar as planned, there were total 103 participants attended.
- The training includes 3 parts, first part Renee introduced Travel South USA's basic information and 10 states highlight resources.
- Second part is invited all participants to watch the movie "Green Book" which based on true story happen in American southern states and win the 2019 Oscar Best Picture award.
- Third part is Renee share some ideas for southern states itinerary, to help partners understand all knowledge and deepen memory in the shortest time.
- After the training seminar, Travel agent partner's feedback is very positive, the training seminar help them understanding of southern states and all information are very useful for the design the new southern states products.

Training Seminar Pictures:



Pop-up banners decoration outside cinema



Renee and Sunny at the event site



Training material bags and winner gifts



Renee do the presentation for Travel South USA introduction



Renee ask questions and gave gifts to the winner



Group photo