

How To Host An Alaska Movie Night Cruise Party

By Lynda Ward, Level 1 Director



How To Order Your Kit

- The first thing is to order your **Alaska Movie Night Package**
- You have two (2) ways to order:
 - You may order by going to your **Travel Portal**
 - Click on Agent tools
 - Click on Vendor Brochures
 - Click on Alaska Movie Night
 - Call 888 478 6732
 - Or you may register with Princess Cruise line and order online at
 - www.onesourcecruises.com

Start Planning Your Cruise Night

- We are going to help you with your first party by having a simultaneous Nationwide Alaska Movie Night Cruise party on December 16, 2008.
- Plan your party for 7:00pm in your time zone.
- Invite your guess by invitation, flyer or phone call.
 - You will receive some post cards in your Alaska Movie Night Package that you can use as invitations.
- Give your guest at least one week notice. Call to confirm their attendance on Sunday or Monday

Book Your Group Cruise

- Prior to your party, you may want to set up your own Alaska group cruise. It doesn't have to be big, you can start by setting up just a few cabins.
- If you set up your own cruise, have the details available at your party and be prepared to take deposits if anyone is ready to book on that night.

We Have A Group Cruise

- We have a group cruise set up for Arlyne's Birthday. The name of the cruise is "Arlyne's Birthday Bash"
- You will be able to find it on the Group Tab on your website. To book this cruise, you will have to make a \$50.00 deposit by December 22
- If you or your guest are interested in booking this cruise, contact me at wardtravel@sbcglobal.net or call me at 909-800-0689.

Be Prepared

- On the night of the party, be sure to have the television and DVD already set up and working before your guests arrive.
- Serve snacks that guests can eat and watch the movie at the same time.
- Start the movie at 7:00. If you have no guest at 7:00, start the movie when the first guest arrive.
- Don't stop the movie as others arrive. Just have them to join you in watching it. Make comments how beautiful Alaska is during the movie.
- Encourage your guests' enthusiasm.

Solicit Conversation

- When the movie is over or at 7:30 (whichever comes first) introduce your guest to each other and solicit conversation about the movie.
- Tell them that you have a travel business and that you have planned a group cruise to Alaska. Ask if anyone is interested in hearing about it. Then give them the details of your cruise.
- If you have not planned a specific group cruise, tell them about your website and how they can book a cruise. Ask them about friends and family that may want to go to Alaska.
- Let them know how easy it is to book a group cruise through you.

Special Call For Guests

- At 7:45, tell you guest that you have a special treat for them – that Directors in your company are standing by to talk to them about the Cruise and the travel business.
- Then call into the CET Conference call line at 218-844 - 3388, Pin 238326#. Put the call on speaker phone.
 - Those who have their cell phones with them can call from their cell phones and listen in.
- The Directors will talk about the ease of booking cruises through YTB and tell your guest about their ability to get commissions from their cruise and other travel.
- The Directors will tell those who are interested to get back with the host and look at their websites and get a DVD to take home.

After The Special Call

- After the conference call, you will show your website to your guests
- Give them the DVD and arrange for follow up:
 - Arrange for them to watch the DVD with you at their home or your home
 - And/or invite them to an upcoming event.

Summary

- Plan your Alaska Movie Night Cruise Party for December 16th at 7:00pm
- Start playing the Heart of Alaska DVD as soon as your first guest arrive.
- At 7:30 or when the movie ends, talk to your guest about booking an Alaska Cruise
- At 7:45, call into the conference call at 218-844-3388, Pin 238326#.
- After the conference call, show your website or give them a DVD with specifics for follow up.

Host Other Cruise Parties

- Host a
 - Caribbean Cruise Party
 - Mediterranean Cruise Party
 - Any kind of Travel Party
- Good luck!!!