

# Top Five Best Practices for Association sponsored Trade Missions

*Trade missions supported by your association provides the needed layer of support both financially and logistically for the organizer and the attendees*

## **Decide Destination**

1. Demographics/Culture/Country that is relevant to global business that is already in your market, as well as out-bound countries relevant to investor clients.
2. Well established connection by one your members and who is willing to organize

## **Decide Experience format**

1. Will this be tied to the international association's conference
2. Is this to link with community leaders such as Mayor's, real estate agents, or both?
3. What parts of the country will invoke a good take away experience for the TMers. Restaurants/museums/developments/events (example Carnival). It should have a local element to it and serve as a communication starter for future clients from this country.
4. Duration of Trade Mission. A week is a good amount of time, with two of the days being travel days.
5. In country travel (air/bus)
6. Attendee number limitations (select a maximum that can attend)

## **Decide who handles payments**

1. We use the assistance of a local travel agent.
2. Determine whether TMers will book their own air or one chosen for them and managed by the travel agent.
3. The organizer may utilize funds to book restaurants/venues etc. and work with their international partner to make all needed arrangements

## **Association support**

1. We provide for all the expenses for our organizer
2. We have one staff attend TM and support organizer and TMers throughout the process
3. Promotion and marketing materials
4. Communication support
5. Welcome packages prior
6. Follow up contact list
7. Provide branding (Mainstreet T-Shirts/Bird houses/large banners/signs)

## **Establish Expectations at the Start**

1. Not a vacation
2. See Code of Conduct for Association as a guide to what to expect and what is expected from them
3. Have a few zoom meet ups prior to trip to answer questions. Get emergency contacts, passport info if needed, local address, provide packing and travel tips. Record meetings.