

DESTINATIONWEDDINGS

Insider Tips & Resources Guide













MEET MARJORIE SHERMAN

mdsherman@classicvacations.com

Groups by Classic's National Groups Sales Manger

Subject Matter Expert

Everything GROUPS!

MARJORIE'S INSIDER TIPS & RESOURCES!

FOR SUCCESS WITH YOUR DESTINATION WEDDING GROUPS!

Throughout your training guide:

TUTORIAL

Click on this Tutorial link for short training videos.

REGISTER

Click on this Registration link to register for a special Groups Workshop

PLAY

Click on this Play link to watch special YouTube videos on demand.

DOWNLOAD

Click on link to download PDF resources as well as some customizable flyers.

Use the tools & resources available to qualify your customer and prepare before reaching out for proposals.



PRIVATE LABEL

SET UP YOUR BUSINESS CARD ON CLASSIC ASSIST.

**for Custom Proposal and Custom Group Website branding

TUTORIAL

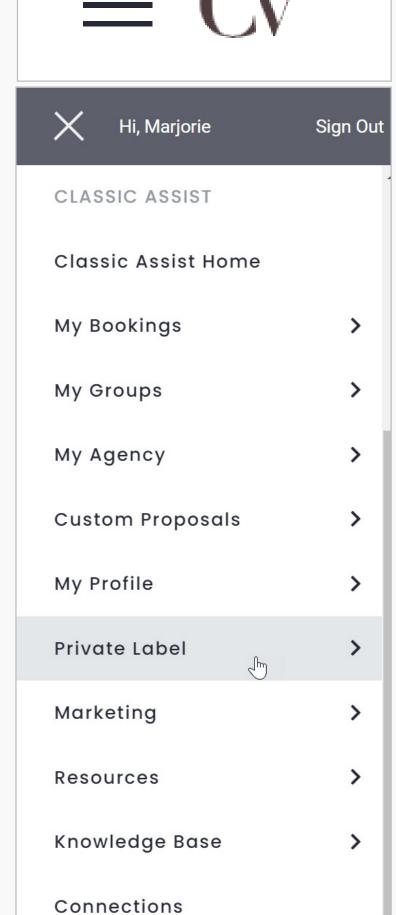


Marjorie's Destination Wedding Travel Marjorie Sherman

Award Winning Travel Adviser from Seattle 206-832-6500 call or text mdsherman@classicvacations.com

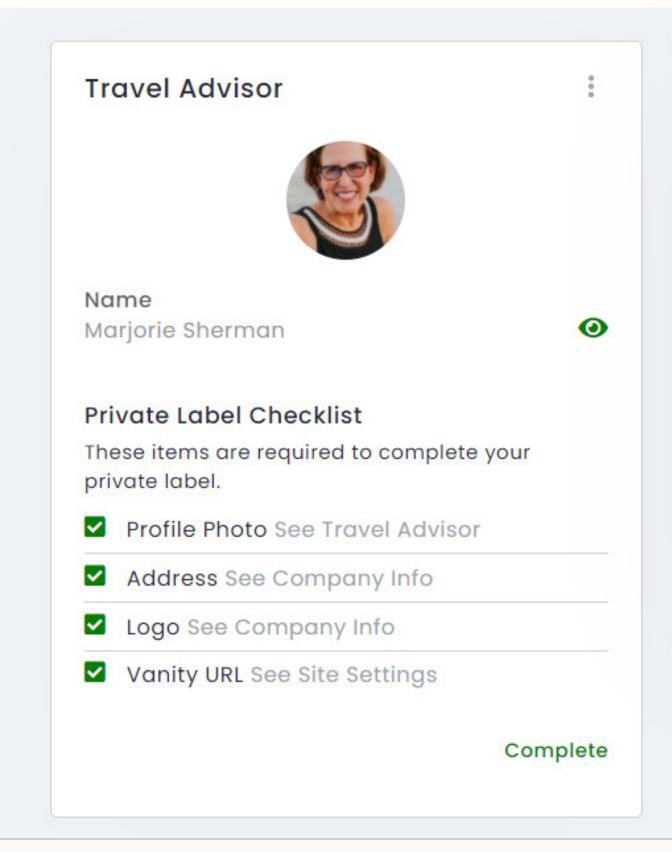


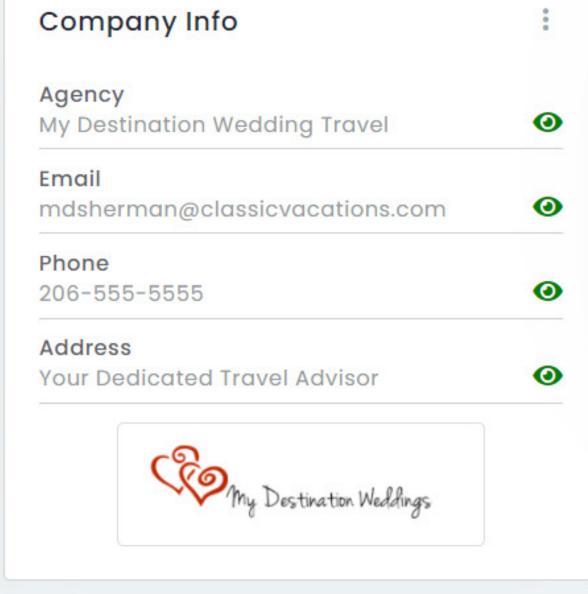






Classic Assist / Private Label





Site Settings	
Vanity URL www.classicvacations.com/ta/m	arjorie-sher
Customer Booking Disabled	
Logo on Documents	





