



WE WORK HARD WE PARTY HARD

A Hybrid Event

What is the new e-ductation?

- The coronavirus pandemic pushed a lot of new creative marketing tools to the markets – mostly webinars.
- Webinars are a very good e-teaching tool when it comes to facts & sharing experiences.
- However, The Bahamas Tourist Office Germany decided to evolve the webinars and turning it into an event.

➤ **The Bahamian Hybrid Roadshow Event**

What exactly is a Hybrid Roadshow?

A hybrid event is an event with multiple on- and offline touch points:

- Phase ONE: Introduction & registration phase of participants – online.
- Phase TWO: Preparation/gift box phase – offline.
- Phase THREE: The actual event with interesting product presentations by participating Bahamian partners – online.
- Creativity and story-telling is key here!
- Phase FOUR: Follow up of the event with Diploma – offline.

Phase ONE: Introduction & Registration phase – online



**E-ROADSHOW EINLADUNG
WE WORK HARD & WE PARTY HARD!**

- We promoted the Bahamas
- E-Event with newsletters and within two hours the 50 available „seats“ were booked.
- Limiting the number of participants makes the event more attractive amongst the community.

Phase ONE: Geering up to the event



- Three days before the event started, we invited the agents to join a WhatsApp group.
- Out of the 50 agents 38 joined.
- The presenters had the chance to post pictures of The Islands of the Bahamas and to have an open dialogue with the agents.

Phase TWO: Preparation phase - offline

We prepared a surprise parcel for the agents, which arrived 2 days prior to the event:

- Roadbook, information pack including a crossword
- Androsian Mask
- Pre-mixed Bahama Mama's
- Homemade Rum cake



Phase THREE:

The actual event – online

- The event took place from 6 pm - 7:30 / 8:00pm pm German time.
- The following partners have presented:
 - Tommy Thompson - Deputy Director General Ministry of Tourism of The Islands of The Bahamas (MOT)
 - Anthony Stuart - Director Europe (MOT)
 - Nadine Rankin - Nassau Paradise Island Promotion Board
 - Carmel Churchl & Erika Gates - Grand Bahama Island
 - L'Oréal Sweeting - Out Island Promotion Board
 - Sunibel Sanchez - Ocean Club, a Four Seasons Resorts
 - Evelyin Schülke - Sandals Resorts

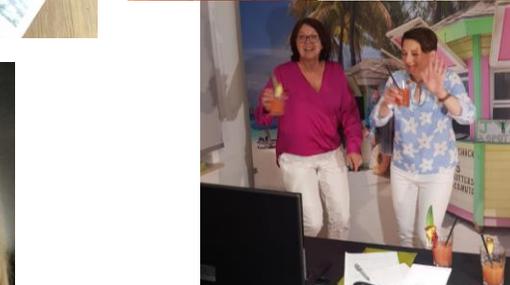
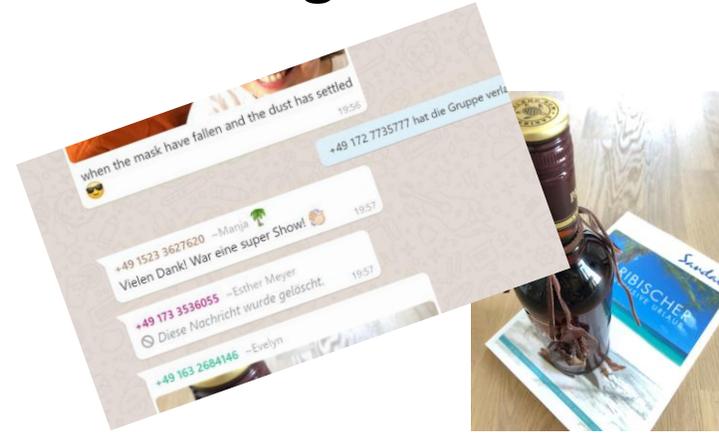
Phase THREE:

The actual event – online

- The presentation lasted around 70 minutes.
- After the actual information part, the agents were invited to „party“ with the presenters. We showed a music video from [Lady E](#), kept our webcams on and cheers with them.
- This was followed by a raffle. The price was a seat in the next fam trip.

The WhatsApp group during the event

- 50 pictures and over 200 messages were sent.



Phase FOUR: After the event

- All participants will receive a „Bahamas Expert Certificate“
- Some of the comments:

The Bahamas webinar was wonderful - the Wanderlust is immense.

The event was interesting and I loved the Bahama Mama, Rum Cake and Bahamas mask.

Very innovative and nice idea. Everybody was very excited about the gift package and I was very happy about the content. Cake/Drink delicious, mask beautiful and informative. An all around success! Very nice moderated by you! And never boring at any point.

I would like to take this opportunity to thank you and your team for the successful event last Thursday. The idea with the Rum cake and the Bahama Mama was brilliant and the webinar very informative and entertaining.

Phase FOUR: After the event

THE ISLANDS OF THE
bahamas



Diplom

Hiermit bestätigt das Bahamas Tourist Office die erfolgreiche
Teilnahme von

Stefan Narr

- We sent a Diploma to all our participating agents.

Technical requirements

- The program is called GoToWebinar and can easily be accessed without downloading it.
- Your device should have a microphone and a camera.
- You need a mobile phone with WhatsApp.

Costs for the event

- Due to budget restrictions we had to carefully calculate spending.
- The cake and the drinks where all homemade.
- The overall costs for the event were at about € 2,500.

Next planned E-Events

- August 26 – **TASTE OF GRAND BAHAMA - LIVE COOKING EVENT**
- Early October – **ISLAND HOPPING**

THANK YOU!