## ENBARK BEYOND

# EMBARK COLLECTIVE

Beyond Hosting.



### EMB ARK BEYOND

# collective. [kə'lektiv] noun

A cooperative unit or organization

### WHY \_\_\_\_\_EMBARK COLLECTIVE?

- o Culture & Reputation
- o Collaborators Not Competitors
- Competitive Commission Splits & Increased
  Product Margins
- o Marketing & Business Development Support
- o Affiliations & Partnerships Virtuoso & AMEX
- o Tools, Resources & Ongoing Training
- o Unique Partner Potential





### COMMUNITY CULTURE

- o Collaborative! Open, Supportive Environment
- o Client Centric
- o Innovative and Entrepreneurial
- o Enthusiasm for continuous training and education
- Connected, not alone! Daily, optional morning Zoom meetings for sharing and connecting with your peers.



### COLLABORATORS NOT COMPETITORS

It is about the return, as much as the split. We go BEYOND average hosting efforts.

We help scale your business with access to our trained pool of assistants and concierge without the need to pay for your own fulltime person.

Your success, is our success. That is the COLLECTIVE Mentality.



## EXCELLENT REPUTATION & RECOGNITION

A POWERFUL REPUTATION, WHILE BOUTIQUE AT HEART.









### COMPETITIVE COMMISSION SPLITS & INCREASED PRODUCT MARGINS

o Competitive Commission Split

- o Earn More with Increased Margins:
  - Vertical integration with wholesale partners and tour operators upgrading your margins to an average of 18%
  - o Wholesale air rates up to 70% off
- o Passive Income Opportunities
  - Percentage of any new IC(s) you bring in, for their life as an IC
  - o Referred business between other teams

### MARKETING STRATEGY & BUSINESS DEVELOPMENT

- o Beyond Stock Emails and Standard Campaigns
- o Personal Annual Marketing Strategy and Business Plan
- o Optional Monthly Check-In With Our In-House MBA Consultants
- o Savvy Social Media Support
- o Unique Client Engagement Opportunities
- o Lifestyle Brand Partnerships for Luxury Positioning
- o Mainstream Media Strategy and Placement Opportunities
- o Options for Branding with EMBARK Beyond, or As Your Own Brand





LOBAL ACCESS







ing us your wish list.

Top Sporting and Fashion Events. Bi Passes, Rod Carpet Promores, Theo During and Nightiba.



### MARKETING SUPPORT & BUSINESS DEVELOPMENT

#### Options available to you if branding as EMBARK Beyond include:



#### Selling Materials for You **EMBARK** THE MINI-MOON COLLECTION EMBARK BEYOND EXPECTATIONS BEYOND DESTINATIONS BEYOND ORDINARY Unrivalled Global Access. Bespoke Travel Experiences Bring us your wish list. We design and elevate it ineraries based or We deliver global access to your individual preferences and dream op Sporting and Fashion Events ketage Dasses Ded Carnet Premieres deep market expertise to ensure your VIP ter Shonning Dining and Nightlife status before and during travel Unparalleled Group Events. partnerships give us the ability to access royal palaces, p vachts, and global landmarks. From negotiating hotel, air, and other travel related Il concierge service for your quests to develop the perfec perary, in the world's most sought-after destinations Global Luxury Experts. Dedicated Uniquely, To You fo@embarkbeyond.com | 212-542-4500 | EmbarkBeyond.com

## & Special Features ERR embarkbeyond this area isaacq123

Social Media Material

# Love giraffes! pilardiazf It's amazing you made my day Any wild dogs in the area

#### Press Opportunities

CNN travel

#### 0. E VIDEO

Chelsea Martin, a luxury travel advisor with Full-Time Travel in New York, says that several of her clients who contacted her about summer trips assumed that they would have their pick of properties. In fact, the opposite is turning out to be true.

"Some of the top hotels like Amangiri in Utah are booked almost all summer," she says. "We are used to having the world as our oyster, but international travel has so many unknowns so domestic trips are a safe and extremely enjoyable option -- that is if you can get a hotel room."





### MARKETING SUPPORT & BUSINESS DEVELOPMENT

Additional Support Available to You for Your Separate Brand:

- o Help Organizing your Client Database
- o Integrated CRM Tool
- o Assistance Customizing Embark Campaigns
- o Email Templates to Sync to your Mail System
- o Creation of Your Optional Webpage, with Booking Engine



### AFFILIATIONS - VIRTUOSO & AMEX

- o Virtuoso Member Agency
- Access to AMEX Pay with Points Program through 0 our Partner Brickell Travel Management
- Recognized in all major vendor affiliation programs, Ο

including:

SHANGRI-LA

HOTELS and RESORTS

PEN CLUB



RIOTT INTERNATIONAL



Fan Club





### STRATEGIC PARTNERSHIPS



Leader in Business, Incentive and Entertainment Travel.



Private Membership Club for World's Top One-Percent.



Italian World Leader in Luxury Linens Since 1860.



Elite Concierge for Premium VIP World Event Access.

JETLINX

Leading Private Jet Travel Membership Company.



World Authority in Luxury and Mega-Yachts.

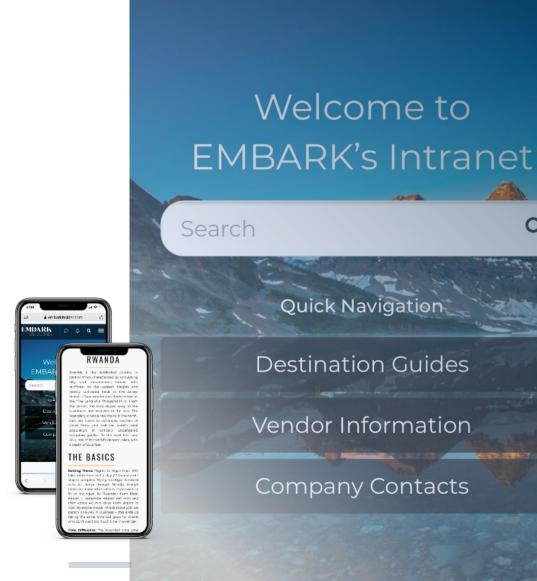


### TOOLS & RESOURCES

- o Air Program, Air Desk and Rate Desk
- o Axus
- o Graphical Web-based Air And Hotel Booking Engine
- o Cornerstone
- o CRM For Client Reservation And Profile Management
- o Robust Intranet With Detailed Destination Resources
- o Concur
- o Risk Management
- o Online Access To Reporting And Commissions

### INTRANET SYSTEM: — EMBARK INSIDER

- o Central Hub for All EMBARK Members
- Destination Resources
- o Proposal Templates
- o Loyalty Program Information and Links
- o Travel Impacting News Headlines
- o Much More!





### ONGOING TRAINING

#### EMBARK ACADEMY TRAINING & DEVELOPMENT

#### HARD TRAINING

Travel education in all areas of the business o Destination deep-dive seminars o Learn-To-Sell classes for villas, jets, yachts, etc. o Ticketing and Booking in GDS

> SOFT TRAINING Education in non-travel skills o Hospitality o Advanced Sales Techniques o Critical Thinking o Anticipating Needs o Workshops by Master Connection Associates o Creators of Ritz-Carlton, Four Seasons and AMAN Service Programs

> o Immersion in Embark's Core Values and Client Promise

### BECOME A PARTNER

- o Significant Share in Company Profits
- o Influence Over Company Direction
- o Attract and Retain Talent
- o Synergies between Different Specialties
- Attract Key Partners Who Add Value
  both Inside & Outside the Travel Space



## THANK YOU! WE HOPE YOU WILL CONSIDER JOINING US.

