

FAIR DEAL BUREAU

by DIANA FERDMAN

EXPERTISE IN HOSPITALITY

- ✓ SAVE YOUR COST FOR PROMOTION
- ✓ GET YOUR CERTIFICATE
- ✓ USE OUR B2B NETWORK FOR PR and ADVERTISEMENT
- ✓ TRY FAIR DEAL WITH US

Agenda

■ **Part 1:** Our Mission

■ **Part 2:** Major Goals

■ **Part 3:** Main services

■ **Part 4:** Additional

■ **Part 5:** Why us

■ **Part 6:** Our Award Certificate Project

Part I: Our Mission

Nobody else

**We do exclusive one time services to
save your cost**



QUALITY CONTROL



■ **Part I:** Our Mission

Nobody else

We give the Expert Quality-Price Reward
for accommodation facilitates



 **Part I:** Our Mission

Nobody else

We offer our b2b travel platforms and
the biggest Russian b2b tourism
audience for your advertisement
20 000 +





**OUR COMPANY'S MAIN MISSION
remains the same:**

★ NO MORE MONTHLY PAYMENTS ★

PAY ONCE - GET WHAT YOU NEED

SAVE YOUR COST WITH US

B2B OR B2C YOUR HOTEL OR BUSINESS

FAIR DEAL WITH US

■ **Part 2:** Major Goals

Our Major Goals

■ **HOTELS**

Expert review or inspection and certificate for price-quality

■ **HOTELS, DMC, TOURISM BOARDS**

Strategy, advertisement, representation, business events

■ **TOUR OPERATORS, TRAVEL AGENTS**

Information support and education

Part 3: Main services

Our services are
accessible on all devices

- ❖ Strategy plan meeting on-line or off-line with Diana Ferdman
- ❖ Consulting by Diana
- ❖ Advertising packages on our platforms
- ❖ Online representative stream in FB group, Instagram, TikTok, YouTube etc
- ❖ Online interview streaming
- ❖ Video YouTube creation
- ❖ Article, story, interview
- ❖ Hotel, airline or any hospitality service inspection
- ❖ Certificate Award at *price-quality*
- ❖ Marketing and Inspection Report
- ❖ Organization Presentation Events of any kind: business breakfast, dinner; cocktail, party; meeting; seminar, training, road show; fam trip etc. at your budget
- ❖ Participation at workshops and exhibitions for you to present
- ❖ Sales Calls
- ❖ Webinars
- ❖ Co-marketing with hotels, tour operators, DMC, airline
- ❖ Launch of new product to the Russian market

As the world becomes increasingly mobile, so should the different ways we can make for your full support

Part 4: Additional services

Our services are
accessible on all devices

- ❖ Full monthly or yearly representative package
- ❖ Bloggers at your choice
- ❖ Cooperation contact assistance
- ❖ Social media and main networks IT administration full package service: opening accounts, full support and activity, promotion etc.
- ❖ Headhunting for staff for the hotels: animators, trainees, guest-relation, representative etc.
- ❖ Branding – Rebranding, logo and naming of your product or business
- ❖ Print and polygraphy services
- ❖ Professional translation of your advertising materials
- ❖ Concierge services
- ❖ Any outsourcing services in hospitality
- ❖ Any request or idea are welcome....



As the world becomes increasingly mobile, so should the different ways we can make for your full support

■ **OUR OWNER**

**ASK ANYONE FROM RUSSIAN
TOURISM THEY ALL KNOW THE
PERSON**

Diana Ferdman



- ❖ The well-known opinion leader in Russian Travel community
- ❖ The founder and the owner of the biggest b2b FB group for travel, tourism and hospitality
- ❖ Famous blogger in Instagram, YouTube, TikTok, Telegram
- ❖ The owner of successful project Ladies in business with business breakfasts and training
- ❖ The owner of Belmare Travel Agency
- ❖ Speaker at tourism exhibitions from the Moscow government
- ❖ Author of articles about tourism in mass media and the author of books about business
- ❖ PR and marketing coach

■ **Part 5:** Why us

Our Platforms

Nobody has our number
of members or views

■ [Country of Tourism](#) – Страна туризма
Travel b2b zone for your success
13200 members