QUALIFY

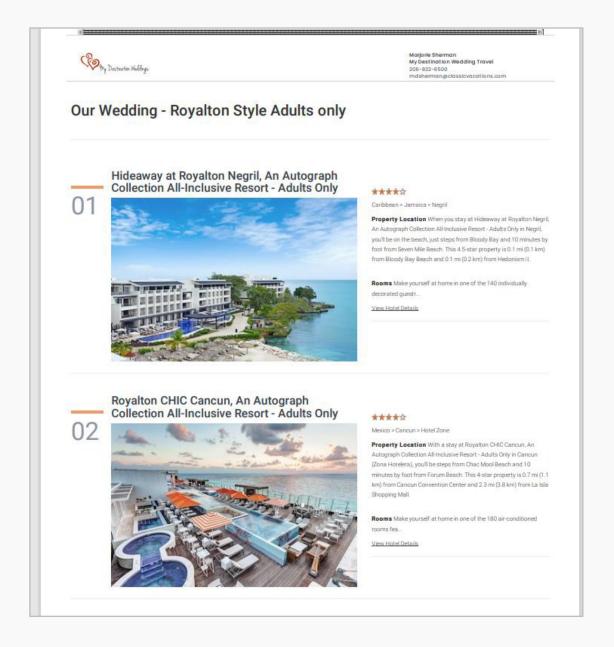
DECISION MAKING PROCESS

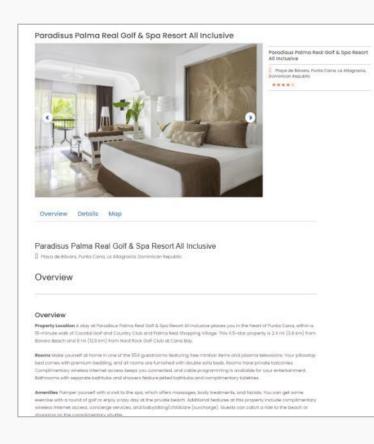
- Use Classic's Custom Proposal Tool and property resources.
- Get to know who will be traveling (families, children, adults only)
- Where are the guests coming from?
- Narrow choices to 3 maximum.
- Reach out to the property
 Wedding team to secure your
 Wedding date and location.

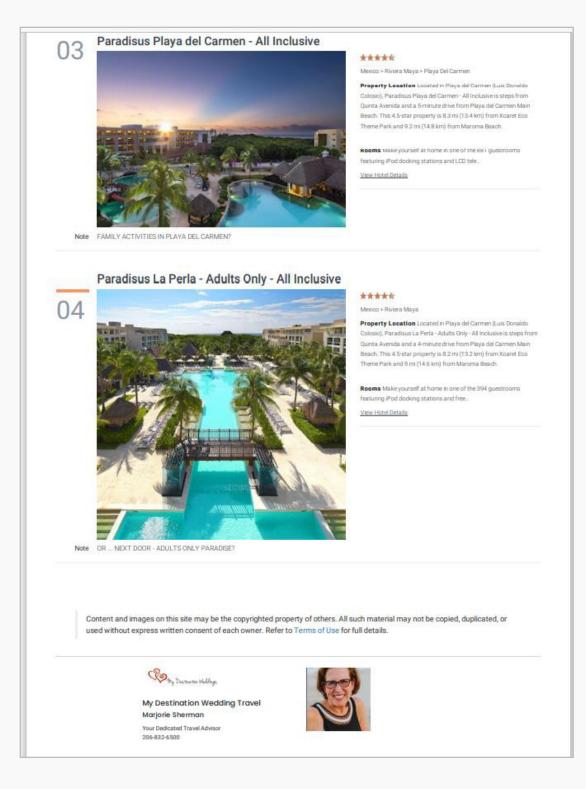
TUTORIAL



X Hi, Marjorie	Sign Out
Hotels	>
Vacation Rentals	>
Collections	>
Tours	>
Top Picks	>
The Know Zone	>
CLASSIC ASSIST	
Classic Assist Home	
My Bookings	>
My Groups	>
My Agency	>
Custom Proposals	>
My Profile	>
Private Label	>
Marketing	>
Resources	>
Knowledge Base	>









ANYTHING I COULD USE FOR SOCIAL MEDIA?

Destination Wedding VideoShare on Facebook and Instagram

DOWNLOAD









GROUPSBY

CLASSIC GROUPS' BEST PARTNERS

Take advantage of the resort resources, training, specialists and incentive programs!

Click on group resource with our preferred Group partners.

DOWNLOAD

Below you will find a Playlist on YouTube of special recorded webinars with some of our best group partners!

PLAY

2021 All Inclusive Virtual Product Showcase

PLAY











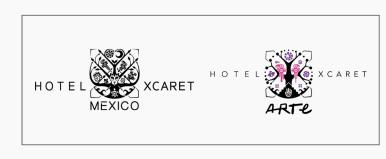
























(these are non preferred Classic FIT)

However, we have special group agreements, and you will earn full commissions with your contracted groups.

- Iberostar
- Barcelo
- Majestic

Above properties must be a minimum of 10 rooms.

"Seal the deal" with value added promos and services for your Wedding Couple!



