



TRENZ
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CONNECTS

WORKING WITH THE MEDIA - TRENZ 2019

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WORKING WITH THE MEDIA

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Working with the Media

Domestic and international TRENZ Media delegates generate many valuable stories about our tourism industry and TRENZ Sellers. Here are some tips to help you make the most of this opportunity to showcase your products and services to media.

How Media at TRENZ works

Each year 30 - 40 international and New Zealand-based media take part in the TRENZ Media programme. They represent consumer, travel, trade, business and mainstream media outlets - print, radio, TV and online. The TIA Media Programme is managed by TIA in partnership with Tourism New Zealand.

The Media Programme runs in parallel with the main TRENZ business programme and includes Media briefings until morning team, scheduled appointments, interviews, research and networking for the balance of the day. They also attend networking functions and the Media Activity Afternoon.

Opportunities for Sellers to connect with Media

Ways in which Sellers can connect with TRENZ Media delegates include:

- Scheduled appointments
- Seller media release
- Attend media presentations
- Networking events

Scheduled appointments with Media

Sellers can request and schedule appointments with TRENZ Media delegates through the appointment scheduling process.

Sellers can request to meet specific Media delegates as they do with Buyers. Similarly, Media can request appointments with Sellers. The majority of Media will be registered by mid-March.

When you meet with Media, keep in mind they won't want to hear your 'sales pitch'. They want newsworthy information. Please ensure whoever meets with Media is authorised to comment publicly on behalf of your business.

Media will not be available for appointments when they are attending TRENZ Media Briefings and Media Programme events.

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



Media briefings

Sellers are welcome to attend the daily Media briefings by industry leaders, when their schedule permits. These will take place in the TRENZ Presentation HQ on the Mezzanine Floor of the event venue, 9am - 10.25am, 14-16 May. For more information on the Media Programme, keep up-to-date with TRENZ Tips and the [TRENZ website](#).

Seller media releases

Media delegates are keen to discover new products, investments, upgrades and other newsworthy stories. Provide us with a short, newsworthy media release and high quality images for publication on the TRENZ website (this year we will also make hard copies available in the TRENZ Media Workroom). Clever use of teasers could attract more Media delegates to 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 before mid-April.

- In a short, newsworthy media release, for example, highlight what you have done that is new and interesting, awards you have won, new investments and developments, your work around sustainability, something quirky etc. Please provide it as a Word document.
- In the media release, include your:
 - Name and job title
 - Company name and TRENZ ID number
 - Your TRENZ booth number
 - Operating sector, i.e. adventure, accommodation, transport
 - Contact information (name, email address and phone number) if media want more information
 - Up to three high-resolution JPEG images. Remember to include captions and photo captions

Guidelines for writing a media release

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

- Keep it concise - 1 page
- Use simple language, avoid jargon and acronyms
- Make it newsworthy
- Include quotes from your media spokesperson
- If relevant, include links to other promotional material, i.e. videos, image library



- Make sure you attach several high quality, high resolution images and include captions

Please note that it is not compulsory to produce a media release. Only do so if you have something newsworthy to say.

Promotional material

No brochures, transparencies, CDs or other promotional material will be accepted in the TRENZ Media Centre, but you can have these available on your booth to give to Media delegates.

Networking

The Media Programme allows Media delegates time to 'walk the TRENZ floor'. We encourage you to introduce yourself to Media if they show an interest in your booth- offer additional information or resources such as images on a USB stick. 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, 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

For more information email info@trenz.co.nz