■ [B2B Telegram online advertisement trips](#)
ОНЛАЙН-РЕКЛАМНИКИ В2В
All information about hotels and countries from b2b at trips
5600 members

■ [B2B Telegram Tour Exchange](#)
БИРЖА ТУРОВ В2В
New Project B2B for Special Offers and tours
1500 members

■ [YouTube](#)
5300 members

■ [Instagram](#)
8400 members

■ [TikTok](#)
6676 members

■ [Interview Youtube](#) Смотри с Мари channel
[Interview Youtube](#) Tourdom channel



■ Part 5: Why us

WE ARE PROFESSIONAL TEAM OF EXPERTS :

- ❖ WHO WILL MAKE YOU RECOGNIZABLE IN RUSSIA
- ❖ WHO STRENGTHEN YOUR HOSPITALITY POSITION THROUGH ONLINE AND OFFLINE EVENTS
- ❖ WHO PROMOTE YOUR TRAVEL BUSINESS ON ALL OUR RUSSIAN ONLINE PLATFORMS
- ❖ WHO GIVE TO YOUR HOTEL SPECIAL AWARD FD CERTIFICATE “PRICE-QUALITY”
- ❖ WHO CREATE THE STRATEGY FOR PROMOTION AT BUDGET PRICE
- ❖ WHO KNOWS ALL THE DETAILS OF RUSSIAN TOURISM MARKET
- ❖ WHO HAS THE LEADING POSITION IN THE SOCIAL NETWORKS IN TOURISM
- ❖ WHO KNOWS THE MARKET INSIDE AND ALL THE PLAYERS
- ❖ WHO HAS MORE THEN 10 YEARS EXPERIENCE IN EVENT ORGANIZING
- ❖ WITH EXPERIENCE MORE THAN 5 YEARS IN EXPERTISE AUDIT AND CLASSIFICATION OF HOTELS AND OTHER HOSPITALITY FACILITIES



Special offer for
HOTELS

GET YOUR
CERTIFICATE
FAIR AND FREE

Part 6: Our Award FD Certificate Project

We offer a unique Award FD by DF certificate for “price and quality” with reviews and promotion on all our social media platforms and web.

Type of inspection at your choice: “Secret Shopper/Mystery Visitor” or “Fair Deal Expert”.

The Expert will be appointed from our Expert Bureau Council.

The members of the Council will be published on our website with CV.

We are sure that Certificate from Bureau of Diana Ferdman will gain soon a big success and popularity because of our unique public relations facilities in B2B and B2C tourism market.

Check your rating and be popular with Fair Deal



The examples of our services

For the full Commercial Offer - please contact us at julia@fdbydf.com



**ONLINE STREAM IN
GROUP OR OTHER
PLATFORMS AS
YOUTUBE FOR EXAMPLE**

FROM 250 EUR

Any kind of conversation and task. The online Interview. Webinar.



BUSINESS EVENT

**FROM 50-100 EUR PER
PERSON**

Business breakfast or dinner, master class or cocktail party – any format for your presentation.



**FD AWARD
CERTIFICATE**

FREE

Travel expenses of Expert are at your budget. Marketing Report and Certificate– are free of charge, Our promotion – according to the price list.



BASIC START PACKAGE

FROM 500 EUR

Analysis of your business
Creation and design of an advertising strategy
Promotion on advertising platforms.



VIP PACKAGE

FROM 600 EUR

Analysis of your business
Creation and design of an advertising strategy
Promotion on advertising platforms
Organization of a business breakfast in a city of your choice: Moscow, Rostov-on-Don, Arkhangelsk, St. Petersburg



Meet our Team



Diana Ferdman
Founder & Owner



Julia Bondarenko

- Sales and Development Director

Internal auditor ISO
Hospitality Management
Specialist



Roman Arseniy

Head of the Council of Expert
Bureau

Hotel classification expert, Head of
the Department of Tourism and
Hospitality at the Russian
International Academy of Tourism.
Speaker of professional
conferences in the field of tourism
and hospitality.



Thank you for your time!

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