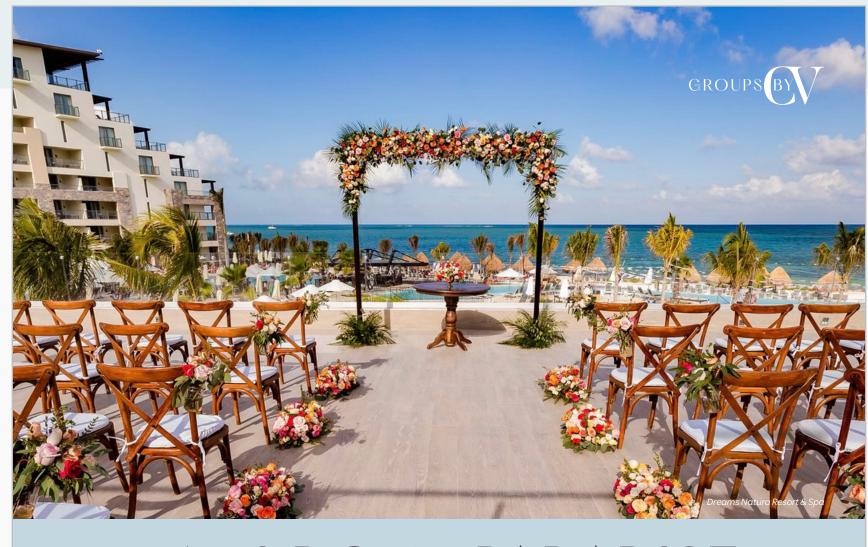
AS WE JUMP INTO ENGAGEMENT SEASON:

SAY I DO IN PARADISE

We will reimburse your Wedding Couples Airfare up to \$1000 with 75+ room nights

DOWNLOAD





SAY I DO IN PARADISE

Whether you're planning an intimate ceremony or a grand celebration, your Travel Advisor can help you create the destination wedding of your dreams. The options are limitless and your wedding experts will assist in making your wedding day as stress-free as possible.

AIR CREDIT YOUR DESTINATION WEDDING

Wedding Couple, you can earn up to \$1000 USD credit towards your Destination Wedding Airfare

To Qualify: your Travel Advisor will book your round trip flights with Classic Vacation on one of the following carriers, AA, UA, DL, AS, HA and you will receive up to \$1000 towards your coach air (based on 2 guests round trip). Your group must materialize 75 paid room nights to qualify.



This Area is Customizable!

Download this PDF by clicking the 'cloud' on the left of your screen.
 Click the CV logo to the left and replace with your own.
 Replace the content in this box with your contact info.
 It's ready to send to your clients!

Complimentary room nights earned through concessions will not apply toward the total room block count. Travel window now through 12/31/2024. This offer is valid for the Wedding Couple only, when traveling from any US gateway on AA, UA, DL, AS or HA, based on 2 guests round trip Coach Class airfares. Credit will be for a maximum credit of \$1000 for the couple. When booking alternate airlines with Classic Vacations, a maximum credit of \$500 will be offered ill other requirements are met. Value of the air tickets will be refunded within 30 days prior to departure when the minimum room requirements are met. Customer is responsible for all change and cancellation fees once tickets are issued. This air credit promotion is subject to availability at signing of contract and receipt of deposit and may be changed or discontinued without notice.

FREE CUSTOM GROUP WEBSITE FOR YOUR WEDDING GROUPS!



EASY TO CREATE TEMPLATE

WHAT'S IN YOUR SITE?

Home page to create Wedding Couples message to their guest and tell their story. Plus for you to provide information and guidance on guests booking their Travel.

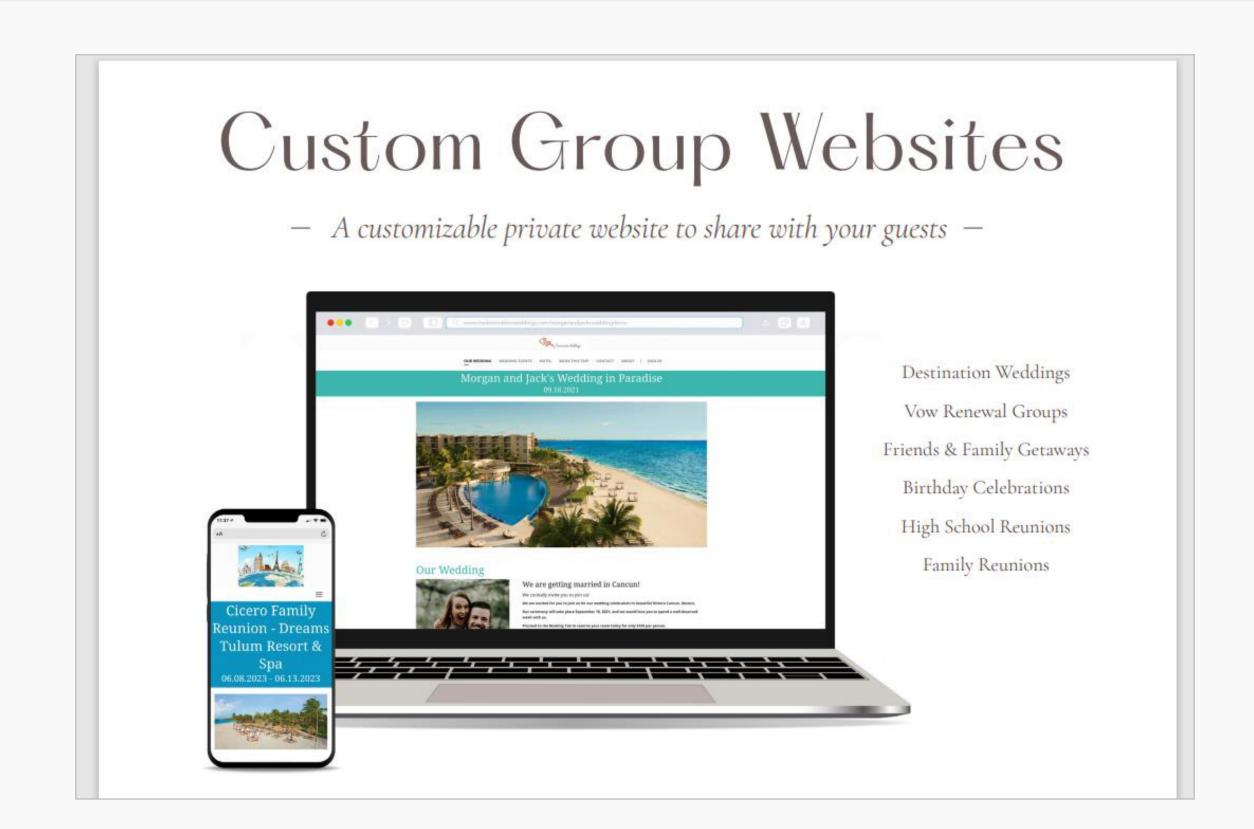
Events page to put wedding ceremony details.

