



Featuring:  **ROCKY MOUNTAINEER**

Rocky Mountaineer has partnered with MAST to offer you the opportunity to participate in a special members-only dedicated training program and earn ONE Point in 2018 MAST Rewards for your agency and receive a Rocky Mountaineer Specialist Designation badge on your mvptravel.com Agency Profile.

This is an opportunity to further educate you on one of MAST's niche Preferred Suppliers.

Program Criteria:

Step 1: Attend All 5 Webinars/Live Presentation

Attend ALL 5 of the thirty (30) minute webinar presentations listed below with a main focus on the unique world of rail travel. Unlock the journey of unparalleled beauty that carves through otherwise inaccessible terrain in the Canadian Rockies. Learn about the product aboard their all-dome fleet, marketing tools and target customer.

* 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.

Wednesday, August 8 – 10:00am CST | 4 Steps to Planning Rocky Mountaineer

Wednesday, September 12 – 10:00am CST | How to Sell Groups on Rocky Mountaineer

Wednesday, October 10 – 10:00am CST | What's New for 2019

Wednesday, November 7 – 10:00am CST | Destinations Focus

Wednesday, December 5 – 10:00am CST | Program Overview

Step 2: 2-Part Marketing Tactic (3 Social Media Posts & 3 Emails Each Month)

Part 1: 3 Social Media Posts Share 3 pre-made social media posts, promoting your partnership with Rocky Mountaineer and what current promotion you can offer your clients. A new post will be provided each month. 1 post per month.

Part 2: 3 Ready-to-Send Emails Select five clients from your database and send a customized ready-to-send email each month telling them why you think they would be a good fit for Rocky Mountaineer. You may send to the same five clients for all three emails or select five different clients each month. Target Customer: seasoned travelers looking for luxurious, guided, unique itineraries, that would love to experience a new kind of adventure.

***These marketing promotions will include monthly offers and will be provided each month throughout the course of the program.**

You must do all 3 Social Media Posts AND all 3 Ready-to-send Emails. 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 completions 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 Newsletter

Subscribe to Rocky Mountaineer's free newsletter to receive special announcements and current promotions. Please visit <https://www.rockymountaineer.com> and scroll down to the bottom of the Home page to enter your email address and information. ***Proof of your subscription welcome email must be forwarded to stephanie.werner@mvptravel.com.**

*Bonus Incentive

1st Prize for Top Revenue producing agent = 2 Gold Leaf tickets for 2019 travel.

1st prize for Top Revenue producing group agent = 2 Gold Leaf tickets for 2019 travel.

2 sets of 2 Silver Leaf Tickets – randomly drawn from any booking agent (groups included) during incentive period.

***Bookings made between August 1, 2018 through December 14, 2018. Tickets are non-transferrable. Valid for winner and one guest.**