



The 2023 *Road Trips to the Real World* Program is back with both virtual and in-person sessions!

Thank you for your assistance in marketing this signature program on your campus!

Included in this toolkit you will find:

- A marketing timeline
- Email templates for faculty, staff and students
- A campus announcement template
- Social media templates

Please also utilize the marketing materials listed below which can be found on the EACE website at: eace.org/roadtrips

- [2023 Virtual RTRW Student Flyer](#)

If you have any questions about the 2023 Virtual *Road Trips to the Real World* program or the marketing toolkit please contact your EACE Connections Committee contact.

Thank you again for your help!



Suggested Timeline

Key Dates

- Student Registration Opens: Tuesday, November 1, 2022 at 12:00 pm ET at www.eace.org/roadtrips
- Student Registration Closes: For each virtual site, the morning of the virtual visit date. For each in-person site, 1 week before the site visit.
- Site Visits Take Place: January 4 - 20, 2023

Week of November 1, November 8, November 15, November 22, December 6, December 20:

- Send out targeted email communications announcing open registration for the program. Use marketing email and social media templates and tailor for specific groups.
- Please remember to attach flyer and/or graphic images when possible
 - Examples of Special Groups for Targeted Emails
 - Specific Majors
 - Professional Clubs and Organizations
 - Faculty and Academic Departments
 - Special Student Leaders: (RA's, OL's, student workers, etc.)
 - Athletes & Coaches
 - Student Affairs Staff or other Campus Departments
 - Consider students you know well and email individually if there is a site near their hometown or related to their major and career goals

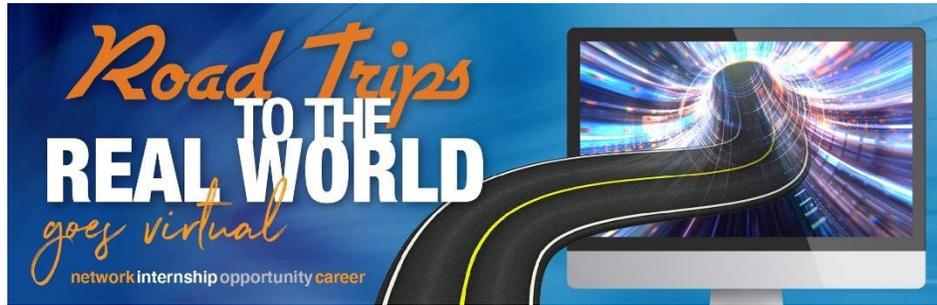
Week of December 20:

- Send out final emails and social media announcements about registration closing for each site 24 hours before the virtual visit date and/or one week before an in-person session.

Please note that this is a suggested timeline for marketing the 2023 Virtual Road Trips to the Real World Program to students on your campus. We understand that you have many responsibilities to juggle and appreciate anything you can do to help market this great program to your students. As a reminder, this program is only available to current undergraduate and graduate students from EACE member colleges and universities or affiliated Regional ACEs.



Marketing Email Templates



Email to Students

Subject Line: Employer Virtual & In-person Site Visits Over Winter Break - *Road Trips to the Real World!*

Hello (insert audience/group/etc.)

GOT WINTER BREAK PLANS?

Participate in **EACE's 2023 *Road Trips to the Real World* program!** Road Trips offers college students the opportunity to attend virtual (and a few in-person!) employer site visits between January 4 - 20, 2023. Host companies will talk about their organization, industry, internships, and job opportunities. This is your chance to get the inside scoop and your foot in the door at 19+ participating employers.

The registration deadline for each site 24 hours before the virtual visit date or one week before an in-person visit date. Register today at eace.org/roadtrips

During the visits, you will get an in-depth look at the company's operations and see firsthand the potential internships and jobs that are available. You will also network with employers and get a head start on your career planning. This is an opportunity you do not want to miss!

WHO: Students who are interested in exploring career opportunities. Open to any current undergraduate or graduate student attending a college or university that is a member of the Eastern Association of Colleges and Employers (EACE).



WHAT: An opportunity for students to learn first-hand about a career field, network with employers, and explore internship and job opportunities at 18+ companies.

WHERE: Virtually: Connect from anywhere you have online access! 3 in-person sessions are also being offered in NJ and MA.

WHEN: Registration is open from November 1 until 24 hours before the individual virtual visit date or one week before an in-person visit. Site visits take place on one day between January 4 – 20, 2023 View the schedule and register at eace.org/roadtrips.