Hotel Page with full picture gallery and amenities offered at your wedding couples' property choice.

Booking Engine for guests to make their

About Page for you to brand your business and provide agent resources such as Passport info, Travel protection info.

reservation and post their payments.



View a sample Custom Group Website:

www.classicvacations.com/gr/morganandjackweddingdemo

Invite code: LOVE

DOWNLOAD

Your Destination Wedding Checklist GROUPS BY CLASSIC VACATIONS



DESTINATION WEDDING ACTIVITY CHECK-LIST

□ Qualify your Wedding Couple — Destination, Property, dates, number of guests inviting, number of guests expected, where are guests coming from. Resources — Classic Custom Proposal as well as your property specialist programs and sites.
□ Attend Classic Groups Workshop #1 (Registration found in Education section of this deck)
□ Reach out to the property wedding department to secure a date, time and location for the Wedding day. Advise property you will be working with Classic Vacations for your guests Room block deposit. This can be done before or after you submit your request with Classic. Your Class Groups Specialist will assist with contact information.
☐ Fill out a Classic Groups Request Form to connect with a Classic Groups Specialists to begin the proposal process. <u>GROUP REQUEST FORM</u>
□ Work with your Groups Specialist to secure pricing and concession proposal for your chosen property(ies).
Once your Wedding Couple has chose a property; put together a room block request; see next slide about choosing a "Thoughtful Ro om Block" (this important topic is discussed in Classic Groups Workshop #1)
Understand your Contract received by Classic. First time? Set up a 1:1 with Marjorie Sherman to go through your contract.
□ Create a Contract/Agreement between you and your Wedding Couple. (Protect your Business Section ahead)
□ Now, time to jump into Workshop #2, learn about your group execution tools and your Customer Group Website tool.
□ Secure your signed contract from your customer, Sign Classic Contract and reach out to your Groups Specialist to submit your room block deposit (this is only done by phone.)
☐ You are now ready to Build your Custom Group Website and book guests' reservations.



Choose a thoughtful room block before moving to contract.





CHOOSE A THOUGHTFUL

ROOM BLOCK

*discussed in detail on Classic Groups Workshop #1

- Know the guest list
- Secure a spreadsheet of guest list.
- Have group leader or wedding couple send a save the date.

YES / NO / MAYBE

- Who is going for sure?
- Where are they coming from?

PLAY



Ready to move forward...

Once your client has chosen the property and you are ready to move forward with a contract, please provide me with your requested room block. Below is a sample room block that you can use as a template.

SAMPLE ROOM BLOCK

26 rooms - <hotel name>
1 Preferred Club Oceanview 6/15/2025 - 6/25/2025 (wedding couple)
10 Garden View Rooms 6/16/2025 - 6/20/2025
10 Ocean View Rooms 6/16/2025 - 6/20/2025
5 Preferred Club Oceanview 6/16/2025 - 6/20/2025

Please feel free to reach out to me with any questions.

As your partner in group travel, we are happy to provide you with the necessary resources to help you close this sale!



Hello & Happy Friday!

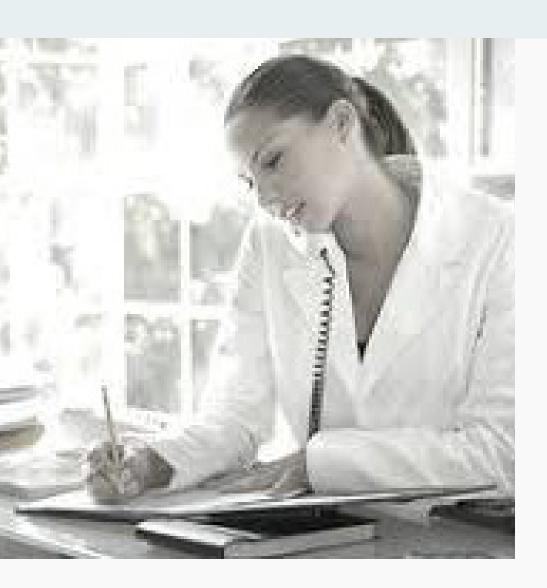
Marjorie Sherman, National Groups Sales Manager, joined us this week to share tips and advice about Group Contracts, including the Group Agreement, Exhibit A, and Client/Agent contract. By understanding the terms & conditions of the contract, you are more prepared to protect your business, communicate with your clients, and of course, earn more commission!

Protect your business!



