

Flight of Beer Party

WEEKEND COLORADO BEER TOUR

In Partnership with Ed-Ventures, Inc.

August 1, 2019 through August 4, 2019



Where: Local Brewery

Target Market: Craft beer lovers, guy's weekend

What to serve: Flights of beer and bar snacks

Decorations: None if marketing to guys or at a craft brewery

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

Handouts: Call BDM for flyers or print flyer from MAST website with your agency contact information; Beer rating sheets—provided by local brewery or www.shindigz.com for \$2.59 package of 24

Tag Lines or quotes:

- "BEER...because H2O never wins friends."
- "Life is too short to drink cheap beer."
- "Anyone can drink beer, but it takes intelligence to enjoy beer"
---Stephen Beaumont

Give Aways: Beer growler from local brewery

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