

Introductions

SYTA
ANNUAL
CONFERENCE

NEW YORK, NEW YORK
August 9-13, 2024



Purpose of the Toolkit

- Help SYTA members understand and communicate the full scope of SYTA's benefits, messaging and marketing materials.
- Provide members tools for all of SYTA's Five Brands that will assist you in YOUR services to your clients and industry partners.

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www.syta.org/marketingtoolkit

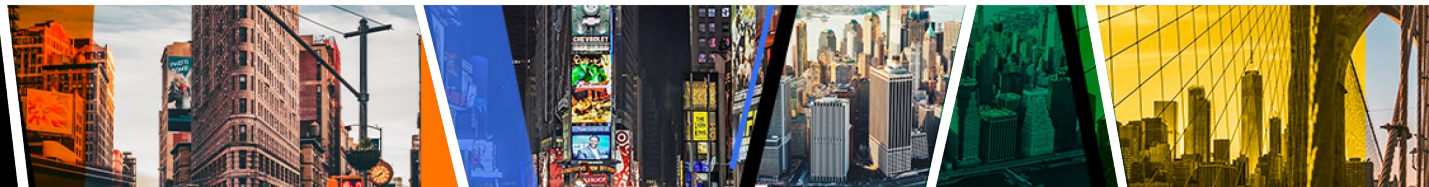
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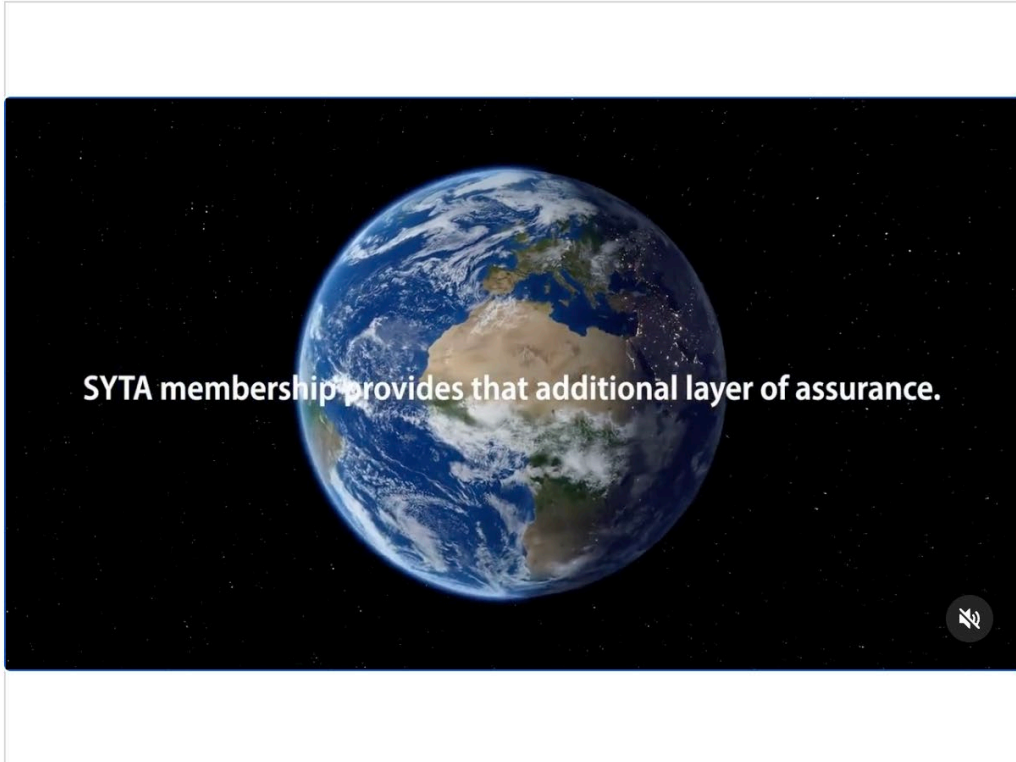
Principles

- People want to buy from people they know, like and trust.
 - As the size of the purchase increases, and the tolerance for failure decreases, trust becomes exponentially more important.
- You're known by the company you keep.
 - A relationship with SYTA permits you to draw from third-party credibility and voice.



Serving the Youth Travel Industry Video

Instagram



bobrogerstravel_ · Following ...
Original audio

bobrogerstravel_ · 28w
BRT is a proud member of SYTA. Check out what their survey research says about the benefits of student travel!
[#BRTWhyWeTravel](#)
[#BRTResources](#)

No comments yet.
Start the conversation.

7 likes
December 29, 2023

Add a comment...

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Travel Changes Young Lives for Good Video

Facebook/Instagram

 **Bob Rogers Travel**
September 4 at 11:57 AM


Student & Youth Travel Association has a vision to help students gain a greater understanding of the world through the experience of travel.

As a member of SYTA, we recognize the various ways travel inspires students to be confident, connected, and globally responsible citizens. This is one of many reasons for educators to step out of their classroom and into the world with their students.

