

THE EVENT PROMOTER TOOL KIT

THE 11 BEST METHODS

TO ORGANIZING A GROUP

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INTRODUCTION

Congratulations on your decision to promote a group with **Soul Nation Events!**

This tool kit is designed to share some of the ideas that have worked for others in the process of promoting group events.

Promoting with **Soul Nation Events** gives you the opportunity to earn cash and free tickets (see website for details) as well as travelling with your own friends and neighbors!

So, without further adieu, here are the 11 professional tips that have worked for other successful group trip promoters.



TALK IT UP

Tell everyone you encounter about the **Soul Nation Events** group trip you are personally promoting. Everyone! Tell your friends, family, teachers, coworkers, neighbors, church or club members and others you see in the grocery store or on the street. The more people you tell, the more people you will have in your group. Make them feel special to be invited.

Tell them about the details of this **Soul Nation Events** group trip you are promoting and be sure to mention that you may promote others in the future.

Get an idea of what types of **Soul Nation Events** group trip your friends and neighbors are interested in so you can decide which events to promote that will have an increased attendance in the future.

DISTRIBUTE FLYERS

We will supply paper flyers, free of charge, for you to distribute. Have them with you at all times. Keep some in your car and in your purse or backpack. Have them everywhere, all the time. Hand them out at parties, special events, any place people get together.

Ask everyone to pass them along to others. Put them on bulletin boards in grocery stores, churches, schools, community centers or wherever you can get permission to display them. Give at least 2 to everyone you meet. The local music store is often a great place to display the flyer as well as have some copies at the checkout counter. The more people who see the flyers, the more people who will potentially join your group.

Be sure to remind them to contact you directly as you are personally promoting this group event or getaway.





EMAIL

We will supply digital flyers, free of charge, for you to send a personalized email with the flyer attached to anyone you really think might want to attend the current group trip you are promoting. Send that personal email to people in your email address book like friends, family, coworkers who you think may enjoy the group trip or someone who they might know.

The idea is to get people talking about the **Soul Nation Events** group trip even if they can't attend this time. The more people you invite, the more people who will attend, this time and the next time you decide to personally promote another **Soul Nation Events** group trip.

Copy and paste the email, but if you have time to even type a few words to each person you will find that your response rate is higher. Make people feel

special for being invited and included.

When you send a blast email (remember to BCC everyone on the list) to everyone else in your email address book. Remember that sometimes if the list of email addresses is too long this may end up in everyone's spam folder. Better to send more emails and take a few more minutes than to risk that.

Here is a sample email you can use:

Hey <name>,

You would not believe what is coming up on <enter date>! I am going to **Soul Nation Events** <enter event name>! I attached the flyer to this email so you could see the details because I would love it if you would come, too.

I'm personally getting a group together for the event so we'll have a blast together! <Enter friends names if appropriate> are coming, too. What do you think? Will you join us?

I'm excited and can't wait to hear from you.
<your signature>

Be sure to follow up with another email in a few days asking for feedback. A sample follow up email might be:

Hey <name>,

Did you see this flyer I sent you about <enter event name> on <enter event date>? I am personally putting a group together for this event and would love it if you would join us.

We'll have a blast! What do you think? Can you come with us? The flyer is attached. Check it out.

<your signature>

Be sure to attach the **Soul Nation Events** flyer again to the follow up email in case they didn't see it last time.

Make sure you mention the fact you have attached something so they know not to worry about opening the attachment.



FACEBOOK

Post the flyer directly on your own Facebook timeline as well as sharing it with your friends on their timelines. Tag friends you feel might be interested or know someone who could be. Remember to make the post public so everyone can see it and everyone can share it.

Send private messages through Facebook Messenger to your friends asking them if they would like to attend the event with you, or if they know anyone who might. Friends of friends are an excellent way to enlarge your circle.

Create an event in Facebook and invite all your Facebook friends. Describe the **Soul Nation Events** group trip and describe how you are personally promoting it. Remember to mention that this event

is open to everyone, not just your Facebook friends. Ask your Facebook friends should invite their friends, too.