PROTECT YOUR BUSINESS

SIGNS OFFS ON... GROUP LEADER (CONTRACT) & INDIVIDUAL TRAVELER (ACKNOWLEDGEMENT) SELL GROUP TRAVEL PROTECTION



CONTRACT CONCIERGE

(YOUR GROUP LEADER)

Make our document yours

TUTORIAL

- Use your own document
- Signature Template **DOWNLOAD**



CONTRACT CONCIERGE

(INDIVIDUAL TRAVELER)

- Create own/booking form
- Payment Link
- Custom Group Website

GROUP PROTECTION PLAN

	Maximum Benefit Amount				
Schedule of Insurance Benefits	Plan # F785G Group Select	Plan # F785F** Group Elite			
Trip Cancellation***	up to 100% of the non-refundable insured Trip Cost	up to 100% of the non-refundable insured Trip Cost			
Trip Interruption***	up to 100% of the non-refundable insured Trip Cost	up to 100% of the non-refundable insured Trip Cost			
Trip Delay	up to \$5,000	up to \$5,000			
Cancel For Any Reason	N/A	up to 75% of the non-refundable insured Trip Cost			
Accident and Sickness Medical Expense	\$25,000	\$25,000			
Medical Evacuation & Repatriation of Remains	\$50,000	\$50,000			
Baggage and Personal Effects	\$1,000	\$1,000			
Baggage Delay	up to \$100	up to \$100			

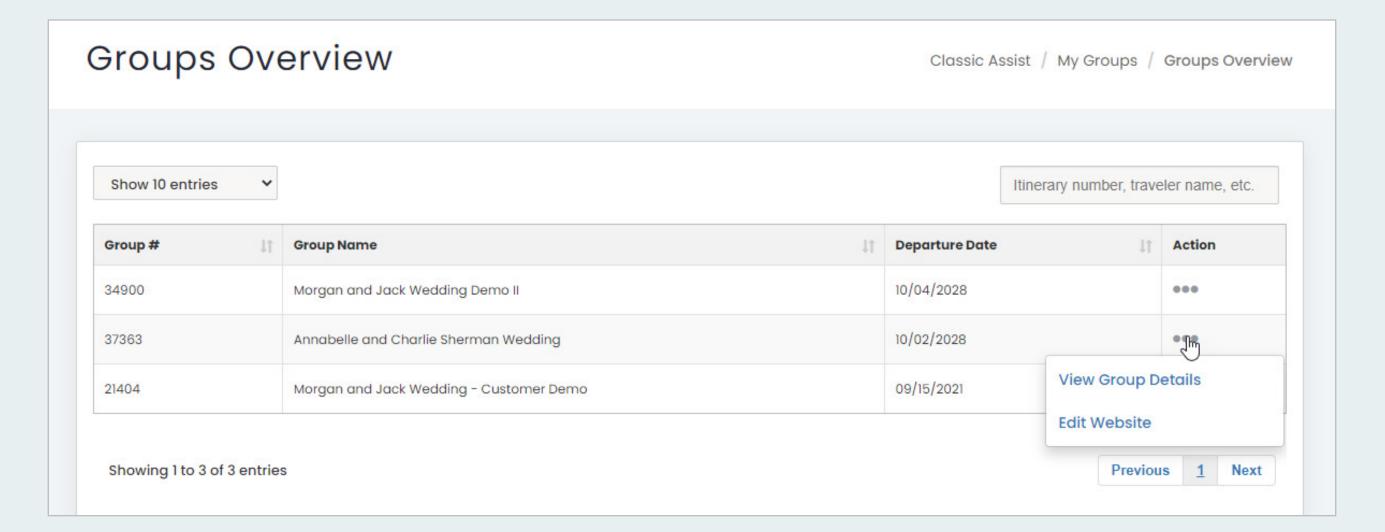
^{*}Plan #F785F is not available to residents of NY. Additional terms apply

