

# PITCH IT TO ME

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

**W**ant a slice of \$1.4billion? That's how much Australian tourists spend in New Zealand every year, and those dollars are growing.

Australia is New Zealand's number one inbound travel market with almost a million Australians crossing the ditch annually. If you or your client is one of almost eighteen thousand tourism enterprises competing in New Zealand then you want to be heard by this lot.

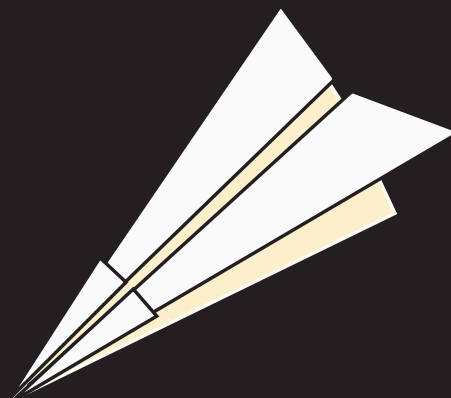
Getting your tourism product or travel client into the Australian and Asian press takes an understanding of the country's travel media. Like you, they're time poor and one wrong move, one poorly pitched press release, an unreturned email or one phone call on deadline could see you struck from their little black book.

**Pitch It To Me Media Training** will ensure you get heard by Australia's travel editorial decision makers ever time with insider tips on making contact, building a relationship, hosting visiting media, editorial pitches and press releases.

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. She knows the travel editors you want to know and understands what works and what doesn't when it comes to tourism PR.

She'll be right, and she is with an outstanding pitch success rate every time. Don't just take our word for it, she's surveyed the big guns in the Australian and Asian media market 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

**R**achael 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

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