



## INSIDE INFO FOR GROUP ORGANIZERS

### Responsibility of group organizer's:

- Communicate details of the trip to your group using the promotional package supplied.
- Collect payments from your group. Encourage full payment to make it easier for you.
- Complete the rooming list based on room configurations assigned by Backside Tours.

### Promotional Hints:

- Start Early! The earlier the promotions, the more successful the trip.
- Get a core group of people committed early to generate momentum; the snowball effect. The more people that sign up, the more desirable the trip!
- If you're having a special event (Saturday night theme party), use it as a "Don't want to miss".
- Use one big final push the week before your payment deadline. Create a sense of urgency.
- Clearly mark deposit and full payment due dates on promotional sheet and how to pay.

### Collecting Payments:

- Use a deposit deadline as reason to pay.
  - Example: "Pay by the deadline and your spot is guaranteed".
  - Backside Tours recommends a 3 month prior to departure deposit deadline.
- Use accommodations as reason to pay early. First come, first served on choosing the best accommodations.
  - Example: ensuring the first signed up receive a bedroom, not the pull-out in condos.
- Make BST the "bad guy"
  - Example: "Backside needs our deposit in order to secure our rooms and bus".
- Deposits are transferable. Remember to let everyone know they have little to lose because deposits are transferable to another person in case they can't make it.
- Demand full payment from anyone joining after the deposit deadline.

### Full Payments:

- Remind group of deadline for full payment - payments due to group organizer.
  - Backside Tours recommends a full payment deadline of 1 month prior to trip departure.

### Room List:

- Use early deposits to reward the early birds with the best of the accommodations (not on pull-outs).
- Encourage the group to sign up with a bed partner (most groups go for max occupancy rates) to save you the task of pairing people up to share a bed.
- Ensure the group is aware of who gets the bedrooms and who is on pull-outs.
- Room list is due at the time of full payment.