

Afternoon Tea & Crumpets

SCOTTISH DREAM

In Partnership with CIE Tours International

August 10, 2018 through August 17, 2018



Where: Library, Theater, Coffee Shop (after hours), or your office

Target Market: Couples, music lovers, local bands

What to serve: Shortbread Cookies—Any major grocery store; Scottish Tea—Amazon or any major grocery store

Decorations: Table cloth—Tartan Plaid—JoAnn's Frabic, Walmart, Hobby Lobby, Michaels; Napkins—Tartan Plaid—Amazon (Tartan Paper Napkins); Scottish Flag—Amazon or worldflagsdirect.com

Music: Bagpipe Music--Call Joan as she has the Red Hot Chili Pipers CD to borrow (bagpipe music)

Presentation: Schedule your BDM for a power point or video presentation on the Military Tattoo Festival

Handouts: Call BDM for flyers or print flyer from MAST website with your agency contact information; Flyers on Scottish Blessings, quotes, etc. (ask Joan)

Tag Lines or quotes:

• "To be kind to all, to like many and love a few, to be needed and wanted by those we love, is certainly the nearest we can come to happiness" – Mary Stuart, Queen of Scots (1542 – 87)

• "Do not judge by appearances, a rich heart may be under a poor coat"—Old Scottish Proverb

Give Aways: The book The Quotable Oscar Wilde: A Collection of Wit and Wisdom)---Amazon--\$5.95

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