



**TRENZ**  
 WHERE  
 TOURISM  
 CONNECTS

## WORKING WITH THE MEDIA

VERSION 1.0

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# WORKING WITH THE MEDIA

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## Working with the Media

TRENZ generates many stories in New Zealand and international media outlets. As a Seller, TRENZ allows you the opportunity to access these media outlets while they are focused on New Zealand tourism product.

### How Media at TRENZ works

Each year up to 15 international and 20 New Zealand journalists from news, features, and trade media organisations attend TRENZ. Delegates take part in a dedicated three day media programme in a fully equipped media centre. The centre is managed by TIA in partnership with Tourism New Zealand.

The Media Programme runs in parallel with the main TRENZ exhibition. The basic format is briefings in the morning and either networking on the TRENZ Seller floor or participating in tourism activities around the Auckland region in the afternoons and evenings.

### Opportunities for Sellers to connect with Media

Ways in which Sellers can best connect with Media include:

- Scheduled appointments with Media.
- Exposure of your business through your Media Release.
- Attending media presentations in the Media Programme.
- Networking events.

### Scheduled appointments with Media

Sellers will be offered the opportunity to schedule appointments with Media delegates at TRENZ through the appointment scheduling process.

Sellers will be able to request to meet specific Media delegates as they do Buyers. Similarly, Media will be able request appointments with Sellers. This appointment scheduling process begins 15 March and remains open for the duration of TRENZ. Please note, however, that no appointments may be cancelled from 24 April 2017.

Please note that Media won't necessarily want to hear your 'sales pitch', so be prepared to provide them with newsworthy angles and ensure that whoever meets with Media is authorised to comment publicly on behalf of your business.

Appointments with Media will not be available at times when they are attending TRENZ Media Programme events and briefings.

Please note, appointments with Media are not guaranteed and are based on availability.

### Media Programme



Sellers can attend the Media Programme presentations when their appointment schedules permit. The Media Programme attracts a range of interesting speakers with useful information for your tourism business. For more information on the Media Programme, keep up-to-date with TRENZ Tips and the [TRENZ website](#).

## Seller media releases

Media delegates are always interested in covering new products, developments and upgrades plus newsworthy stories. We encourage you to entice Media to produce articles about your business and products. This is a valuable opportunity for publicity that can reach potential clients globally. Clever use of teasers may attract more Media delegates to visit your booth to seek more information.

To get your media release uploaded on the [media releases page](#) of the TRENZ website, email the following information to [info@trenz.co.nz](mailto:info@trenz.co.nz)

- Your name and job title.
- Company name and number as per TRENZ registration (see My TRENZ Company Profile section of the My TRENZ Zone).
- Operating sector, i.e. adventure, accommodation, transport.
- Contact information (name, email address and phone number) for company representative who can provide more information and images to media.
- Short description of media release (maximum of 400 characters).
- Media release highlighting what you would like to get across to international and/or domestic media i.e. what have you done that is new or different from TRENZ 2016, awards you have won, new developments planned, new properties, something quirky or particularly newsworthy about your operation/staff (PDF and Microsoft Word files).
- Up to three images of your operation (high resolution JPEG files). Remember to include captions and photo credit details.
- Company logo (high resolution JPEG).
- A link to any promotional videos you would like to feature in TRENZ promotional material.

## Promotional material

No paper releases, colour brochures, transparencies, CDs or other promotional material will be accepted in the TRENZ Media Centre, but you may wish to have these available on your booth for the use of Media delegates.

## Guidelines for writing a media release

To get the most out of your TRENZ media release we recommend you:

- Keep it concise.



- Write 1-2 A4 pages of information using simple language, avoiding the use of industry jargon.
- Ensure your release is newsworthy, i.e. new product, an upgrade or development.
- Include latest data, research, launches, changes/proposed changes in structure and strategy.
- Use quotes from a senior spokesperson (e.g. Director or CEO with a comment about your organisation's market, trends and developments).
- List or link to the additional resources you can provide to Media, e.g. media kit, image CD, video footage.
- Invite the Media to visit your booth, clearly indicate your booth number and your company contact person at the booth.
- Provide contact details for your organisation, including international dialing codes, website and email, address plus your TRENZ booth number and ID.

Please note that it is not compulsory to have a media release on the TRENZ website and we suggest you only do this if you have something relevant to announce.

## Networking

The Media Programme is designed to make sure Media delegates have plenty of time to visit Sellers at their booths. We encourage you to introduce yourself to journalists if they show an interest in your booth - offer additional information or resources such as images on a USB stick. You should have these on hand at your booth. If you are busy with a Buyer, suggest a time when you are free for them to come back and talk with you further, or arrange to meet with them over morning tea or lunch or at the TRENZ Bar.

Accredited TRENZ Media delegates will be wearing name badges.

There are many networking opportunities and events during TRENZ. TIA will facilitate and encourage all Sellers, Buyers and Media to be proactive and make introductions throughout the event.

## More information

If you would like to discuss any aspect of the above please contact:

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