

Destination PR and Communications Standard Operating Procedure - Press Trips

Date of Issue	19 May 2023
Purpose	To ensure media press trips are well-planned, effective, and provide the best possible experience
Scope	<ul style="list-style-type: none">Overseas PR AgenciesRAKTDA Destination PR and Communications Team

Steps	Task/Process	Instructions
1	Media list	<p>Overseas PR offices to create a list of recommended media to invite to the destination.</p> <p>The list should include information on media as well and the following personal details of the journalists:</p> <ul style="list-style-type: none">Full name of the journalistName of publication/media outlet and description of its profileAudience and reachDeliverables and confirmed media coverageFlight details - city of departure and preferred flight timePassport copies – to be provided via email or Google Drive once the media are confirmed to attend the event. <p>RAKTDA PR team to approve the list / opportunity. Overseas PR offices to fill in media visit form and share it with RAKTDA PR team.</p>
2	Itinerary, Travel, accommodation and transportation	<ul style="list-style-type: none">PR agency to recommend story angles and attractions to include in the itinerary based on the media focus (e.g. adventure, family, hotels, etc.)RAKTDA PR team to identify the suitable hotel according to the journalist profile and send the request / form to hotel for to support with complimentary / media stay rate.

		<ul style="list-style-type: none">• RAKTDA PR team to work on an itinerary covering RAK attractions once hotels confirmed and to share itinerary with the involved PR agency to review it and approved by the visitor.• Once everything is confirmed, RAKTDA PR will start booking activities & transportation
3	Welcome cards and amenities and gifts	RAKTDA PR team to prepare personalised welcome cards and gifts for the media and ensure they are placed in their rooms with the appropriate welcome amenities from the hotel.
4	On-site support	RAKTDA PR team to follow up with media during their visit and meet them at least once
5	Post visit	Overseas PR offices to share media visit survey after their trip
6	Coverage report	Overseas PR agencies to create a post-event media coverage report or individual email with the coverage and share it with RAKTDA PR team to be shared with stakeholders