Marketing Scripts

Benefits of School Incursions and Excursions / field tips email to encourage customer purchase, showing benefits

The following written content is a sample letter we call "BENEFITS OF SCHOOL INCURSONS and EXCURSIONS" that we recommend to use as a persuasive emails to increase the potential of a customer booking the show hearing the exciting news. It can be edited to suit the show you are promoting or marketing to the customer. It focuses on the success of educational based live interactive experiences for their students and schools.

All you need to do is copy and paste the information below and paste it in the ERM Write Inbox. You may need to change the font and font size to look nice, but most of the times a simply copy and paste works.

When pasting, paste in the area that says %%TEXT%%. Leave the salutation and your name at the top.

We recommend the subject Heading be: **Reasons why school incursions are great for your students and teachers**
(however you can change the subject heading***)***

COPY FROM BELOW ...

School incursions should be viewed as a powerful and positive teaching tool that help enhance the social, personal and emotional development of all students and learners. Extra stimulation in new environments can be particularly beneficial to students of any any and can help teach life skills and improve independence.

The **Council for Learning Outside the Classroom (LOtC)** commissioned a survey through Teacher Voice which found that: **87% of teachers** said that organising school based events and performances to attend at school made lessons memorable and **77% agreed** that it motivated and enthused young people with regards to their learning.Â School Events, performances and shows booked to come to the school and into the classroom therefore adds value to each individualâ€™s academic and personal development.

School incursions provide unique opportunities for **kinaesthetic learning i.e. â€˜learning by doingâ€™** and encourage students to engage with buildings in new ways. This is particularly beneficial for many students who find visual and sensory experiences helpful to their learning and understanding.

Hands-on learning activities outside the classroom lead to better achievement, standards, motivation, personal development and behaviour.Â Children and young people are able to enjoy and achieve in new engaging ways.

School based incursions that comes to the classroom is rewarding for both teachers and pupils alike. Discovering new places and experiences undoubtedly adds extra depth to pupilsâ€™ and studentsâ€™ learning and experience.

Learning outcomes for the individual are vast including:

1. improved self-confidence and self-esteem
2. ability to empathise and understand new perspectives
3. increased aspirations and motivation
4. broader understanding of society

With over **38 different resources for Primary and High Schools**, covering the areas of

© 2026 Nikolas Harrington <support@iconic.productions> | 18-Nov-2026 09:08

Marketing Scripts

Australian History in the Colonial Show on British Colonisation and Gold Rush Event which is all about the Discovery of Gold in Australia and the Eureka Stockage too Bullying, Health, English, Mathematics, Science and PDHPE, there is a resource available for almost every classroom lesson.Â Many thousands of teachers who have witnessed, experienced and have fallen in love with these extraordinary resources.Â Visit us, as Australia's leader in Educational Teacher Resources by going to https://bookings.iconicperformances.com.au//educational-shows/

Now is the time to allow your school, your students and your teachers the opportunity to increase your students learning and growth and be stimulated in all areas of the curriculum.

Don't miss out, call now on **1300 860 074** and our **Sales and Event Managers** will be **happy to assist you** with your enquiry or secure a date for your students.

... END COPY - DO NOT COPY THIS

Â

Attached files:

Unique solution ID: #1255
Author: Matthew Walker
Last update: 02-Dec-2016 01:18

© 2026 Nikolas Harrington <support@iconic.productions> | 18-Nov-2026 09:08
iconic.productions/KB/content/0cat=54/256/en/benefits-of-school-incursions-and-excursions-_-field-tips-email-to-encourage-customer-purchase-show