



TRAVEL AGENT CATEGORY CRITERIA

TRAVEL AGENT CATEGORIES

In each of the followings 7 agent categories, travel agents must fill in an online submission. They are all FREE to enter. Colleagues can enter an agent on their behalf but must have that agent's permission and must be able to give enough detail to make a compelling submission. Agents sometimes fall down by not giving us enough information, examples and evidence so please try to write as much as you can – whilst remaining within the word count! Please note that the system does not save your submission as you go. You might want to draft your entry in a Word document and then complete your submission once you're ready.

HIGH STREET AGENT OF THE YEAR

This award will go to the individual high-street based agent working for an independent agency OR a multiple that can prove he or she has had the most impressive performance in the 12 months to June 2019. Entrants should be frontline consultants as opposed to managers, and will be expected to give details of their individual sales performance. Agents must fill in an online submission form in order to be considered. The winner of this category will be chosen by a panel of supplier judges, based on their written submission. The submission can be completed by the nominee themselves, or by their manager, but must be done with the agent's permission and include enough information to make a compelling entry.

HOMEWORKER OF THE YEAR

This award will go to the homeworker that can prove he or she has had the most impressive performance in the 12 months to June 2019. Agents must fill in an online submission form in order to be considered. The winner of this category will be chosen by a panel of supplier judges, based on their written submission. The submission can be completed by the nominee themselves, or by their manager, but must be done with the agent's permission and include enough information to make a compelling entry.

BUSINESS TRAVEL AGENT OF THE YEAR

This award will go to the individual business travel consultant that can prove he or she has had the most impressive performance in the 12 months to June 2019. He or she might work for a dedicated business travel agency/TMC, or might sell significant amounts of business travel within an agency that sells both business and leisure, but the submission should relate only to business travel sales. This category is intended for frontline consultants, and must relate to their own performance. The winner of this category will be chosen by a panel of supplier judges, based on their written submission. The submission can be completed by the

nominee themselves, or by their manager, but must be done with the agent's permission and include enough information to make a compelling entry.

CALL CENTRE AGENT OF THE YEAR

This award will go to the call centre-based consultant working for a travel retailer who can prove he or she has had the most impressive performance in the 12 months to June 2019. Agents must fill in an online submission form in order to be considered. If they work for a cruise specialist please enter Cruise Agent of the Year instead. The winner of this category will be chosen by a panel of supplier judges, based on their written submission. The submission can be completed by the nominee themselves, or by their manager, but must be done with the agent's permission and include enough information to make a compelling entry.

CRUISE AGENT OF THE YEAR

This award will go to the individual cruise agent that can prove he or she has had the most impressive performance in the 12 months to June 2019. They might work in a high street store, in a call-centre/for an OTA, or be a homeworker but cruise sales should make up the vast majority of their sales. Non cruise-specialists are welcome to enter, but must give as much information specific to their cruise sales as possible. Agents must fill in an online submission form in order to be considered. The winner of this category will be chosen by a panel of supplier judges, based on their written submission. The submission can be completed by the nominee themselves, or by their manager, but must be done with the agent's permission and include enough information to make a compelling entry.

YOUNG AGENT OF THE YEAR

This award will go to the young travel agent that can prove he or she has had the most impressive performance in the 12 months to June 2019. Entrants must be under 25 years of age on September 16, 2019. He or she might work in a high street store, call centre or from home. The winner of this category will be chosen by a panel of supplier judges, based on their written submission. The submission can be completed by the nominee themselves, or by their manager, but must be done with the agent's permission and include enough information to make a compelling entry.

MANAGER OF THE YEAR

This award will go to the manager that can prove he or she has had the most impressive performance in the 12 months to June 2019. It is intended for high street store managers or team leaders within call centres, and questions on the submission form will relate to how the manager has improved team expertise, inspired strong performance and supported team members, and ultimately delivered sales growth from that team. Sales consultants should consider one of the other agent categories instead. The winner of this category will be chosen by a panel of supplier judges, based on their written submission. The submission can be completed by the nominee themselves, or by someone more senior, but must be done with their permission and include enough information to make a compelling entry.