

# Greetings from My **STAYCATION**

*All Fun, No Baggage!*



## TIMING



The **STAYCATION** promotion can be used as a stand-alone event to augment your annual promotion schedule, or you can use it to enhance one of the core promotions where appropriate.

# STAYCATION PROMOTION GUIDE

See the last page of this guide for covid-19 safety suggestions.

The intent of this guide is to provide you with a resource of tools and ideas that you can use to showcase and promote your **STAYCATION** promotion. This is your students' passport to escaping the winter doldrums by creating the perfect getaway to a favorite vacation spot. Complete with engaging décor and signature location-based menus, **STAYCATION** will whisk away your students and take them on an imaginary trip to destinations near and far. The best part of all, no baggage required. We have included a variety of additional activities that you can use to drive meal plan sales and overall student satisfaction, and all of the materials are fully customizable to provide you with maximum flexibility in creating offers that best fit your individual needs. Best of luck and remember to **STAYCATION!**



## TARGET AUDIENCE



- Students
- Faculty & Staff
- University Visitors

## OBJECTIVE



- **REINFORCE** with students the value and appeal of being on a university meal plan.
- **GENERATE** interest among students, faculty and staff not currently on a university meal plan.
- **INCREASE** customer satisfaction while showcasing the many qualities of your dining program.

## STRATEGY



Generate excitement and interest among the entire university population in your **STAYCATION** promotion. Focus on driving meal plan sales through the engaging combination of signature culinary creations and exciting promotional activities.

# PROMOTION MAIN EVENT

The primary focus of **STAYCATION** is to create an exciting buzz around your students' ability to shake off the winter blues with an exciting menu and complementing getaway décor. Since the goal of the event is to “transport” students to vacation destinations, it’s especially important to keep all of your efforts and ideas focused on a general theme of escape and excitement. Like all of your university dining promotions, this is also an ideal time to highlight the value and benefits of being on a campus meal plan.

- Create a stir by hosting a complimentary tasting or “food pairing” and invite students to sample mini or bite sized versions of some of the fare they can expect to see during the promotion.
- Remember to engage all of your students' senses! Arrange to have themed or corresponding music playing throughout the dining area to really help set the scene.
- Encourage students to get involved by asking for their input prior to your promotion. Find out what they want to see and eat, and do your best to accommodate their choices and event suggestions.
- Use props for support! You can choose to highlight any location that you wish to find decorations and giveaways to add color to your promotion.



## ADDITIONAL PROMOTION TACTICS

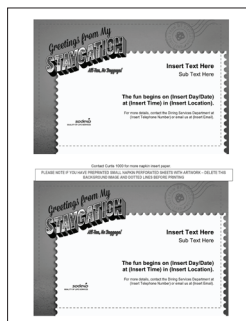
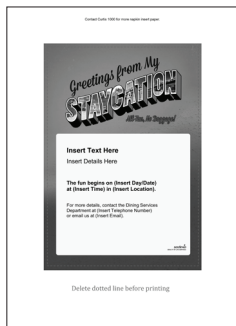
- Use your **STAYCATION** promotion to feature the delicious foods your program offers. Remind them that while this is a special promotional event, great food and service are always “on the menu” in resident dining.
- Host a **STAYCATION** Block Party complete with unique getaway food favorites, music, décor and fun activities that connect to the locations you are celebrating.
- Encourage students to share a favorite vacation photo on a special **STAYCATION** Pinterest board that you and your team create. Students can PIN anything they want ranging from an actual vacation photograph to travel magazine clips to a photo snapped during your promotional activities.
- If you can't go outside for the “real thing,” turn your dining area into an authentic Backyard BBQ complete with all of the traditional accompaniments. Encourage your students to dress the part and join in the fun wearing their best “vacay” garb.
- Invite students to show off their best vacation fashions by capturing a decked out selfie featuring this Reusable Photo Frame available through Sodexo Print Management. The frame is perfect for all of those candid moments and comes with a dry erase panel so it can be used for other promotional activities throughout the year.



# ADDITIONAL RESOURCES



Please visit the **MARKETING TEMPLATES** Section of the Promotions Link on Sodexo Net for a variety of additional tools you can use to promote the **STAYCATION** promotion.



# STAFF INVOLVEMENT

Involving staff in your promotional events is crucial to promotional success. One of the most effective ways to engage your staff is to thoroughly explain the details and benefits of the promotion, and to encourage them to actively communicate that information to your students.

Below you'll find a few suggestions on how to build excitement with your staff while ensuring everyone is doing the best they can to make **STAYCATION** a complete success.

- Involve your staff by encouraging them to take ownership of the promotion. Explain to them that helping to build excitement among the students will make everyone's experience even more enjoyable.
- Ask your staff for their ideas on how to make the event a huge success. Your staff directly interacts with the students on a daily basis and they often know best which ideas work better than others. This feedback is invaluable.
- Host a pre-promotion tasting for your staff. Sampling the promotion specials you have planned is a great way to build excitement while equipping team members with the information they need to answer any of the students' specific questions about the menu items being served.
- Host a special staff contest to create excitement. You can award prizes to staff members who wear the best **STAYCATION** attire during the event; the staff member who generates the most student interest and involvement in the promotion; or the staff member who contributes the best idea to enhance your event.
- Before the promotion begins, host a staff Q&A session so everyone can be briefed on the details of the event. It's vital that everyone is up to speed and comfortable with all of "the moving parts" of your promotion.

## PROMOTION FEEDBACK

Gaining feedback from your customers regarding your promotions is the best way for you and Sodexo to make future events even better. To help capture this valuable feedback, we have provided a Napkin Insert that you can use to obtain feedback from your customers regarding their **STAYCATION** promotion experience. You may also want to utilize your MyDtxt program to have customers submit their feedback via text messaging. We would also like to know how best to enhance further promotions to make them better for you. Please e-mail your feedback to Patty Pugh at Ideaworks Marketing at [pattyp@ideaworks.marketing](mailto:pattyp@ideaworks.marketing)



### TIMING

We suggest using the Feedback Napkin Insert at or near the end of the **STAYCATION** promotion and for at least one week after the completion of the entire event.

### ELECTRONIC TOOLS



FEEDBACK NAPKIN INSERT

## MAXIMIZING YOUR PROMOTION

Your **STAYCATION** promotion period provides you with many opportunities to showcase our **CRAVE** or **ELITE RESTAURANT** concepts. Use these highly engaging culinary offerings as a way to add excitement to your promotional activities or even feature them as the highlight of your **STAYCATION** event.





## **COVID-19 SPECIFICATIONS**

Should your university be running a Staycation event during the time of social distancing, please consider these adjustments to the activities. The safety recommendations in this guide are general suggestions. You need to follow all campus policies and state and local regulations to ensure the safety of customers and staff.

### **GENERAL:**

- Only host your event in a space large enough to comply with social distancing guidelines (at least six feet apart)
- Have an online staff Q&A session

### **PROCEED WITH CAUTION:**

- STAYCATION BLOCK PARTY – Only host your event in a space large enough to comply with social distancing guidelines (at least six feet apart)
- REUSABLE PHOTO FRAME – Consider fun backdrop rather than frame. If using anything that multiple people will touch, provide sanitizing wipes for cleaning between each person.

### **PROMOTION FEEDBACK:**

- If collecting feedback, consider using an online form.

### **FOOD SAFETY:**

- If hosting a tasting/sampling, provide pre-packaged or plated portions