



## Marketing Your Trade Mission

Once you have decided where and when your association is going on a Trade Mission and have worked with a travel company to set up the details of the trip, it is time to promote the finished product to potential attendees.

### Consider including the following items when creating your promotional piece:

- ✓ Theme/Title of Trade Mission
- ✓ Destination
- ✓ Travel Dates
- ✓ Association/sponsor names
- ✓ Cost
  - (be sure to specify if that includes airfare or hotel)
- ✓ Maximum number of attendees
- ✓ General Timeline of Events
- ✓ Optional/Special Events
- ✓ Open to association members only or open to anyone interested
- ✓ Website or contact info for additional information

For more information on Trade Missions and sample itineraries, please visit the Frequently Asked Questions section on [nar.realtor/globaltrademissions](https://nar.realtor/globaltrademissions).

# Attendee Travel Document

Distribute this document as far in advance as possible to registered attendees. This document includes more in-depth information than the promotional handout and is typically multiple pages long. It contains, but is not limited to, the following:

## Consider including the following items when creating your informational piece:

- ✓ Theme/Title of Trade Mission
- ✓ Destination
- ✓ Travel Dates
- ✓ Association/sponsor names
- ✓ Detailed Daily Itinerary
  - Dates, Times, Locations, Transportation Information, Meals (included or not)
- ✓ Travel information
  - Passport/Visa requirements
  - Monetary requirements (currency exchange, credit card fees/notification, etc.)
  - Suggested attire (casual, business casual, business professional, etc.)
  - Weather
  - Any cultural nuances, norms or restrictions
  - Hotel website and contact information
  - Adapters for electronics
  - Cell phone usage plans
  - Travel/safety alerts
- ✓ Business Information
  - If educational sessions, expos or meetings are included, be sure to list bullet points of the topics covered and expected takeaways.
  - If you are meeting with a Partner Association, provide the association name, location and market update. Include the name or names of individual(s) you will be meeting with and their role within the association.
  - Provide a destination market overview that includes population, expected growth, language spoken, demographics, housing market statistics, and highlight any major differences in how they conduct real estate transactions. You can also include inbound and outbound investment statistics from the country to/from the U.S. by using NAR Global research.

## Additional Tips:

- Keep your design simple. While photos are encouraged, it is important to make sure your packet is readable. Here's a list of design practices to avoid:
  - Pages with text overlaid onto an image
  - Yellow or bright colored text
  - Small or thin fonts
  - Pages with too much information
  - Misinformation, typos, incorrect use of grammar
- Organize the packet by sections and shorten any detail to bullet points when possible.
- Add information from the packet to your association's website, newsletters, social media, etc.
- Devise a post trip plan-of-action to assess the success of the trip including post trip meetings and surveys. Consider sharing videos, photos and information from the trade mission on social media.