[SYTA: Student and Youth Travel Association](#)
[SYTA Youth Foundation](#)

Travel Changes Young Lives for Good



 **bobrogerstravel_**

1d

Travel Changes Young Lives for Good



bobrogerstravel_

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[@syta](#)
[@sytayouthfoundation](#)

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Evergreen Social Post

Facebook/Instagram

 **Bob Rogers Travel**
August 6 at 11:46 AM

As a Student & Youth Travel Association member, we believe that student travel is more than a class trip—it's an investment in education, personal growth and global understanding.

Meeting SYTA's high standards of safety and quality shows that Bob Rogers Travel is dedicated to creating experiences that go beyond the classroom—offering students the chance to explore new cultures, build lifelong friendships and develop valuable skills.

Learn more by reaching out to us today.

bobrogerstravel.com

SYTA: Student and Youth Travel Association
SYTA Youth Foundation



 **EXPERIENCES THAT GO BEYOND THE CLASSROOM**



 **EXPERIENCES THAT GO BEYOND THE CLASSROOM**

♡ 💬 ↗ ⋮

bobrogerstravel_

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Learn more by reaching out to us today. Link in bio.

[@sytaorg](https://www.instagram.com/sytaorg)
[@sytayouthfoundation](https://www.instagram.com/sytayouthfoundation)

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Social Impact Infographic

Facebook/Instagram

Bob Rogers Travel
July 17 at 9:50 AM

SYTA is the definitive source for up-to-date information on the student group travel industry. SYTA conducts independent quantitative research to provide global evidence of the size, trends and importance of student travel, and measures the social impact of travel on students and youth.

Check out these fascinating results on the impact of student travel!

SYTA: Student and Youth Travel Association
SYTA Youth Foundation

#BRTWhyWeTravel
#BRTResources

» SOCIAL IMPACT OF STUDENT TRAVEL – TOP 10 EFFECTS

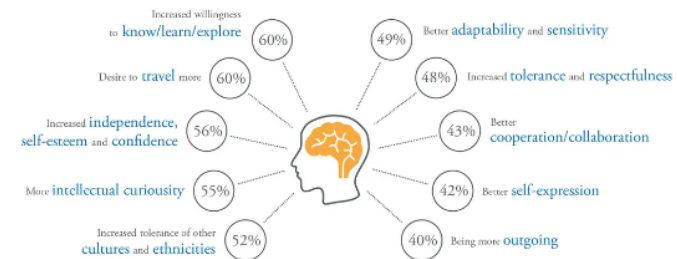


SYTA.ORG/RESEARCH

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» SOCIAL IMPACT OF STUDENT TRAVEL – TOP 10 EFFECTS



SYTA.ORG/RESEARCH



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@sytaorg @sytayouthfoundation

#BRTWhyWeTravel
#BRTResources

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CSTO Certification

Instagram/Blog/e-Newsletter



FOR IMMEDIATE RELEASE

Naperville, IL, Apr. 10, 2024 – Bob Rogers Travel recently received certification as a Certified Student Travel Organization (CSTO) from the Center for Student Travel Safety, an affiliate of the Student and Youth Travel Association (SYTA).

The CSTO certification is awarded to companies who have met or exceeded the minimum of 25 safety standards established by the Center and SYTA. SYTA is the only association in the industry equipped to educate student travel providers about all aspects of student travel, with an emphasis on student travel safety and personal and educational enrichment. The standards are derived from the most effective practices in the industry and are based upon SYTA's Code of Ethics and reviewed by an objective commission of industry experts.

Bob Rogers Travel (BRT) is a leader in the student travel industry, having taken over 650,000 students on over 8,000 trips since its founding in 1981. Founded by a former high-school band director, BRT has enjoyed steady growth based on its focus on performance travel, deep relationships with educators, life-changing experiences for students, and safe travel for all.

"We are very proud Bob Rogers Travel is a Certified Student Travel Organization," said Carylann Assante, CAE, the CEO of SYTA. "BRT has demonstrated its dedication to reaching the highest level of professionalism in our industry. Their clients can feel an added measure of confidence that they are working with a company that values and prioritizes education and training in safety and risk management."

"The safety of our travelers – students, educators, chaperones and parents – has always been of utmost importance at Bob Rogers Travel, and that will never change," said Todd Rogers, BRT Co-CEO. "We're proud to be one of only 13 companies to have earned this recognition from SYTA."

About SYTA

SYTA is the premier association of businesses dedicated to providing life-enhancing travel experiences to students and young people. SYTA instills confidence in student travelers by establishing quality and safety standards for travel providers, and empowers its members through advocacy, education, training, and networking opportunities.

About the Center for Student Travel Safety (The Center)

The Center is a non-profit, independent C-3 organization, working in partnership with SYTA to administer and grant SYTA certification programs. Together they provide education, training, and knowledge resources for its members in the areas of risk and incident management, emergency response plans, and overall safety practices that address the challenges of traveling student and youth groups globally.

Media Contact:
Todd Rogers
Co-CEO

Subscribe to BRT Travel Notes

Sign up now for more helpful tips and performance group travel news.

