Copywriter: Jeff Kontur
Jeff@thestorytellingcopywriter.com
302-469-0138 or 302-367-5951
Client: Traveler's Q

Summary of Assignment

I was hired by a corporate travel agency to write a pitch deck to be used by their sales staff for selling corporate event planning.

Problems Encountered

I was to write only the copy for the pitch deck. The client had already hired a designer to turn my copy into a polished finished product. However I never met the designer and we had no direct contact. All communication was routed through the client.

Further, my only guidance was to "see what I could come up with". The only materials that were provided to me by the client were two audio files of random recorded thoughts, a couple of brochures they were looking to replace, and their website.

The biggest problem of all was that the client served five distinctly different categories of travel: Corporate business travel, Event travel for conventions and conferences, Group travel for guided tours, Destination weddings, and Cannabis-related travel. They wanted a single pitch deck that could be used to sell to as many of those groups as possible.

My Solution(s)

I decided to ignore the guided tours and cannabis-related travel. There was enough overlap between the remaining three groups that I felt there was a chance I could find a message that could be tailored during an in-person presentation.
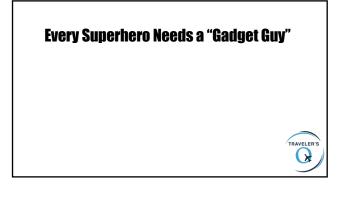
Since the client's business name is Traveler's Q, I based my whole idea around the famed MI-6 gadget guy named Q who outfits James Bond for all his missions. I then extrapolated that to all gadget guys being the hard-working unsung heroes who toil behind the scenes. I then positioned the prospect (to whom this pitch deck would be presented) as the hero.

The Result(s)

The client was excited about this new angle as well as some other feedback I offered with regard to better segregating their target client groups.
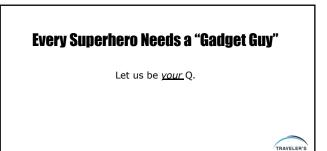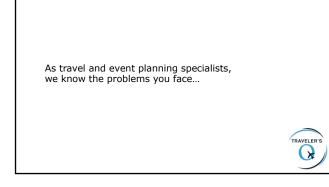
Every Superhero Needs a "Gadget Guy"

Every Superhero Needs a "Gadget Guy"
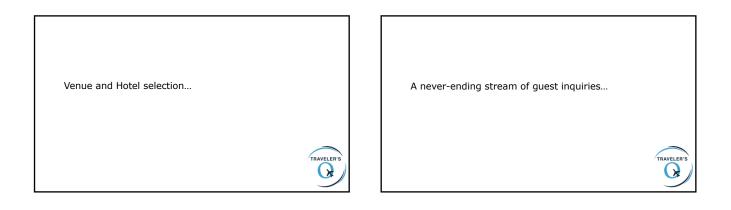
Batman had Alfred…

Every Superhero Needs a "Gadget Guy"

James Bond had Q…

Every Superhero Needs a "Gadget Guy"

Let us be *your* Q.

As travel and event planning specialists,
we know the problems you face…

Short lead times…

Venue and Hotel selection…

TRAVELER'S

A never-ending stream of guest inquiries…

TRAVELER'S

The hassle of a thousand details…

TRAVELER'S

**Not only do you get to be
your event's superhero…**

TRAVELER'S

**Not only do you get to be
your event's superhero…**

…no one ever has to know you had
support staff back at "headquarters".

TRAVELER'S

We Can Take Over Almost All
the Small Details, so You
Can Focus on the Big Stuff.

TRAVELER'S

We'll Help Define What
Would Make a Successful
Event for You

Help Choose, Vet and
Book a Venue to Suit Your
Needs and Group Size

Line Up Speakers
and Presenters

Media Coordination

Sourcing Local Event Staff

Arrange Caterers and
Other Support Functions

Contingency Planning
for Crucial Event Details

TRAVELER'S

Event Promotion

TRAVELER'S

Track Registrations
and Event Attendance

TRAVELER'S

Arrange Hotel Blocks
Close to Your Venue

TRAVELER'S

Air and Ground
Transportation

TRAVELER'S

Event-related or Extra-event
Activity Planning

TRAVELER'S

Post-event Cleanup
and Tear-Down

TRAVELER'S
Q

**And the best part about
having a "Q"?**

We'll actually <u>pay</u> <u>you</u> to let us do it!

TRAVELER'S
Q

When we manage your event planning logistics,
we'll pay you a commission on all fees collected.

TRAVELER'S
Q

You get to offload all or most of the work…

TRAVELER'S
Q

Bask in all the glory…
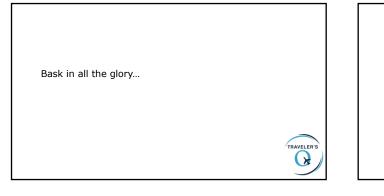
TRAVELER'S
Q

And get **<u>PAID</u>** to do it.

TRAVELER'S
Q

(Man, this superhero gig is pretty cool.)

TRAVELER'S