

Winter Wonderland Party

Alaska Iditarod Race

In partnership with Mayflower Cruises & Tours

March 1 - 9, 2020



Where: Office, library

Target Market: Outdoor lovers, adventurers

What to Serve: Hot chocolate or hot cider and a variety of cookies

Decorations: Alaska Flag—Amazon, navy blue & yellow napkins, table cloths, etc

Presentation: Schedule your BDM for a power point or video presentation on Alaska & the Iditarod

Handouts: Call BDM for flyers or print flyer from MAST website with your agency contact information, Make a flyer of fun facts and the history of the Iditarod Race—see Joan

Tag Lines or quotes: “The Last Great Race on Earth”

Give Aways: Basket of cold weather items---Hand and foot warmers, insulated cup and/or thermos, scarf, hat or ear muffs

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