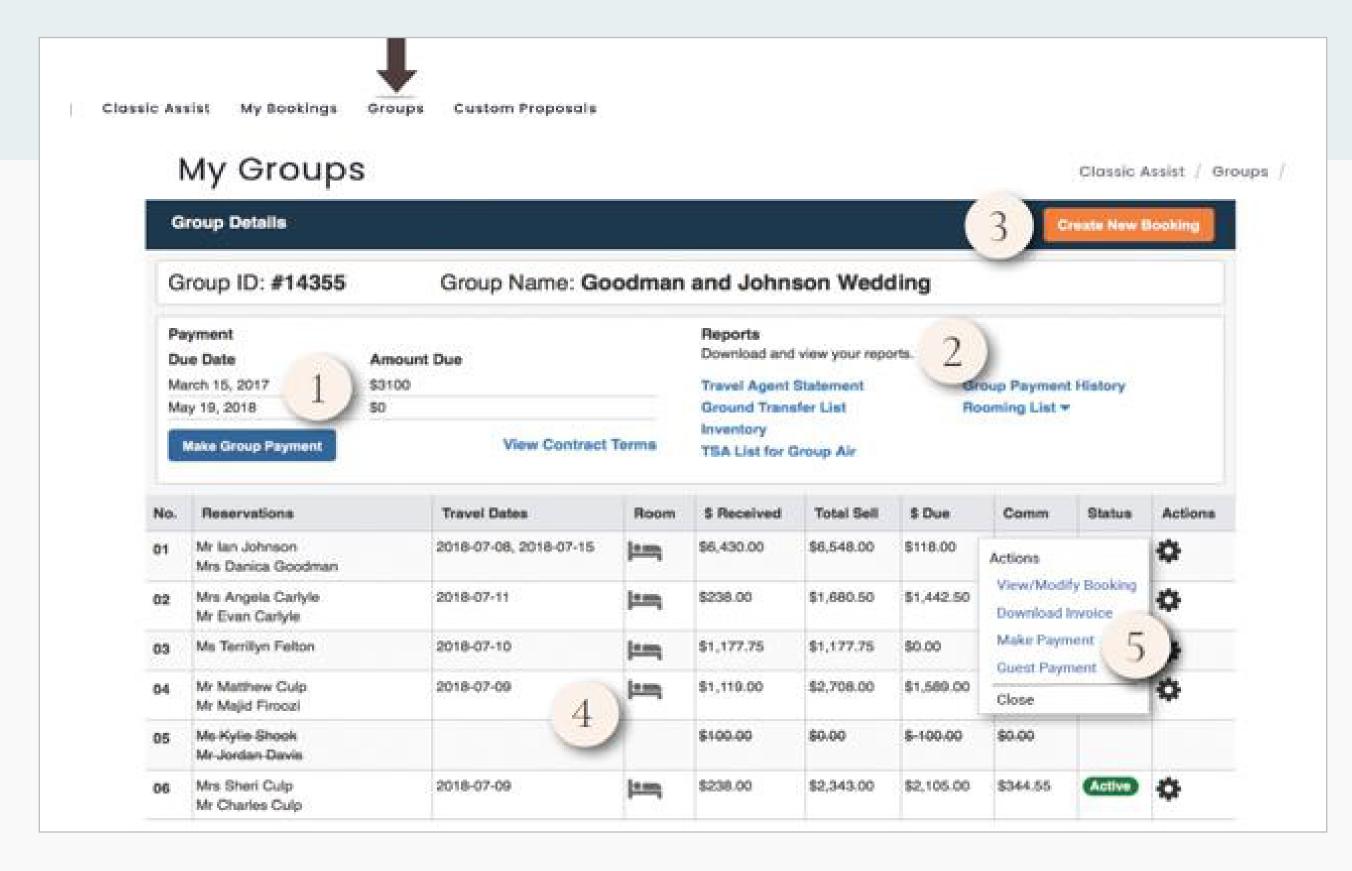
^{***} Trip Cancellation and Trip Interruption benefits are only payable if a trip is cancelled or interrupted due to a covered peril.

Non-Insurance Services	
Generali Global Assistance	
FootprintID®	
Blue Ribbon Bags	

Learn and maximize use of your Travel Advisor management tools.







TRAVEL ADVISOR GROUP MANAGEMENT PORTAL

- Make Reservations
- Post Payments
- Download group & individual traveler statements
- Pull Dynamic Reports
 Inventory Report
 Payment History Report
 Full group spreadsheet showing all components.

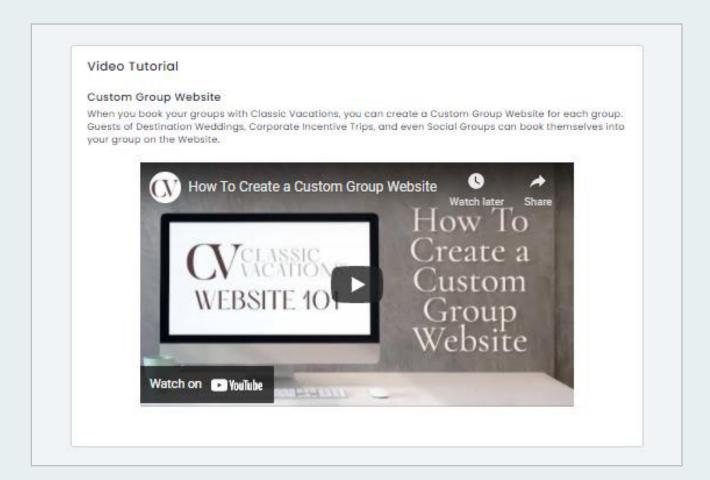
DOWNLOAD

					(Group #	21404)						
Hotel:	Dreams Riviera Cancun I Legal Names	Resort and Spa Guests	Room Type	Arrival	Departure	Nights	Transfer	Hotel	GROUP AntRoyd	Total Sell	Amt DUE	Total Come
1	Mr John Smith Mrs Jane Smith	2	Premium Deluce Room Ocean View (DBL)	9/15/2020	9/22/2020	7	\$96.00	\$2,338.00	\$1.00	\$2,434.00	\$2,433.00	\$238.0
2	Mr James Jones Mrs Janet Jones	2	Preferred Club Ocean View (DBL)	9/17/2020	9/20/2020	3	\$96.00	\$1,260.00	\$0.00	\$1,356.00	\$1,356.00	\$130.2
3	Mr Charlie Sherman Ms Annabel Sherman	2	Preferred Club Ocean View (DBL)	9/18/2020	9/21/2020	3	\$56.00	\$1,260.00	\$0.00	\$1,356.00	\$1,356.00	\$190.20
	GRAND TOTALS:						\$200.00	\$4,858.00	\$1.00	\$5,146.00	\$5,145.00	\$561.40

organ and J	ack Wedding - Custo	mer Demo					GROU	PS (BY)
Booking ID	Besking	15-Sep	14-Sep	17-Sep	18-Sep	19-Sep	39-Sep	28-Sep
Produced Claft Occas View	Total Research					,		,
(1404-)	Imported From Web 3 - IME.							
(1986-)	Superiod From Walt 3 - DML							
	Remaining Rooms					,		
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(3.604 - 3	Separted Fram Walt 1 - DML		1			1		1
	Remarking France	4.	4.					
Complete Peleve	Total Rooms							
	Breaking Room							