Remember to comment about how excited you are to be attending the trip! Let people know that you are personally getting a group together so people should contact you directly.



Bonus tip:

Consider making your Facebook cover photo an announcement of the group event or using the flyer itself as a banner. That way everyone can see it and know to contact you directly.

TWITTER

Tweet about how excited you are to be attending your event! Remind your followers to contact you directly for more information.

A sample Tweet might be:

Guess who is going to <enter event> on <enter date>!
Getting a group together!

Twitter is one of the best way to directly contact people who you might know personally.

Don't be afraid to mention (@) your followers, and always remember to include a call-to-action ("message me for more info!")





HONORARY GROUP EVENTS

For birthdays, anniversaries, engagement parties, bridal showers, bachelor/bachelorette parties, team building, holidays or any other reason a group of friends or associates might gather, a **Soul Nation Events** group trip can make the event extra memorable.

Gather the guest list and find the right trip to celebrate the guest of honor, or the special event.

Consider getting a few people to contribute so that you can get a free ticket for the guest of honor!

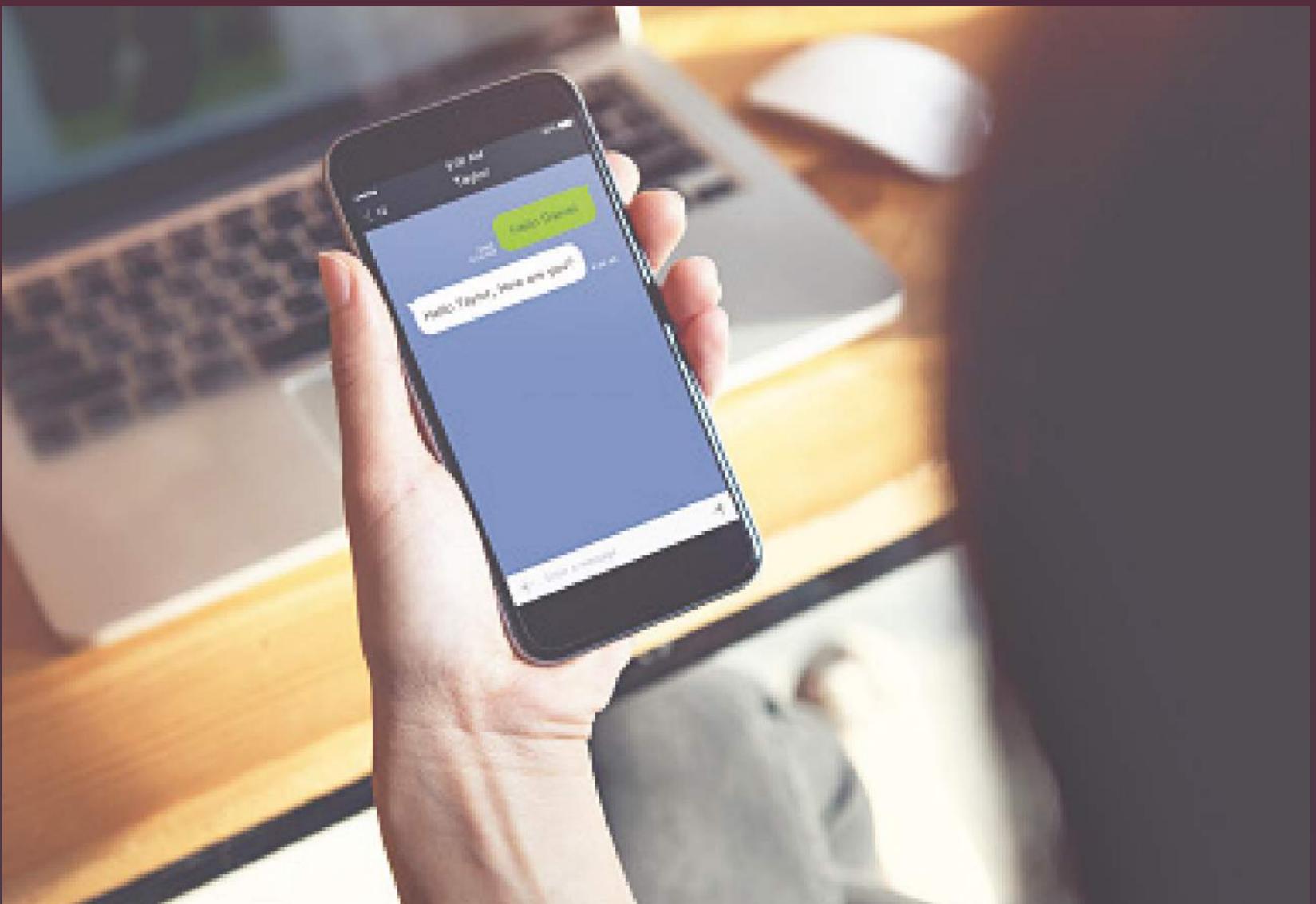
CREATE HELPERS

Give everyone, especially those who are attending the current trip that you are promoting – paper flyers, digital flyers and a copy of the email and Facebook sample messages.

Tell them to ask their friends, family and associates to contact you for more information. Of course the best thing is if they introduce you to their friends.

A three-way chat on Facebook messenger or an email introduction can be good replacements for in-person introductions. Be sure to follow up with your friends and with those they introduce you to.

This will widen your circle and make it even more likely you will meet your attendance goals.



NEGATIVE REFERRALS

When someone says they are not able to attend your event, ask them if they know anyone else who might be interested. Give them flyers or send them an email with the digital flyer. Collect their contact information.

These negative referrals are surprisingly effective, especially when you have a good relationship with the person. More than likely, they want you to successfully organize your trip and will go out of their way to help!





MAKE A VIDEO

Go live on Facebook or upload a video to your YouTube channel as you describe the **Soul Nation Events** group trip that you're promoting.