WHY: It will help you to think about life after college and the career paths that are available. ***After all, it is never too early to start thinking about your career!***

THIS YEAR'S SITES INCLUDE:

In-person:

- **Subaru of America, Inc.**, Camden, NJ
- **Hard Rock Hotel & Casino**, Atlantic City, NJ
- **Staples, Inc.** (EACE Sponsor), Framingham, MA

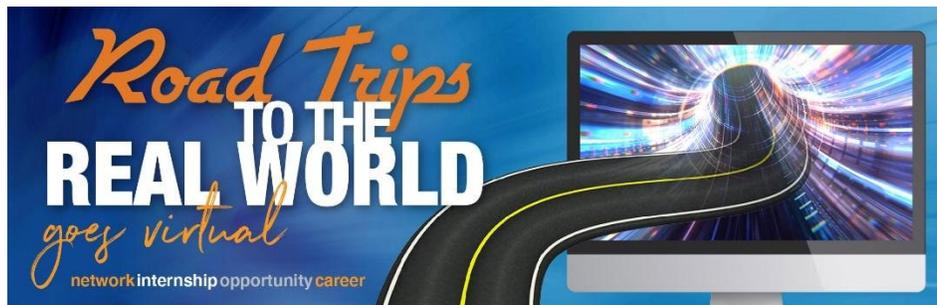
Virtual:

- **USLI**
- **Vanguard**
- **Warner Brothers Discovery**
- **The GIANT Company**
- **JCDecaux North America**
- **Protiviti**
- **Amazon Web Services (AWS)**
- **Fastenal**
- **Green Chimney Children's Services**
- **BDO USA LLP**
- **Ability Beyond (EACE Sponsor)**
- **Alpha Omega Integration**
- **Southcoast Health**
- **City Year**
- **Friends Center for Children**



The Road Trips site visits cost \$5.00 per site (plus EventBrite service fee) and are non-refundable. The 2023 virtual program is open to students of EACE members and our affiliated Regional ACEs.

We look forward to seeing you on a Road Trip in January! If you have questions, please check the EACE website or contact your career center on campus.



Email to Faculty/Staff/Administrators

Subject Line: Spread the Word – 18+ Employer Virtual Site Visits Over Winter Break!

Dear **Faculty and Staff,**

Please encourage your students to participate in this exciting winter break career development program – EACE’s 2021 Virtual *Road Trips to the Real World!*

Road Trips to the Real World offers college students the opportunity to attend virtual employer site visits between January 4 – 20, 2023. Host companies will talk about their organization, industry, internships, and job opportunities. This is a chance for students to get the inside scoop and their foot in the door at 18+ participating employers.

The registration deadline for each site is the morning of the virtual visit date or one week before an in-person visit. Students can register at eace.org/roadtrips

At each site, students will get an in-depth look at how the company operates and see firsthand the potential internships and jobs that are available. Students will also network with employers and get a head start on their career planning. This is an opportunity that students do not want to miss!

WHO: Students who are interested in exploring career opportunities. Open to any current undergraduate or graduate student attending a college or university



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WHERE: Virtually: Connect from anywhere you have online access! 3 in-person sessions are also being offered in NJ and MA.

WHEN: Registration is open from November 1 through the morning of virtual site visits or one week before an in-person site visit. Site visits take place on one day between January 4 - 20, 2023. View the schedule and register at eace.org/roadtrips.

WHY: It will help students think about life after college and the career paths that are available. ***After all, it is never too early to start thinking about your career!***

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The Road Trips virtual site visits cost **\$5.00 (plus EventBrite service fee) per site and are non-refundable**. The 2023 virtual program is open to students of EACE members and our affiliated Regional ACEs. **NEW THIS YEAR: Colleges/universities can purchase prepaid student tickets!** Purchase your prepaid tickets [here](#) and a member of the committee will be in contact to provide the promo codes to distribute to your students.

We look forward to seeing your students on a Road Trip in January! If you have questions, please check the EACE website or contact the [EACE Connections Committee Co-Chairs](#).



Campus Announcement Template

GOT WINTER BREAK PLANS? Participate in an employer site visit through EACE's 2023 Virtual *Road Trips to the Real World!*

Participate in **EACE's 2023 Virtual *Road Trips to the Real World!*** Road Trips offers college students the opportunity to attend one-day employer virtual site visits between January 4 - 20, 2023. Host companies will talk about their organization, industry, internships, and job opportunities. This is your chance to get the inside scoop and virtually get your foot in the door at 18+ participating employers.

The registration deadline is the morning of the virtual visit date or one week before an in-person session. Register at eace.org/roadtrips

During each virtual site visit, you will get an in-depth look at how the company operates and see firsthand the potential internships and jobs that are available. You will also network with employers and get a head start on your career planning. This is an opportunity you do not want to miss!



WHO: Students who are interested in exploring career opportunities. Open to any current undergraduate or graduate student attending a college or university that is a member of the Eastern Association of Colleges and Employers (EACE).

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WHERE: Virtually: Connect from anywhere you have online access!

WHEN: Registration is open from November 1 until the morning of a virtual visit date or one week before an in-person session. Site visits take place on one day between January 4 - 20, 2023. View the schedule and register at eace.org/roadtrips.

