

International Congress & Convention Association

Identifying and Dealing With Bogus Clients and “Freeloaders”

45th ICCA Congress & Exhibition
Tuesday 31 October 2006



The Global Meetings & Incentive Exhibition

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WELCOME

The Freeloader Dilemma – A Bigger Challenge Than Ever Before

by

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THE FREELOADER DILEMMA – “CATCH ME IF YOU CAN!”

AGENDA

- Define
- Detect
- Eliminate
- Motives
- Vignettes
- Q&A
- Summary

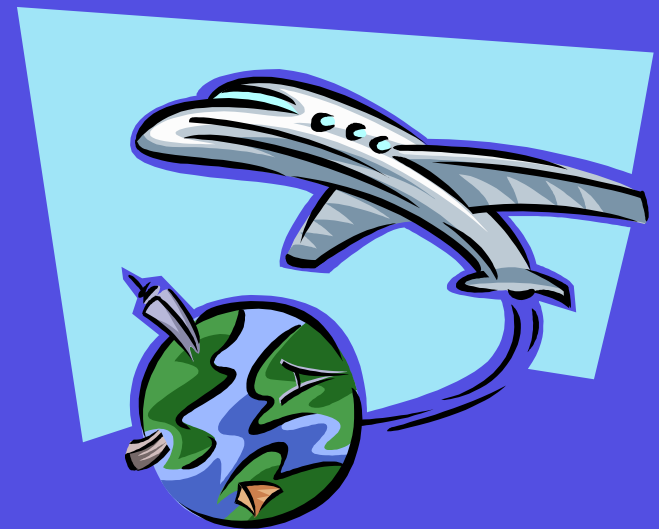


THE FREELOADER DILEMMA

- DEFINE
- DETECT
 - ✓ Qualifying & researching ALL applicants
 - ✓ Thoroughly accurate & qualified database
- ELIMINATE

FREELoader FACTS

- 7-10% attempt it
- \$3000+ per person
- Widespread in North America, UK & Europe
- Motives
- Future impact on industry





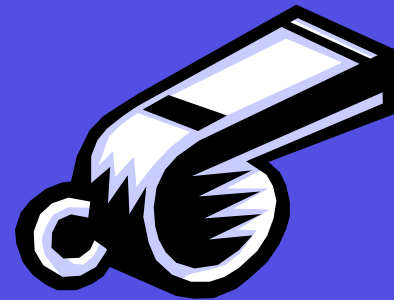
VIGNETTES

- Why vignettes?
- Authenticity
- Questions are the norm
- Focus on responses and questions
- Observations and follow-up
- Vignette 1 – Interactive Format!

VIGNETTE 1

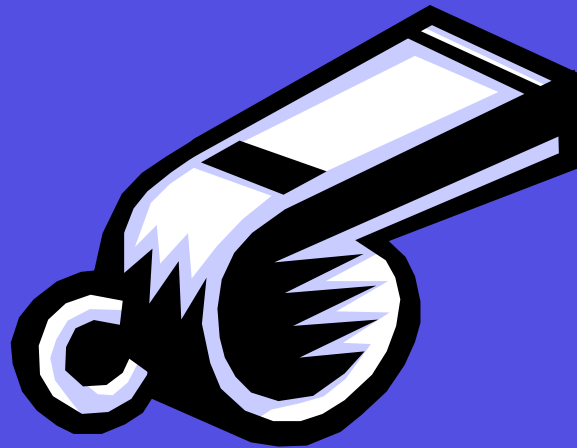
Interview with an Independent/Event Planner

- Test your comprehension!
- Your turn to blow the whistle
- Red flags/clues
- Team event
- Practice blow!



VIGNETTE 1

Interview with an
Independent/Event Planner



SHERLOCK NIKI'S CLUES!

- Company was unlisted
- Always a voicemail message
- Elicits a negative gut instinct
- Big picture
- Dubious knowledge of Switzerland
- In-house planners
- No mention of sales meetings





VIGNETTE 2

Interview with a North America-
Based International Association
President

SHERLOCK NIKI'S CLUES!

- Wrote to NTO
- Elaborate letterhead
- Indignation
- Private fax number



THANK YOU!





QUALIFICATION “DO’s”

- ☺ Do retain control & take your time
- ☺ Do be gracious, keep them guessing
- ☺ Do mention taxpayers’ money
- ☺ Do invest in background checking
- ☺ Do educate your entire team
- ☺ Do use the “I’m sorry” to close



QUALIFICATION "DON'T'S"

- ☹ Don't make a commitment
- ☹ Don't get too enthusiastic
- ☹ Don't be intimidated
- ☹ Don't let them impress you
- ☹ Don't accept because done other fams
- ☹ Don't sacrifice quality for quantity
- ☹ Don't feel uncomfortable about rejecting

QUESTIONS AND ANSWERS



THE FREELOADER DILEMMA – A BIGGER CHALLENGE THAN EVER BEFORE

- DEFINED!
- DETECTED!
- ELIMINATED!



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Thank you!

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