Remember to outline the details of the event, including the date, location, and entertainment...but be careful not to cover your face in the video — you need to sell it! Play some of the music that may be a part of the event in the background to really show how great the event will be.

Your excitement will be contagious!

COLLECT CONTACT INFO

Make a conscious effort to gather as much contact information as possible – email addresses, Facebook pages or phone numbers are incredibly valuable. Social Media handles are priceless and can reach several layers of friends.

You will have the information easily at hand for everyone who attended and those who missed the last event getaway. Build your list as you promote each event increasing the amount a potential guests for future events.

This will make each event getaway easier and easier for you to promote with larger and larger groups, earning you more cash and free incentives.



HAVE AN ACTION PLAN - COLLECTING PAYMENTS

Get your deposits early and you will be sure to fill your bus. Your event includes a payment schedule to make it easy for guests and their wallets. 1st deposits are the first step to a guest making a commitment to attending your event.

Set up a time and place. Send a reminder 1 or 2 weeks prior to each scheduled payment and offer a specific time and location for all guests to meet you.

Remind them of the multiple forms of payment accepted. Money Orders and Checks payable to **Soul Nation Events**. Online Credit Card option on our website www.soulnationevents.com or payments can be sent in directly to the **Soul Nation Events** office, 407 Executive Drive, Langhorne PA 19047.

All payments should include your event “Trip Code” for your account from your flyer and the guest name in which the payment is specifically for.



CONCLUSION

Remember that **we can accommodate any size group.**

Your discounted group rates remain for as few as 4 guests or as many as 1000.

Since the free tickets and cash are based on a specific number for each group trip event or getaway, of course we recommend that each individual promoter set a goal for those bonuses.

Always secure space as early as possible.

Space does sell out on many of our trips, so send in any money you have received to hold the reservations for the individuals in your group. This will hold their space as well as yours.

We hope this Event Promoters Tool kit has given you some ideas that will help you to personally promoting your own **Soul Nation Events** group trip.

If at any time you have questions check the **Soul Nation Events** website at

www.SoulNationEvents.com

or call

215.504.4000

Our experienced Event Planner team is ready to help.