**Check List for Recruitment Meeting**

**(Approximately) One month before meeting:**

□ Pick meeting date and location (get approved if necessary). It is a good idea to find a location that has internet access, so that you can show a video and possibly enroll travelers at the meeting.

□ Order necessary recruitment materials from your Tour Consultant. (Recruitment Power point, enrollment booklets, day-by-day itineraries, posters, etc.)

□ Create **RSVP/Nomination Letter** with meeting details, and distribute to students (see example attached)

□ Hang up posters/fliers advertising the meeting.

□ Submit announcement to be read during school-wide announcements.

□ Submit advertisement to school newspaper/local newspaper.

□Send mass e-mail to parents telling them about the meeting.

□ Print a price quote from your group leader website at [www.eftours.com](http://www.eftours.com).

**One week before meeting:**

**□** Send out an e-mail reminder to all parents who returned RSVPs. Don’t forget to include date, time and location of the meeting.

□ Practice presenting the Recruitment Power Point that was provided to you by your Tour Consultant. Make sure that you understand the information on each slide, be sure to ask your consultant if you have any questions.

□ Download the *Traveling with EF* video from <http://www.youtube.com/watch?v=eq-pyVK_kfA>

**□** Organize all meeting materials:

**□** Enrollment Booklets

□ Day-by-Day itineraries

□ Copies of price quote for each attendee.

□ Download a Destination Video and the Traveling with EF Video (you can find both of these on the EF Tours website ([www.eftours.com](http://www.eftours.com)) and also on YouTube ([www.youtube.com](http://www.youtube.com))

□ Create an agenda for your meeting (see example attached).

□ Create a sign-in sheet that includes a place for parents to record their contact information (phone, e-mail, etc.) (see example attached)

\*Continued on next page.

**Check List for Recruitment Meeting – pg. 2**

**Day of Recruitment Meeting:**

□ Arrive early to set up the meeting venue. (Arrange chairs, tables, etc.)

□ Double check audio/visual equipment

□ Make sure that the meeting room is accessible by unlocking necessary doors and placing signs in the hallways that help the find the correct location.

**After the Recruitment Meeting:**

□ Send a follow-up e-mail thanking the parents for attending the meeting, and encouraging them to correspond with any question they might have. It would also be a good idea to put the following links in the e-mail:

[www.eftours.com](http://www.eftours.com)

<http://www.youtube.com/watch?v=eq-pyVK_kfA> (informational video from EF)

□ Monitor your EF Tours Group Leader Web Site for enrolled travelers and potential travelers.

□ Call your Tour Consultant, and let them know how the meeting went!