

We know promoting a trip will look a bit different this year, so we're here to help. As your partners in travel, we have a wide-range of resources that are available to support spreading the word about your trip & holding meetings virtually!

PROMOTING YOUR MEETING

E-materials

- **Parent Meeting Announcements:** E-flyers and downloadable posters to share on your class website or trip Instagram page!
- **Parent Meeting Invitation:** Personalized invitation, ready to get the word out.

Trip Website

- **Tour Center:** Your Tour Center website includes your trip information and other important details.
- PLUS, students can sign up for email reminders / RSVP to your meeting here!

Recruitment Roadmap

- Your students can click "I'm Interested" to ensure they don't miss any important trip updates.
- Students & their parents will receive automated e-mails with reminders about how they can attend your virtual meeting & any deadlines. (**Simply include a link to a ZOOM session as the "location**). We'll take the hard work off you, and you'll earn \$\$ just for putting the tool into action!

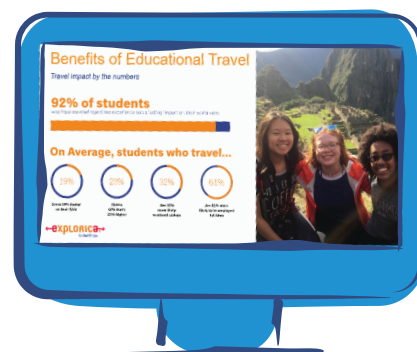


I'm interested >

HOSTING YOUR MEETING

Meeting Presentation

- **PowerPoint:** Personalized & ready-to-present PowerPoint, featuring your itinerary and unique Tour Center. Plus, we offer talking points provided in the notes section to help you with the presentation!
 - *Pro-Tip:* Record your virtual meeting to share later with anyone unable to attend.
- **Customized Presentation Space:** We can provide physical posters (mailed to school or home) to hang up behind you or custom destination-themed ZOOM backgrounds.



GETTING STUDENTS ENROLLED

Recruitment Roadmap

- **Email Reminders:** Families will receive an automated e-mail thanking them for attending the meeting, directing them to your Tour Center website, and reminding them about upcoming enrollment deadlines.

Meeting Follow-Ups

Share these virtual resources as a recap after your meeting:

- **Recruitment Flyer** details the itinerary, inclusions, and cost breakdown – plus, instructions on how to enroll!
- **Registration Brochure** outlines Explorica's affordability tools, academic offerings, and the benefits of sending your students abroad.

We're here to help!

- **Your Program Consultant:** Need additional materials? Have trip or recruitment questions? We're here to help!
- **Customer Care:** Available to answer any questions for parents at 888-310-7121.