



Make the “Where” Match Your “Why”

Five Performance Travel Essentials

By

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Presentation Overview

I. WHY

1. Develop your philosophy of performance travel
2. Music should be the focus
3. The four types of performance opportunities
4. Group Bonding is a real thing

II. WHERE

1. Balance the equation
2. Deciding destination: "Big" does not equal "Distance"
3. What works for you: The "End All" is not the "Be All"
4. The low bid trap: "Value" does not equal "Cheapest"

III. WHEN

1. Start planning one year (or more) in advance
2. Fundraising affects planning timelines
3. Spring vs. fall announcement (the 8th grade recruitment tool)
4. Allow time for a Plan B

IV. WHAT

1. Balance and togetherness MAKES the fun
2. Don't overload—pace yourself
3. Cross-curricular has value
4. Genuine vs. touristy ("real" vs. "traps")

V. WHO

1. Why having a professional travel planner is important
2. Who should NOT do this for you
3. Finding your best travel planner partner



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