

SKI BUS (CLIENT APPRECIATION)

February is National Heart Month so get your heart rate up by chartering a bus for an epic day of skiing. To get started, reach out to a local mountain shuttle company. Ask about resorts they serve and lift ticket and transportation packages they offer. Once you've got these details set, it's time to get the word out. Send out a "Save the Date" card with event specifics. Let people know that space will be limited so it's important they RSVP early. Also, be sure everyone has fuel in their tank by providing a light breakfast and coffee on the way up. After everyone's enjoyed their day of skiing it'll be time to get back on board. On the way down, take advantage of having more time to catch up with your clients and play some trivia and give away prizes.

WHO TO INVITE

We recommend inviting your top clients to this event. Since you can't ask everyone in your database, start with people who you worked with in the past year or are a referral source for your business. If you still have room on the bus, expand your list to individuals you expect to make a move in the near future. This will ensure you'll be top-of-mind when they decide to pull the trigger.

TIMING

Although you can book a ski trip any time during the winter months, we recommend February in honor of "National Heart Month."

VENUE

Contact your local ski bus charter company and pick one of their resort routes. Some destinations are more expensive than others, so pick one that fits your budget. Your clients will love this event no matter where you go. Everyone appreciates a free day of skiing.

AGENDA

On the day of your event, have a plan to keep everything running smoothly.

1. Check-In at Shuttle
2. Distribute Lift Tickets
3. On Board Breakfast & Coffee
4. Meet Back at Shuttle
5. Skiing
6. On Board Apres Ski With Trivia and Prize Giveaways
7. Thank You for Coming

WHAT YOU NEED

Supplies

- ☐ Napkins
- ☐ Appetizer plates
- ☐ Plastic spoons
- ☐ Cooler (to keep beverages chilled)

- ☐ Bags of ice
- ☐ Baskets (to hold snacks)
- ☐ Hot beverage dispenser(s)
- ☐ Insulated cups with lids
- ☐ Trash bags
- ☐ Trivia prizes
- ☐ Trivia questions

Awkward Agent®

Food & Drink

The ski bus will be departing early and many of your clients may not have time to have breakfast or grab a cup of coffee before they arrive. Help add fuel to their tank by offering light breakfast onboard the bus. The following are some suggestions:

- ☐ Donuts
- ☐ Assorted pastries and muffins
- ☐ Yogurt
- ☐ Fresh fruit
- ☐ Granola bars
- ☐ Coffee (with individual creamers and sugar)
- ☐ Bottled juice
- ☐ Bottled water

GOOD VIBES ONLY

Icebreaker

Help your guests get to know each other on board with a game of trivia. You can play on the way up, down, or both. Your trivia questions can be anything from ski slang terms to movie and music trivia.

Music

Create a playlist featuring classic mountain hits to play on the bus. Consider songs like "Rocky Mountain High" by John Denver or "Ain't No Mountain High Enough" by Marvin Gaye & Tammi Terrell.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ "Save the Date" card
- ☐ Invitation
- ☐ Personal phone calls
- ☐ Email
- ☐ Text messages

Collateral

Further promote your personal brand with the following:

- ☐ Water bottle labels
- ☐ Wine bottle labels (if you serve wine on way home)
- ☐ Coffee cup stickers
- ☐ Treat bag labels (if you pre-package breakfast)
- ☐ Thank you cards
- ☐ Social media (post pictures of event and give shout outs)

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.