GROUPSBY

GROUP DASHBOARD TO BUILD YOUR CUSTOM GROUP WEBSITE

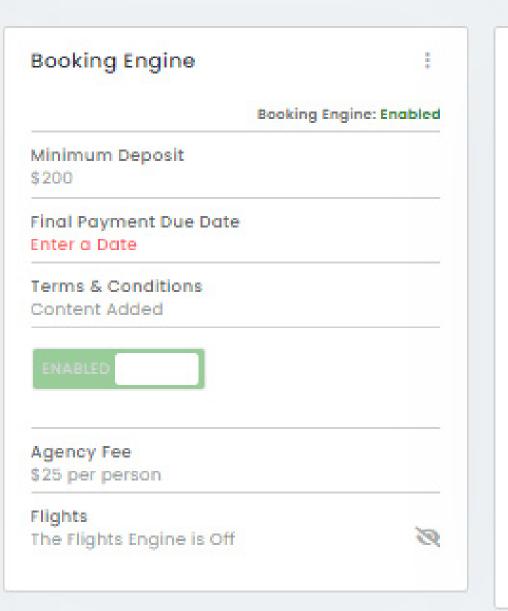


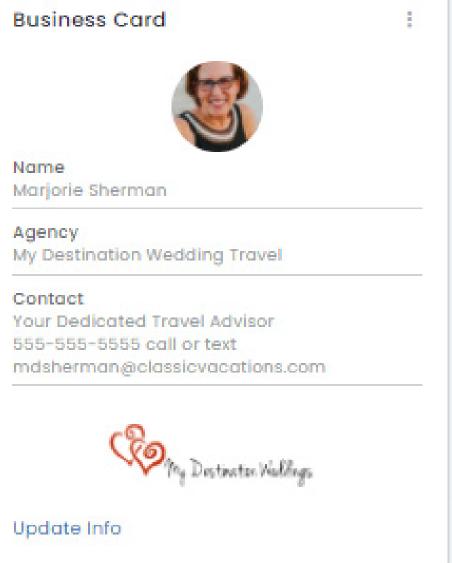
PLAY

We	bsite Checklist
Ann	abelle and Charlie Sherman Wedding
Gro	up Number: 37363
	Preview Website
1. s	ite Settings
Thes web	e items are required to activate this group site.
-	URL (Web Address)
2	Invitation Code
-	Theme
✓	Color
2.	Content & Images
Tell	guests everything they need to know about
	eling with this group.
	Main Image
	Home Page
	Events Page
	About Page
	Contact Page
	Booking Engine
	e items are required if you want to allow p guests to book online.
~	Minimum Deposit
	Final Payment Due Date
-	Terms & Conditions
7	Agency Fee
	Flights
Nee	d Help?
Fori	more guidance, check out the
	video tutorial.
	d some ideas? Take a look at
the	sample website.
	stions? Contact us at:
aro.	ine & classic vacations com

Site Settings	
URL (Web Address) https://www.classicvacations.co dCharlieWeddingdemo	m/gr/Anniean
Invitation Code	
Love	
Invite an Editor (Optional)	
No Email Entered	
Color	
Aqua Waters	•
Theme	100
Wedding	\sim

Content & Images	
Title & Date Annabelle and Charlie Sherman Wedding	
Main Image	
Image Added	
Home Page	
No Content Added	
Events Page	
No Content Added	
About Page	
No Content Added	
Contact Page	
Content Added	





View a sample Custom Group Website:

<u>classicvacations.com/gr/morganandjackweddingdemo</u>

Invite code: LOVE

More education leading to your success!





ONLINE WORKSHOPS

EVERY FRIDAY



9 AM PT | 45 MINUTES The Classic Group Process

REGISTER NOW

FRIDAY WORKSHOP #2

10 AM PT | 45 MINUTES
Online Group Management Tools
REGISTER NOW

HOP ON - HOP OFF: MARJORIE'S GROUPS VIRTUAL OFFICE HOURS

TUESDAY & THURSDAYS | 1 - 2 PM PT

HOP ON NOW

PLUS:

