



Featuring:

DOWN UNDER ANSWERS
TRAVEL EXPERTS ~ AUSTRALIA, NEW ZEALAND, SOUTH PACIFIC ISLANDS

AFRICA ANSWERS
TRAVEL EXPERTS ~ AFRICA

ASIA ANSWERS

Program runs May 31 - August 31, 2018

Down Under Answers, Asia Answers, and Africa Answers have partnered with MAST to offer you the opportunity to participate in a special members-only dedicated training program. Earn ONE Point in 2018 MAST Rewards for your agency and receive Down Under Answers, Asia Answers, and Africa Answers Specialist Designation badges on your mvptravel.com Agency Profile. This is an opportunity to further educate you on how to sell MAST's Preferred Suppliers.

Program Criteria:

Step 1: Attend All 4 Webinars

Attend all 4 of the thirty (30) minute webinar presentations listed below with a main focus on how to tailor make your client's vacation to exotic destinations and create out of the ordinary experiences. ***Answer bonus questions via the webinar system chat function during each webinar for chances to win a \$25 gift card!**

* If you are unable to attend the live webinars, you may watch the recording at a later date for credit. The recordings will be posted on www.mvptravel.com, on the Programs tab, under MASTer Advisor Program.

Thursday, May 31 | 10:00am CST | Australia and Fiji

Wednesday, June 20 | 10:00am CST | New Zealand and Cook Islands

Thursday, July 26 | 10:00am CST | Reader's Choice "Best of Asia"

Wednesday, August 22 | 10:00am CST | African Safaris: East Africa vs. Southern Africa

Step 2: Marketing Tactic

Option 1: Social Media Month-long Posting Share four of the eight pre-made social media posts (one per week), provided on the program's web page. Promote your partnership with Down Under Answers, Africa Answers, and Asia Answers and what you can offer your clients. Do it all in one step by scheduling your posts! Step-by-step instructions on how to schedule Facebook posts can be found on the program's web page.

Option 2: Ready-to-Send Email Select five clients from your database and send a customized ready-to-send email (provided by MAST) telling them why you think they would be a good fit. Target Customer: independent travelers—looking for unique, experiential holidays tailored to suite their style, taste and budget.

You may do Option 1 or Option 2. You do NOT have to do both. Pre-made social media posts and ready-to-send emails can be found on www.mvptravel.com, on the Programs tab, under MASTer Advisor Program.

Proof of your Marketing Tactic completion must be sent to stephanie.werner@mvptravel.com either by screenshot of social media post, blind copying on the emails, or forwarding the emails.

Step 3: Subscribe to DUA Sites

Subscribe to the following four sites. These sites are linked directly with DUA tourism board, airline, hotel and land operator partners and will allow you to receive newsletters, social media content, special offers, and learn all you need to know about becoming true Aussie, New Zealand, Asia, and Africa specialists.

(No completion of specialist courses are required, you simply just need to sign up for these free memberships.)

***Proof of membership welcome email must be forwarded to stephanie.werner@mvptravel.com in order to receive credit.**

www.aussiespecialists.ning.com	special code - wombat
www.kiwispecialists.ning.com	special code - kea
www.asiaspecialists.ning.com	special code - panda
www.africaspecialists.ning.com	special code - zebra