WHY: It will help you to think about life after college and the career paths that are available. ***After all, it is never too early to start thinking about your career!***

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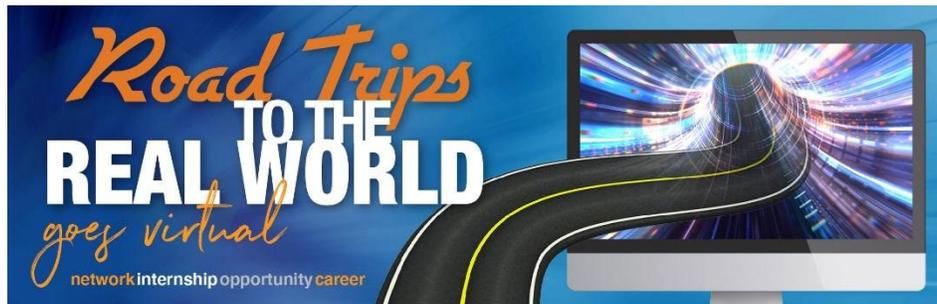
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Social Media Templates

Facebook Posts

Sample Posts for Week of 11/1:

- Calling all students! Check out this the 2023 Virtual *Road Trips to the Real World* program- a series of employer site visits where you can learn first-hand about a career field, network with employers and explore internship and job opportunities. #EACE Registration opens 12PM on 11/1 at www.eace.org/roadtrips

Sample Posts for Weeks of 11/8, 11/15, 11/22, 12/6, 12/20:

- Student registration for the #EACE *Road Trips to the Real World* Program is open! This is your chance to get your foot in the door, virtually and in person, at 19 participating employers! www.eace.org/roadtrips
- Did you know **(insert company)** will be hosting an #EACE site visit this January? For more info and to register visit: www.eace.org/roadtrips
- Make your winter break memorable by attending an employer site visit through the #EACE *Road Trips to the Real World* program. Register now! www.eace.org/roadtrips



- Searching for an internship or planning your full-time job search? Employer site visits through the #EACE *Road Trips to the Real World* Program may provide the future career opportunities you are looking for! Register today- www.eace.org/roadtrips
- Don't miss out on the #EACE Road Trips Program- Registration closes in a week! There are still employers excited to meet YOU, so register today: www.eace.org/roadtrips

Sample Posts for Early January:

- You only have a few days left to take advantage of this great career exploration opportunity. Registration for #EACE 2023 *Virtual Road Trips to the Real World* employer site visits closes this Friday, sign up now! www.eace.org/roadtrips
- Still don't know what you're doing during winter break? Jump start your career by attending an employer site visit through #EACE 2023 *Virtual Road Trips to the Real World*. You have # more days to register! www.eace.org/roadtrips
- The countdown is on, only a few more hours left to sign up for #EACE 2023 *Virtual Road Trips to the Real World*! Check out the great industry leaders that you will be able to meet with, then register! www.eace.org/roadtrips

Quick Tips

- Be sure to tag EACE in your Facebook posts. Like our page by searching for "Eastern Association of Colleges and Employers (EACE)".
- Use #EACE in your posts and any relevant hashtags for your school or career center.
- If mentioning an employer, try to tag their company page in the post.
- Whenever possible, add an image such as the Road Trips logo or the infographic to your post.
- The 2023 virtual program is open to students of EACE members and our affiliated Regional ACEs so post this opportunity on all of your networking channels.

Twitter Posts

Sample Tweets for Week of 11/1:

- Students: Got plans for winter break? Check out the #EACE *Virtual Road Trips to the Real World* program! Reg. opens 11/1 www.eace.org/roadtrips



Sample Tweets for Weeks of 11/8, 11/15, 11/22, 12/6, 12/20:

- Today's the day! Register for the #EACE 2022 *Virtual Road Trips to the Real World* program. www.eace.org/roadtrips
- Did you know **(insert company)** is hosting a virtual #EACE site visit this Jan? Reg info here: www.eace.org/roadtrips
- Students: 18+ employers are hosting #EACE *Road Trips to the Real World* this Jan. View the full list and register: www.eace.org/roadtrips
- Students: Want a head start on your future? Check out the #EACE *Virtual Road Trips to the Real World Program!* Reg info: www.eace.org/roadtrips
- Explore internships & jobs through #EACE *Virtual Road Trips to the Real World* employer site visits. Reg info: www.eace.org/roadtrips
- The #EACE *Virtual Road Trips to the Real World* program could jump start your career! Reg for an employer site visit: www.eace.org/roadtrips

Sample Tweets for Early January:

- Students- Don't miss out! Only a few days left to register for #EACE *Virtual Road Trips to the Real World!* Reg closes the morning of the virtual site visit. www.eace.org/roadtrips

Quick Tips:

- Be sure to tag EACE in your tweets. Follow us at [@EACEPR](https://twitter.com/EACEPR)
- Use #EACE in your tweets and any relevant hashtags for your school or career center.
- If mentioning an employer, try to tag their company in your tweet.
- Whenever possible, add an image such as the Road Trips logo or the infographic to your tweet.