



**MEETINGS & INCENTIVES**

## **Kubota Tractor Company Gains Ground**

Superior event management for  
Kubota's National Dealer Meeting

# Kubota Tractor Company Gains Ground

*Each October, representatives from more than 1,000 authorized dealerships converge for the Kubota Tractor Corporation's (KTC) National Dealer Meeting, the company's largest annual event. As the agency of record in managing this meeting, BCD Meetings & Incentives has a long history in planning, promoting and operating this critical meeting on KTC's behalf.*

*In 2005, the National Dealer Meeting was held at the Henry B. Gonzalez Convention Center in San Antonio. The nearby Marriott Rivercenter and Marriott Riverwalk were selected as the host hotels. Previous National Dealer Meetings have been held in New Orleans, Dallas, Salt Lake City, St. Louis and Lake Lanier, Ga.*

*"It was the dedication of BCD Meetings & Incentives, working in conjunction with the KTC team, that ensured the meeting was a terrific success while clearly raising the standard for our National Dealer Meeting."*

*— Kim Martin  
KTC Sales Operations Manager*

## **Building Success Through Experience**

In selecting a site for the meeting, many factors were considered, including hotel and meeting space, and easy accessibility to large tracts of land which are used for the popular Field Demonstrations and Ride 'n' Drive events. When necessary, the meeting is located near a Kubota manufacturing or warehouse facility, so attendees can be easily shuttled to the facility for tours.

The BCD Meetings & Incentives team scheduled weekly internal and external meetings during the planning phase, where they addressed every aspect of the program from managing the registration data and reporting needs to communicating information to the dealers and preparing the staff and properties for the event. Quarterly client visits also allowed the team to review key milestones in a face-to-face setting.

"Kubota's partnership with BCD Meetings & Incentives contributed daily to the continual growth and development of the program because they understand our needs and goals so completely," said KTC Sales Operations Manager Kim Martin.

## **Tailored Solution Balances Creativity and Technology**

The destination and meeting dates were announced through a dealership mailing, released approximately nine months prior to the event. This "save the date" piece encouraged dealers to plan ahead and mark the event dates on their calendar. It also introduced the brand identity for that year's event, which is tailored to the destination city. To keep the meeting top of mind, e-mail messages and reminder mailings were released in the months leading up to registration.



Attendance was separated into multiple phases, each running three days, and dealerships were pre-assigned prior to registration. Each phase was communicated via an invitation card, which included a login and password to access the registration Web site for each assigned phase. The site also provided program information and allowed attendees to register at their convenience.

The data collected during the registration process was essential to program operations. BCD Meetings & Incentives developed an adaptable relational database that allowed KTC employees to analyze data on a continual basis. Additionally, data was released weekly to KTC regional sales managers charged with ensuring each of their assigned dealerships have representation at the annual National Dealer Meeting.

### **Raising the Standard**

Onsite, each dealership was given a pre-scheduled time to meet with their KTC regional sales manager, discuss the product line and submit their order. This type of one-on-one session helps KTC build strong dealer relationships. And according to Martin, it is this type of face-to-face interaction between Kubota and the dealerships that sets the company apart from its competition.

There was also a strong VIP presence at the National Dealer Meeting, with onsite staff dedicated to handling the special needs of executives. Because Kubota is a Japanese-based company, specialists were on hand to provide English-Japanese translation services. Additional services included in-suite parties, authentic Japanese cuisine, VIP rehearsal meetings and private activities and tours — coordinated in conjunction with KTC by the BCD Meetings & Incentives team.

### **KEY KUBOTA OBJECTIVES:**

- Write dealer orders for coming year
- Build relationships with dealer network
- Launch new products
- Demonstrate product benefits

### **MEETING ATTRACTIONS INCLUDED:**

- A **Field Demonstration** which pitted KTC products against the competition
- **Ride 'n' Drive** events that gave dealers an opportunity to test KTC products in action
- An **exhibit hall** that showcased Kubota products and gear
- **Breakout sessions** that provided detailed information about KTC products
- **Evening social events** that ranged from a classic carnival to a private reception at The Alamo



## Proven Success

The 2005 National Dealer Meeting was a huge success and had the largest dealership attendance in the meeting's history, drawing nearly 2,500 attendees.

"It was the dedication of BCD Meetings & Incentives, working in conjunction with the KTC team, that ensured the meeting was a terrific success while clearly raising the standard for our National Dealer Meeting," said Martin.

The Kubota Tractor Company has retained BCD Meetings & Incentives to plan and manage the company's 2006 National Dealer Meeting which will take place in Columbus, Ohio.



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