**The 2021 *Road Trips to the Real World* Program is going virtual!**

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](http://www.eace.org/roadtrips)

• [2021 Virtual RTRW Student Flyer](https://eace.memberclicks.net/assets/rtrw/EACE-RTTRW%20FLYER20-v5.pdf)

* [2021 Virtual RTRW Logo](https://eace.memberclicks.net/assets/Committees/Connections/2021_VirtualRTRW.jpeg)

If you have any questions about the 2021 Virtual *Road Trips to the Real World* program or the marketing toolkit please contact your EACE Committee Board Liaison.

Thank you again for your help!

**Suggested Timeline**

**Key Dates**

* Student Registration Opens: Monday, November 9, 2020 at 12:00 pm ET at www.eace.org/roadtrips
* Student Registration Closes: Thursday, December 31, 2020
* Site Visits Take Place: January 12 - 28, 2021

**Week of October 26, November 2, November 9, November 16, November 23, December 7, December 21:**

* 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 21:**

* Send out final emails and social media announcements about registration closing on Thursday, December 31.

*Please note that this is a suggested timeline for marketing the 2021 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 Site Visits Over Winter Break - *Road Trips to the Real World*!

 **Hello (insert audience/group/etc.)**

**GOT WINTER BREAK PLANS?**

Participate in **EACE’s 2021 Virtual *Road Trips to the Real World***! Road Trips offers college students the opportunity to attend a virtual employer site visit between January 12 - 28, 2021. 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 15 participating employers.

The registration deadline is Thursday, December 31, 2020. Register today at [eace.org/roadtrips](http://www.eace.org/roadtrips)

During the virtual 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 15 companies.

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

**WHEN:** Registration is open from November 9 - December 31, 2020. Site visits take place on one day between January 12 - 28, 2021. View the schedule and register at [eace.org/roadtrips](http://www.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:**

* Argo AI
* Center for Strategic and International Studies
* Charles River Laboratories
* Drug Enforcement Administration
* Fastenal
* FBI Philadelphia
* Horizon Media
* MassMutual Greater Philadelphia
* National Geographic Partners
* SAP
* State Street Corporation
* Success Academy Charter Schools
* Times Square Alliance
* Uber Technologies Inc.
* WarnerMedia

**The Road Trips virtual site visits cost $5.00 per site and are non-refundable**. The 2021 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 – 15 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 12 - 28, 2021. Host companies will talk about their organization, industry, internships, and job opportunities This is a chance for students to get the inside scoop and virtually get their foot in the door at 15 participating employers.

The registration deadline is Thursday, December 31, 2020. Students can register at [eace.org/roadtrips](http://www.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 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 15 companies.

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

**WHEN:** Registration is open from November 9 - December 31, 2020. Site visits take place on one day between January 12 - 28, 2021. View the schedule and register at [eace.org/roadtrips](http://www.eace.org/roadtrips).

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



**Campus Announcement Template**

 **GOT WINTER BREAK PLANS?** **Participate in an employer site visit through** **EACE’s 2021 Virtual *Road Trips to the Real World***!

Participate in **EACE’s 2021 Virtual *Road Trips to the Real World***! Road Trips offers college students the opportunity to attend one-day employer virtual site visits between January 12 - 28, 2021. 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 15 participating employers.

The registration deadline is Thursday, December 31, 2020. Register at [eace.org/roadtrips](http://www.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).

**WHAT:** An opportunity for students to learn first-hand about a career field, network with employers, and explore internship and job opportunities at 15 companies.

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

**WHEN:** Registration is open from November 9 - December 31, 2020. Site visits take place on one day between January 12 - 28, 2021. View the schedule and register at [eace.org/roadtrips](file:///C%3A/Users/jh1781/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/Q79HI5X7/www.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:**

* Argo AI
* Center for Strategic and International Studies
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**The Road Trips virtual site visits cost $5.00 per site and are non-refundable**. The 2021 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.



**Social Media Templates**

 **Facebook Posts**

**Sample Posts for Week of 10/26, 11/2:**

* Calling all students! Check out this the 2021 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 11/9 at www.eace.org/roadtrips

**Sample Posts for Weeks of 11/9, 11/16, 11/23, 12/7, 12/21:**

* 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, at 15 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 Week of 12/23:**

* You only have a few days left to take advantage of this great career exploration opportunity. Registration for #EACE 2021 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 2021 Virtual *Road Trips to the Real World*. You have 2 more days to register! www.eace.org/roadtrips
* The countdown is on, only a few more hours left to sign up for #EACE 2021 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 2021 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 10/26, 11/2:**

* Students: Got plans for winter break? Check out the #EACE Virtual *Road Trips to the Real World* program! Reg. opens 11/9 www.eace.org/roadtrips

**Sample Tweets for Weeks of 11/9, 11/16, 11/23, 12/7, 12/23:**

* Today’s the day! Register for the #EACE 2021 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: 15 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
* Students- Registration for #EACE Virtual *Road Trips to the Real World* closes in a week! Don’t miss out:  www.eace.org/roadtrips

**Sample Tweets for Week of 12/23:**

* Students- Don’t miss out! Only a few days left to register for #EACE Virtual *Road Trips to the Real World*! Reg closes 12/9 www.eace.org/roadtrips
* Register for #EACE Virtual *Road Trips to the Real World* yet? Today’s your last chance! Reg. closes 12/31 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.