FOR ALL AGENTS TO ATTEND

A MONTH BEFORE FIRST ATTRITION DATE

PREPARE YOUR GROUP FOR TRAVEL

An In depth "Get Down to Business" Workshop



classicvacations.com/learninglounge



Learning Lounge 9-27-22: Destination Wedding Planning - First Steps

Classic Vacations

PLAY



Learning Lounge 4-12-22: Group Contracts

Classic Vacations

PLAY

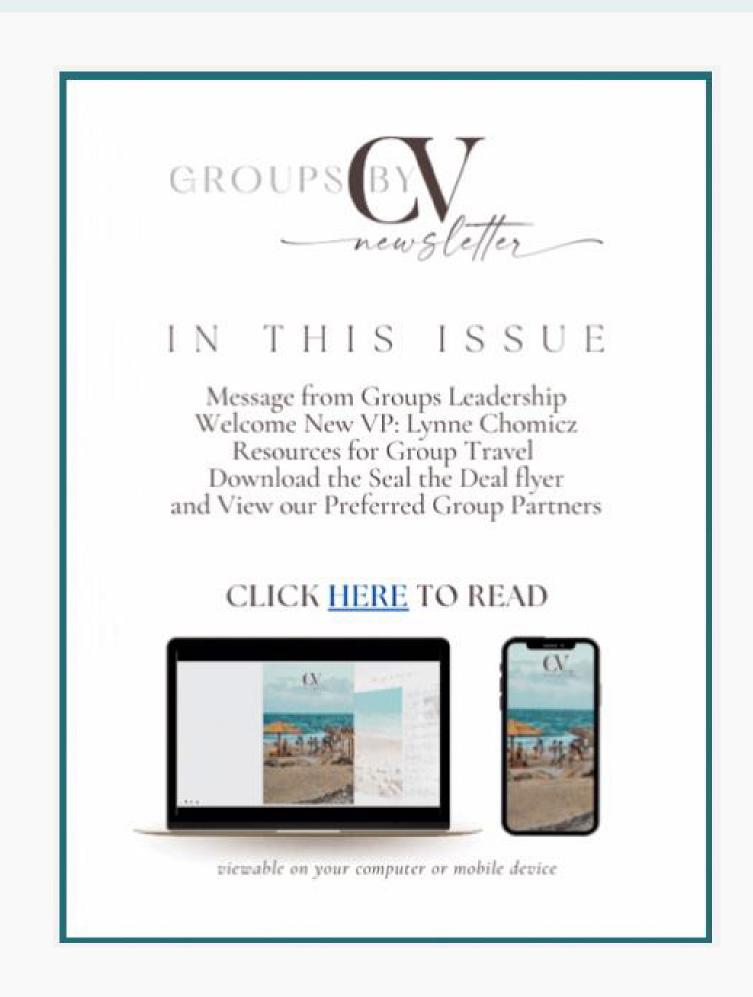
KNOW ZONE RECORDED PLAYLIST

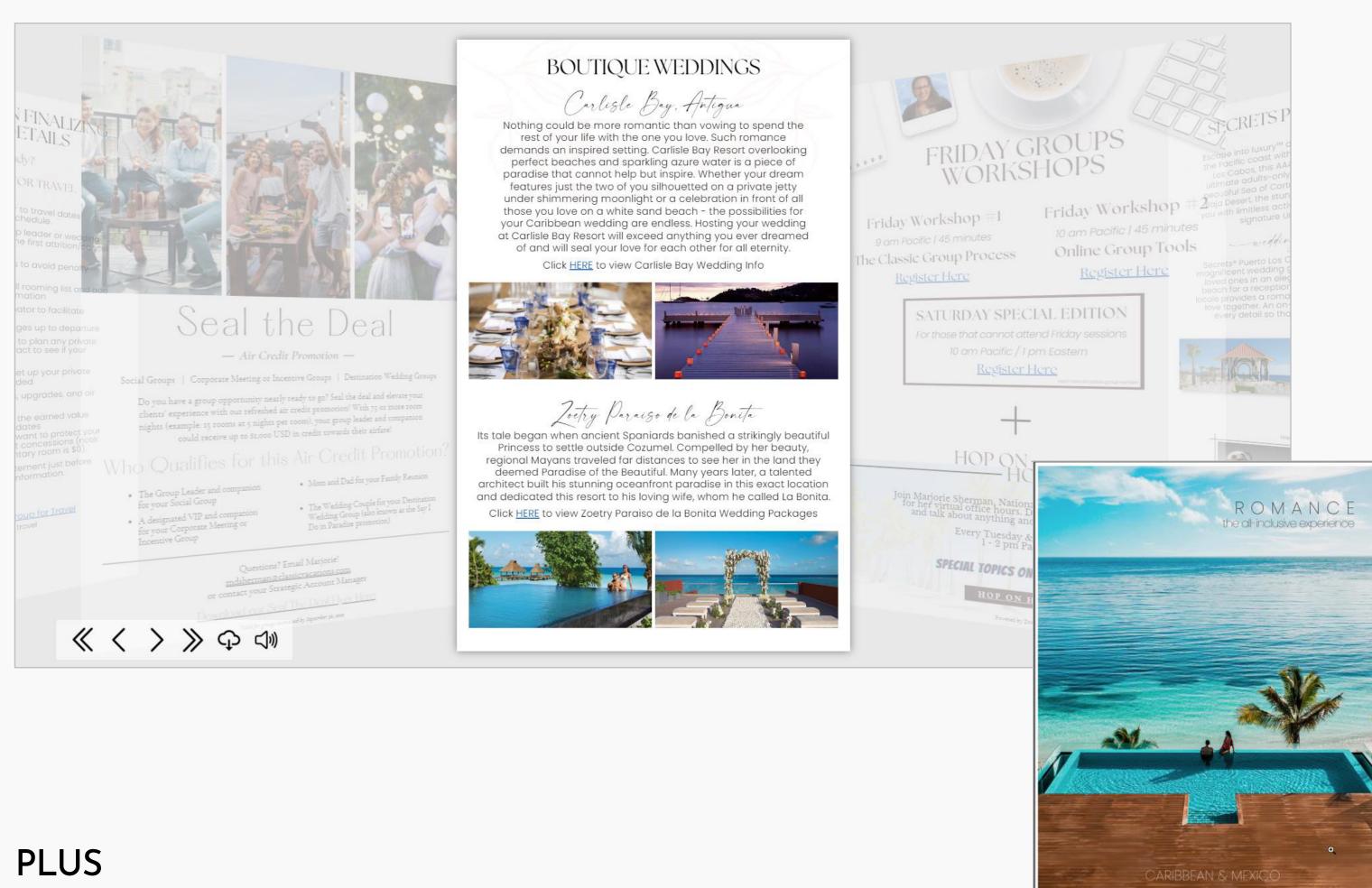
classicvacations.com/know-zone



TAKE A LOOK AT OUR 2022 GROUPS BY CLASSIC NEWSLETTER

WE ARE READY TO PARTNER WITH YOU!





PLAY

CLICK ON OUR NEWEST INTERACTIVE DIGITAL MAGAZINE