

PUBLIC RELATIONS

August 2013

Prepared by: Paradise Advertising & Marketing

VISITING MEDIA & INDUSTRY MEETINGS:

Industry Summit Recap: August 7

Approximately 100 industry partners came together for VSPC'S Media and Communications Industry Summit at the Sheraton Sand Key on Clearwater Beach. The event, which was presented in conjunction with Paradise, VSPC's local Public Relations agency, focused on pitching media, the power of videos and the latest best practices in social media. The presentation featured a session by local Bay News 9 reporter Trevor Pettiford, and was covered by the *Tampa Bay Business Journal* and tweeted live using #VSPCSummit on Twitter.

The summit focused on various topics, including but not limited to:

- The "Power of the Pitch" presentation focused on six steps any business can use to increase their chances of earning media coverage.
- The "Social Networking or Social *Not* Working" presentation offered useful ways partners can creatively use social media, such as establishing a regular tweet---for example, a "Two-O-Clock- Tweet" that could promote daily drink specials or other on-site offers.
- A new media site, featuring an Industry Partner Toolkit, was previewed. Currently in development and expected to launch by the end of this year, the responsive-design site allows media and partners easier access to updated destination story ideas, hi-def B-roll and hi-res images.

Cieran Kelso: August 12-20

From NBC's Today Show to BBC's national morning show and to the Tampa Bay Times, Associated Press and local affiliates around the country, Cieran Kelso's inspirational visit to the area garnered worldwide attention. The energetic 8-year-old, who lost both his legs to meningitis as a baby and now swims with prosthetic flippers his dad designed, enjoyed a special swim with "Winter" at Clearwater Marine Aquarium that was seen around the world, as well as frolic in the Gulf of Mexico, play pirate on Captain Memo's, take the children's tour at the Dali Museum. You can [watch the video here](#).

Educational Seminar for Tourism Organizations (ESTO), Richmond: August 19-21

Members of VSPC's Media and Interactive team attended this annual tourism summit, which is hosted by Destination Marketing Association International, the official accrediting organization of tourism marketers worldwide. The three-day confab included sessions focused on a variety of topics, including crisis management, organizational dynamics and marketing strategies.

Beaches & Baseball Event, Toronto: August 30

Leroy Bridges attended this annual Leisure Travel/PR event and hosted nearly 50 attendees, including travel trade media and traditional media from throughout Canada, for a Toronto Blue Jays game. The attendees were treated to a Blue Jays win and a host of updated destination information, including what's "New & Now" in St. Pete/Clearwater. Within days of the event, OpenJaw.com, a publication distributed online and in print to more than 15,000 travel agents across Canada, published an article detailing the successful event.

PRESS RELEASES

[August 15, 2013 – Dine Tampa Bay Returns for Two Tasty Weeks](#)

[August 29, 2013 – Labor Day Weekend: 34 Million People, Six Million Pets on the Move](#)

INDUSTRY UPDATES

[August 2, 2013 – Reminder: Sports Commission Event Next Friday](#)

[August 8, 2013 – Bed Tax Continues Record Pace, Industry Summit Recap](#)

[August 29, 2013 – Tune in to See a Special Story this Weekend](#)

CONSUMER NEWSLETTER:

[August 8, 2013 – Don't Let Summer Slip Away](#)

TDC RECAP:

The Tourism Development Council was on hiatus for August. Therefore, there is no official recap to provide. In its place, VSPC distributed the following:

[August 8, 2013 – Bed Tax Continues Record Pace, Industry Summit Recap](#)