

PITCH IT TO ME

It's not who you know in the travel media, it's how they know you.

Getting your tourism product or travel client into the Australian and Asian press takes an understanding of the country's travel media.

Like you, they're time poor and one wrong move, one poorly pitched press release, an unreturned email or one phone call on deadline could see you struck from their little black book.

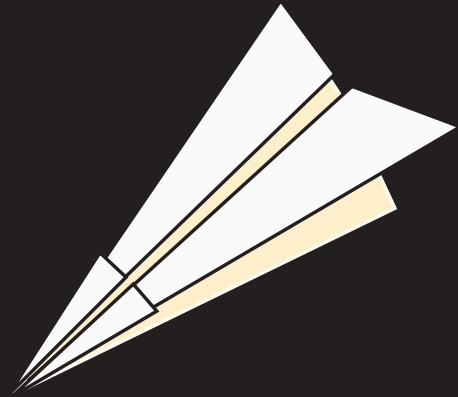
Pitch It To Me Media Training will ensure you get heard by Australia's travel editorial decision makers every time with insider tips on making contact, building a relationship, hosting visiting media, editorial pitches, press releases and follow through. Tips that can be applied to both domestic and international media markets.

Rachael Oakes-Ash is one of Australia's foremost travel journalists. Her work is published by News Ltd, Fairfax, ACP, Pacific Publications, Text Media, FPC and more in Oz and the Hong Kong's South China Morning Post, Asia Tatler, DestinAsian and Spa Asia in Asia.

She'll be right, and she is with an outstanding pitch success rate every time. Rachael knows the travel editors you want to know and as a working travel journalist she understands what works and what doesn't when it comes to travel PR.

Don't just take her word for it, she's surveyed the big gun travel editors in Australian and Asian press and the statistical results will surprise you.

Pitch It To Me Media Training workshops are catered for each client's specific needs, whether you're an RTO, inbound operator, in house tourism marketer or PR agent specialising in tourism, Rachael will train your company to effectively deal with the media for a successful result every time.



WORKSHOPS INCLUDE:

- **PRS ARE FROM MARS, JOURNOS ARE FROM VENUS:** Establishing, maintaining and negotiating a valuable relationship with the media
- **TIME IS EVERYTHING:** Understanding a journalist's working day and the nature of deadlines
- **PICK ME, PICK ME:** Journos top ten pet PR hates and how to make them pick your product
- **DETAILS, DETAILS:** Returning phone calls, attention to detail, the things that make a difference
- **IT WASN'T ME:** A gallery of repeat PR offenders, what not to do
- **DON'T YOU KNOW WHO I AM?:** Setting up your media database
- **PITCH IT TO ME:** Successful editorial pitches every time
- **ARE WE THERE YET?:** Hosting the perfect fam to ensure editorial coverage
- **WRITE ON:** Press releases, the dos and don'ts
- **SHHHH, DON'T TELL ANYONE:** Travel media secrets to help your business

Rachael Oakes-Ash has over ten years journalistic experience in print, radio and television and is an internationally published author. As a marketer she has worked with the likes of Toyota Australia, Whybyin TBWA, Giant Leap and Sony Music. Her opinions are constantly sought after as a media spokesperson and as a corporate speaker she has entertained management from ING, Price Waterhouse Coopers, Accor Hotels, Ernst & Young, Freehills and Unilever.

PITCH IT TO ME - media training for the tourism industry

www.pitchittome.com

Rachael@pitchittome.com

+ 61 (0) 410 564919

+ 61 (0) 2 9953 5919