



Destination PR and Communications Standard Operating Procedure - Press Kit Essentials

| Date of Issue | 19 May 2023 |
|---------------|---|
| Purpose | For media to create a compelling story and to promote the destination |
| Scope | Overseas PR Agencies RAKTDA Destination PR and Communications Team |

| Steps | Task/Process | Instructions |
|-------|-----------------------|--|
| 1 | Gather the data | RAKTDA PR team / overseas PR offices to gather and put together a written brief and determine a deadline. If translation is needed, determine the language. |
| | | Press kits to feature relevant story angles and themes (e.g. family travel, sustainability, adventure, etc.) |
| 2 | Review and edit | PR agency to share the factsheet / press release/ etc. with RAKTDA PR team for review and approval. |
| 3 | Approvals | RAKTDA PR team to review and obtain approvals by PR and Communications head and involved stakeholders. |
| 4 | Translation | RAKTDA PR team to dispatch internally with overseas PR offices in order for them to send the release in their relevant market and localize it to their own language if needed. |
| 5 | Distribute the report | Overseas PR offices to distribute the press kit essentials to relevant media. |
| 6 | Online access | Press kits to be added to RAKTDA website media kits section: https://raktda.com/media-kits/ |
| 7 | Maintain and update | Review and update press kit information and image library on quarterly basis and as required. |

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