

Add Flair to Your Next Event with ABCmouse.com

Your school events are a great way to showcase ABCmouse.com as a competitive advantage, demonstrate the school-to-home connection, and highlight activities for families. Whether it's a parent orientation night or open house, here are some tips to assist you in integrating ABCmouse.com into an event agenda:

Prior to the Event:

Designate a Point Person.

As parents and children will be interacting with ABCmouse.com during the event; they'll have questions and/or will want to know more. Designate a teacher or staff member to be the point person for reiterating the importance and benefits of ABCmouse.com and answering their questions. Choose an individual that has hands-on classroom experience and can articulate the school-to-home connection.



Determine the Flow. Set up Shop.

To avoid parents wandering aimlessly or missing key features of the program, decide on a good place to for your ABCmouse.com point person to set up their table and ipads. The best place is typically an unused classroom where the sole focus of the stop can be ABCmouse.com.

Use Your Display Materials

Make sure you have the ABCmouse.com counter card, pull-up banner, posters and/or promotional cards* strategically placed in areas where parents will be during the event, as well as around your presentation table.

During the Event:

Let Them Play.

The best way to get families engaged is letting them experience ABCmouse.com firsthand. Have activities ready to go on ipads or smartboard so they can see how fantastic the program is for their early learners. Here are some things to point out to parents:

- My Lessons: show families the “My Lessons” icon where teachers will drag lessons to fit their child’s specific learning needs.
- Step-by-Step Learning Path: let families know they can see the lessons their child has completed and track their progress from home.
- Discuss tickets, pet park, aquarium, featured activities and email.
- Showcase the various lessons.



Provide Parent Letters.

Before families leave, be sure to provide them with the parent letters that include their activation code. Remind them of their 30-day free offer and reinforce the importance of the school-to-home connection.

Add Another Layer of Fun.

Your event is probably filled with creative classroom activities, crafts and games, so why not add in a layer of ABCmouse.com fun? Consider some of the following to further showcase ABCmouse as a competitive advantage and an important part of your program:

- Giveaways*: stickers, books, backpacks or other cool ABCmouse.com swag
- ABCmouse.com photo booth



Post Event:

Parent Letter Follow Up.

The parent letters can be emailed as a follow up. Each letter has its own activation code, so if a family misplaces their letter or a code is forgotten, a new letter can be sent or reprinted.

**Be sure to contact your Educational Advisor at Kid Orange Tech for information on getting ABCmouse.com marketing materials and giveaways.*

