

PUBLIC RELATIONS DEPARTMENT

2010/2011 Public Relations Plan

Prepared by: David Downing
Assistant CVB Director

GOAL

Continue growing digital media outreach; update the functionality of the PR department using new technologies.

STRATEGIES:

Continue monitoring and adapting to recent---and major---changes in the world of travel media. Maintain schedule of hosting traditional print media---including newspapers and magazines---and increase exposure in digital media, including websites, social media pages and other web-based information outlets.

Incorporate Twitter, Facebook and web-based video into media outreaches; involve industry partners in direct media outreaches.

GOAL

Heavily promote the January 2011 opening of new Dali Museum---Pinellas County's #1 tourist attraction---throughout the year.

STRATEGIES:

Work with Dali Museum PR firm to maximize exposure and leverage placements.

Develop unique Social Media campaign to dovetail with museum opening.

Work with Ad Department to leverage editorial coverage from all area-specific media buys. Suggest/coordinate possible placement areas/publications.

GOAL

Initiate and execute "100 Days of Summer" campaign for summer 2011.

STRATEGIES:

Pinellas County turns 100 in 2011, so VSPC's summertime PR and promotional outreach will be called "100 Days of Summer" in order to dovetail with Pinellas County's Centennial Celebration. Work with Ad agency and domestic PR firm to sponsor sweepstakes, contests and explore possibility of appointing "Summer Celebration Ambassadors" who will blog/Tweet/FaceBook about their experiences and the destination.

GOAL

Generate 200 stories that promote St. Petersburg/Clearwater in domestic and international print media. Target internet-based outlets to take advantage of latest trends in distribution of travel information via the web and digital devices.

STRATEGIES:

Work with our newly-contracted domestic PR firm to target specific media for placement of stories covering the St. Pete/Clearwater area.

Work with AuCoin & Associates, our contract nature/outdoors PR agency, to do niche work on our specialty area. The agency will produce six feature releases each year, pitch individual media visit and/or a group media trip, assist in hosting the media and follow up on articles. This cost is comparatively minimal and covers a completely separate market for our area, and the results have been extremely cost-effective.

Continue to regularly issue newsworthy press releases in order to draw national attention to newsworthy facets of our destination.

Work with Visit Florida to participate in three media receptions and media missions in key domestic markets (as well as in our Canadian markets).

Continuing our strong presence at the major international travel shows including World Travel Market (London), the Internationale Tourismus-Borse (Berlin), the Travel Industry Association's POW WOW trade show and Florida Huddle trade show.

Team with at least three other tourism marketing organizations to promote visitation to our area. Potential partners include: Orlando/Orange County CVB, Visit Florida, Busch Entertainment Corporation, the Tampa Bay CVB, Greater Fort Lauderdale CVB and Walt Disney World.

Establish working relationships with three previously untapped web journalists, who sometimes have different needs and expectations than print journalists.

Conduct three CVB individual Media Missions making personal media calls to travel and consumer publications in three of our top feeder markets.

GOAL

Showcase the destination to 30 travel media from our top key markets, as well as print, on-line and broadcast.

STRATEGIES:

Work with our international PR agencies to develop CVB media missions in the US, UK and Central Europe. Carefully target media outlets to go after, with special attention given to placement in publications that have yet to feature the area.

Invite high-value travel media from national publications and publications in our top feeder markets to make individual visits during the year. We will conduct several themed press trips for travel writers, both in groups and on an individual basis.

Promote the area's best and newest assets at 15 trade shows and media missions throughout the United States and internationally.

GOAL

Generate 35 media stories in local publications that promote CVB efforts and the value of tourism to St. Petersburg/Clearwater

STRATEGIES:

Integrate new video podcast initiative into E-News, with links directly to videos hosted on the PR Website, FloridasBeachMedia.com.

Regularly feature CVB staff members on the PR web site with photos and "favorites" lists of things they love about the destination. Possible use of videos in this initiative as well.

Maintain a local media presence for the CVB through radio appearances on programming through Pinellas County Communications and city-sponsored television.

Work with Hospitality Education Department to assist in publicizing local education initiatives as part of the continuing "Value of Tourism" campaign.

Work with all local governmental bodies and Chambers of Commerce to coordinate promotion and publicity of newsworthy festivals, events and additions.

2010/2011 Public Relations Action Plan

October 2010

- UK Media: Sunrise to Sunset Media Fam with Fort Lauderdale CVB
- Digital Media conference: NYC
- Clearwater Offshore boat racing
- Deskside visits with new domestic PR firm in NYC
- SATW Annual Convention
- VF Media Reception

November 2010

- PRSA International Conference and Media Mission
- Attend World Travel Market (WTM) in London
- Joint pre-or-post WTM German Media Tour with Orlando and other Florida-based tourism agencies (tentatively planned)
- Video podcast production workshop
- International Golf Fam with Disney

December 2010

- Bowl Beach Day--Clearwater Beach TV/individual media opportunities
- Pending press support for proposed ESPN Bowl at Tropicana Field
- Visit Florida Media Mission (TBD)
- CVB Individual Media Mission - major market TBD

January 2011

- PR Mission/Event in Toronto/Canada
- TWIGS (Travel Women International Golf Society)
- Professional Golf Association (PGA) Merchandise Show in Orlando

February 2011

- PR/media event in New York with Meetings and Sales
- Visit Florida: Media Reception NYC
- Multicultural press visit (one or two writers)
- Individual boat-centered media fam visit (UK)

March 2011

- ITB Trade Show in Berlin
- Transitions Press event – Joint Golf FAM with Disney
- March 10-13 TMAC: Ottawa
- Media Mission with NYC PR Firm to U.S. Top Feeder Market

April 2011

- Water, Water Everywhere Press Trip
- St. Pete Grand Prix Press Trip: Brazil and Argentina
- PRSA Travel & Tourism Section Conference
- POW WOW trade show

May 2011

- National Tourism Week
- North American Travel Journalists Association (NATJA) Annual Conference and Media Marketplace
- Visit Florida Media Reception Montreal
- CVB Individual Media Mission: Washington DC
- Luxury & Dining Press Trip with Disney

June 2011

- Society of American Travel Writer's (SATW) Chapter Meeting/Associates Conference
- MediaBistro podcasting workshop and seminar in NYC
- Kickoff 100 Days of Summer campaign
- German media mission with Central European PR agency
- Tampa Bay Rays & Blue Jays Press Event in Canada

July 2011

- PR Mission to TBD Midwest city with Visit Florida
- DMAI Annual Conference
- Emerging PR technologies workshop TBD
- Media Training for PR staff and Senior CVB staff
- Visit Florida: In state media mission (DATE TBD)

August 2011

- Visit Florida Governor's Conference on Tourism
- Visit Florida Media Mission: Washington DC
- Family Press Group (multi media)
- ESTO Conference (Travel Industry Association Conference)

September 2011

- UK Press Group (with BA Holidays or other carrier)
- Visit Florida Media Mission: Chicago
- Media Mission to key U.S. Market