

St. Patrick's Day Party

ST. PATRICK'S DAY IN IRELAND

In Partnership with CIE Tours International

March 15, 2019 through March 23, 2019



Where: Local pub, restaurant, or your office

Target Market: Couples, music lovers, partner with a local Irish pub

What to serve: Shamrock cookies—any grocery store

Guinness brownies, crock pot reuben dip with crackers—very easy recipes on www.allrecipes.com; Irish coffee, coffee with a shot of Jameson in it, Guinness and Smithwicks beer—any grocery or liquor store

Decorations: Table cloth and napkins—GREEN---any party store

Music: Irish Music-Call Joan as she has several CD's to borrow

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

Handouts: Call BDM for flyers or print flyer from MAST website with your agency contact information; Funny Irish name tags--call Joan

Tag Lines or quotes:

- "Beer is proof that God loves us and wants us to be happy"---Ben Franklin
- "On the eighth day God created whiskey to keep the Irish from taking over the world"
- "May your pockets be heavy and your heart be light. May good luck pursue you each morning and night."

Give Aways: A book of Irish blessings and poems—Amazon or Barnes and Noble—Approx. \$6.00

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