



MEDIA RELEASE

Hell's bells, the Travellers Choice BDMs make some noise

23 May 2018: **Sales people can be a raucous bunch but it's doubtful any have ever made as much of a din as Travellers Choice's Business Development Managers when they climbed the Perth Bell Tower to ring 12 chimes in a team-building exercise an entire city heard about.**

The extraordinary bells came to Perth from one of London's most famous churches, St-Martin-in-the-Fields, and date back to the 14th century. Over the years they have rung out to celebrate some historic events, including England's victory over the Spanish Armada in 1588 and the homecoming of Captain James Cook after his voyage of discovery in 1771.

This year they noted the Travellers Choice Sales Team Meeting - admittedly not quite as epoch-making as Cook's voyage but still memorable, not least for the BDMs who had to work together to ring some of the larger bells.

General Manager Sales Nicola Strudwick says the annual meeting provides an opportunity for the group's national network of Business Development Managers to share valuable insights into the needs of its members.

"Every year we find this event generates some clever and often innovative ideas on how our group can better serve its members and help them drive more business through their doors," says Strudwick.

The BDMs also receive briefings on Travellers Choice's constantly evolving suite of products and services.

"This year's gathering included a dedicated session on our extensive digital marketing services. BDMs shared advice and strategies on ways to help our members optimise digital marketing tools and navigate change, particularly in the social media sphere.

"As a result they are well equipped to help our members further raise their digital footprints and connect with more customers."

For more information on Travellers Choice please visit www.travelagentschoice.com.au.

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