* indicates required fields

* First Name

* Last Name

* Email

Sign Up

Recent Posts

- The Magic of Band Camp: Make it Last All Year
- Paying for Travel Is Simple – With BRT Payments
- BRT: Consistency You Can Count On
- Bob Rogers Travel Earns Student Travel Safety Certification
- Your Perfect Match Destination: Start with "Why"

Travel Notes Home

Get a Quote

Explore regional music festivals for your program.



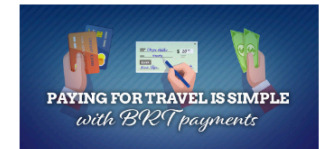
Bob Rogers Travel is proud to be an official partner of Music for All and their Affiliate Regional Music Festivals

The Affiliate Regional Music Festivals are non-competitive, education-focused events that are designed to improve the musicality and artistry of each ensemble that participates.

Each festival is staffed with nationally-recognized evaluators and clinicians chosen from the panel of the Music for All National Festival or Grand National Championships – representing the highest-caliber feedback and experience in the United States.

This is a great opportunity for programs on the rise. And with dozens of festivals across the country, there's bound to be one near you. Learn more about how your group can participate!

Learn more



BRT Payments - Now With Crowdfunding!

Every trip you take with us includes BRT Payments, the system we've designed to make managing and collecting payments as easy as possible.

Now, we're thrilled to announce the launch of our new crowdfunding feature! It makes it a snap for friends and family to support travelers with an online donation. And that means more students can travel.

Click more to learn more about BRT Payments and the new crowdfunding feature!

Learn more



BRT is now a Certified Student Travel Organization

We're delighted to announce that Bob Rogers Travel is one of only 13 companies to be designated a Certified Student Travel Organization (CSTO) by the Center for Student Travel Safety.

The CSTO certification is awarded to companies who have met or exceeded the minimum of 25 safety standards established by the Center and its affiliate, the Student Youth Travel Association (SYTA).

We're honored to have our commitment to student safety recognized in this manner. To learn more, just click below.

Learn more

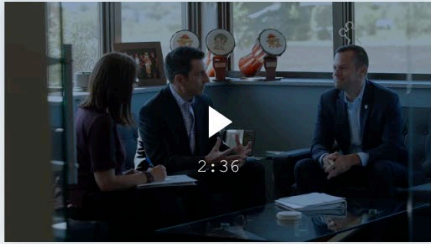
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SYTA Logo as Proof Point

Homepage/Brochure



Why Bob Rogers Travel?

Every trip begins with your vision, customized to your program and performers.

While you're busy making great things happen for your students in the classroom, we'll be busy crafting a travel experience that allows you to share the world with your students. Here are some of the ways we're making moments that matter for you and your students.

[Learn More](#)



BRT AT A GLANCE

Founded in **1981** by Bob Rogers, veteran music director and travel professional.

Over **8,000 trips** with **650,000 students** to **all 50 states** and **25 countries**.

OUR EXPERIENCE

Our team members are experts in both the travel industry and music education, bringing a collective **450+ years of experience** to our company.

Some join us following meaningful careers as music educators, so they understand both the unique needs of music directors and how life-changing performance travel can be for students. Others join BRT with deep experience in the travel industry and a passion for exploring new destinations.

While they may come with different backgrounds, every member of our team brings enthusiasm, attention to detail and a positive, anything-is-possible attitude to their work – it's what we look for when adding to our BRT family.

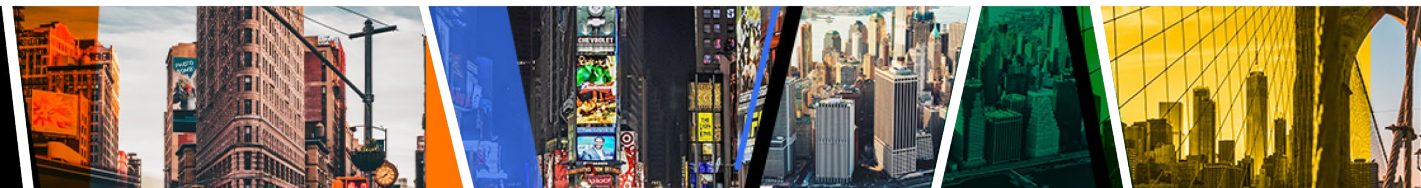
And, because of the number of trips we plan each year, we're able to negotiate great rates with preferred partners for airfare, motorcoaches, hotels and attractions.

We're proud to be associated with the best organizations in the industry:



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Supplier Use

- Brand Standards
- Trade Show
 - Rack Cards
 - Tabletop Displays
 - “Proud Member of SYTA”



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Q&A

- What questions do you have about using the toolkit?
- How have you used the toolkit beyond what was suggested?
- To the operators in the room, how would you like to see associate members use the toolkit?
- To the suppliers in the room, how would you like to see active members use the toolkit?
- How valuable do you find the toolkit in promoting your brand?
- Is there anything else you would like to see included?

