

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	<ul style="list-style-type: none">Overseas PR AgenciesRAKTDA 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.