

Harry Potter Themed Party

HARRY POTTER'S ENGLAND & SCOTLAND

In Partnership with Ed-Ventures, Inc.

June 18, 2019 through June 26, 2019



Where: Library, local book store or your office

Target Market: Families, Harry Potter fans, teachers

What to serve: Butterbeer, licorice wands, pretzel broomsticks, Gryffindor popcorn—Pinterest—see Joan for easy recipes

Decorations: Table cloth and napkins—Oriental Trading, Amazon
See spaceshipsandlaserbeams.com. In search type: Harry Potter. This will give you a list of creative Harry Potter ideas.

Presentation: Schedule your BDM for a power point or video presentation on Harry Potter.

Handouts: Call BDM for flyers or print flyer from MAST website with your agency contact information; Give a Harry Potter Quiz—www.theguardian.com

Tag Lines or quotes:

- “It does not do to dwell on dreams and forget to live.” –The Philosopher’s Stone
- “I solemnly swear that I am up to no good.” –The Prisoner of Azkaban
- “If you want to know what a man’s like, take a good look at how he treats his inferiors, not his equals.” –The Goblet of Fire

Give Aways: Harry Potter leather writing journal notebook---Amazon--\$8.29

How To Hold an Event

- Contact BDM to see if they will present the trip through power point, or video. You will need your BDM at the event to answer any questions if you have not been to the destination
- Partner with local business, park district or library to promote specific trip
- Contact library, theater, coffee shop (after hours), or your office as a place to hold your event
- Send out email or post cards from your data base announcing the event. Advertise as free admission, bring a friend. RSVP for your complimentary reservation (so people know the event is free)
- Create the event around the destination theme....decorate tables, napkins, food and drink
- Order plenty of brochures/flyers pertaining to the trip
- Keep in contact with your group. Send a short email once a month on general information or highlights of the trip to keep clients excited
- Remember to keep the event simple. You do not have to spend a lot of money
- Ask BDM for co-op



General MEG Promotions

- Signature line email—advertise the trip in 1 or 2 lines, advertise your event—place, date, time and add a tag line or quote related to the event
- Ready to send email—log into mvptravel---Booking Program---MAST Exclusive Groups—Find the tour to advertise---save ready to send email to your desktop ---add your agency information---save
- Ready to send flyer---See above under ready to send email---save to your desktop—add your agency information---save
- Add flyer to website
- Take advantage of Vacation Makers complimentary space when available
- Decorate agency window with theme of trip
- Post details on Facebook, videos to website and Facebook page