

German or Oktoberfest Party

THE ROMANTIC ROAD TO THE PASSION PLAY

July 16, 2020 through July 25, 2020

VIENNA TO THE PASSION PLAY

August 2, 2020 through August 11, 2020

In Partnership with Ed-Ventures, Inc.



Where: Local church, office, library, local restaurant

Target Market: Local churches, couples

What to serve: German pretzels with a variety of mustards, Black Forrest Cake and or Apple Strudel—Gordon Food Service or major grocery store

Decorations: German blue and white checked tablecloths, napkins—Oriental Trading

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

Handouts: Call BDM for flyers or print flyer from MAST website with your agency contact information

A flyer on the history of the Oberammergau Passion Play—see Joan

Tag Lines or quotes: “The promise your grandparents made in 1634”

Give Aways: German gift basket---World Market, Wolfemans.com

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