

## Destination PR and Communications Standard Operating Procedure - Press Trips for Events

Date of Issue	19 May 2023
Purpose	To ensure press trips for major conferences and events are well-planned, effective, and provide the best possible experience for the journalists attending.
Scope	<ul style="list-style-type: none"> <li>Overseas PR Agencies</li> <li>RAKTDA Destination PR and Communications Team</li> </ul>

Steps	Task/Process	Instructions
1	Media list	<p>Overseas PR offices to create a list of recommended media to invite to the event and confirm attendance with RAKTDA PR Team in line with the allotted number and budget.</p> <p>The media invited should be relevant to the event and provide coverage on the destination and attractions as well as the event.</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"> <li>Full name of the journalist</li> <li>Name of publication/media outlet and description of its profile</li> <li>Audience and reach</li> <li>Deliverables and confirmed media coverage</li> <li>Flight details - city of departure and preferred flight time</li> <li>Passport copies – to be provided via email or Google Drive once the media are confirmed to attend the event.</li> </ul>
2	Media invitation	<p>Overseas PR offices to invite approved media and maintain a record of confirmations.</p> <p>Should an invitation creative be required, PR agency to create an invitation that includes the conference/event details, the benefits of attending, and any specific requirements for attending (e.g. media credentials) and submit the creative to RAKTDA PR Team for approval.</p>

3	Travel, accommodation and transportation	RAKTDA PR team to check travel and accommodation options and book the flights, accommodation and transportation for media attending the event.
4	Itinerary	RAKTDA PR team to develop an itinerary that includes the conference/event schedule, any meetings with RAKTDA's representatives, and any additional events or activities journalists will attend.
5	Spokespersons	RAKTDA PR team to advise which spokespersons are available for media interviews during the event.
6	Media Interviews schedule	Media interview opportunities to be shared with RAKTDA PR team along with the questions and talking points from the media for approval. Once approved, the interviews are to be schedule ahead of the event.
7	Briefing documents	RAKTDA PR team to prepare briefing documents with regional PR agency for spokespersons on speeches and media interviews.
8	Communication	RAKTDA PR team to create a WhatsApp group with the media to facilitate communication ahead of their arrival.
9	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.
10	On-site support	RAKTDA PR team to meet and greet the media after arrival and be available on-site to provide support or answer any questions.
11	Follow up with media	After the conference/event, overseas PR offices to follow up with the journalists who attended to thank them for their coverage and to ask for any feedback that could improve future press trips.
12	Coverage report	Overseas PR agencies to create a post-event media coverage report and share it with RAKTDA PR team