



A Strategic, Creative Communications,
Digital & Entertainment Company

Visit St. Petersburg/Clearwater PR Activity Update - October 2013

The following is an overview of activities undertaken during October 2013 and includes media relations, promotions, press releases and other information disseminated and coordinated internally and externally. Highlights of the activities included, but were not limited to the following:

Activity

- **(October 1, 2013)** Contacted Jeff Abbaticchio, at the Don CeSar, to coordinate/finalize Cosmo UK (Amanda Statham) day spent at the Don CeSar
- **(October 1, 2013)** Updated itinerary for Marion Hahnfeldt, reporter for Lubecker Nachrichten
- **(October 1, 2013)** Updated VSPV media website with press clippings
- **(October 1, 2013)** Secured comp tickets on Memo's Pirate Cruise for Cosmo UK journalist
- **(October 2, 2013)** Sent group thank you to COPA Trade Media from visit the previous week
- **(October 2, 2013)** Further updated itinerary for Marion Hahnfeldt, reporter for Lubecker Nachrichten
- **(October 3, 2013)** Contacted Jeff Abbaticchio at the Don CeSar about babysitting service for Cosmo UK journalist Amanda Statham
- **(October 3, 2013)** Updated VSPC media website with attractions and dining listings, jazz festival
- **(October 4, 2013)** Revised first draft of CVBeat text
- **(October 7, 2013)** Followed up with Dreamscapes reporter Bob Jenkins regarding article queries
- **(October 7, 2013)** Reached out to partners to cancel bookings for Marion Hahnfeldt, reporter for Lubecker Nachrichten
- **(October 14, 2013)** Coordinated with Rooster/VSPC staff regarding Amanda Statham, Cosmo UK trip
- **(October 14, 2013)** Coordinated with Marcus/VSPC staff regarding Edelweiss Austrian FAM
- **(October 14, 2013)** Followed up with Jim Wilson regarding access to Fort DeSoto for Amanda Statham, Cosmo UK
- **(October 14, 2013)** Coordinated with NFJPR and VSPC staff regarding upcoming Enjoy Arts and Tastes St. Pete



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- **(October 15, 2013)** Followed up with PR and marketing representatives at the Dali regarding tours for upcoming FAMS.
- **(October 17, 2013)** Coordinated details about upcoming German Visit Florida trip with German PR office
- **(October 17, 2013)** Drafted itinerary for upcoming Swiss Edelweiss trip, reached out to the Dali museum to secure tour tickets
- **(October 21, 2013)** Completed itinerary for upcoming UK Family FAM
- **(October 22, 2013)** Coordinated stay for Savoir Vivre journalists Christina Hollstein and Jannas Jaschick at the Dickens House
- **(October 23 and 24, 2013)** Coordinated details for morning spent at the Don CeSar and met Cosmo reporter Amanda Statham
- **(October 24, 2013)** Coordinated last-minute details with the Dali and Cassis for Edelweiss journalist group and scheduling change
- **(October 24, 2013)** Followed up with German PR regarding upcoming visit of German journalist Margit Boeckh
- **(October 25, 2013)** Coordinated Birchwood stay, breakfast and dinner for Enjoy Arts and Tastes media
- **(October 27, 2013)** Helped host Edelweiss media in St. Pete
- **(October 28, 2013)** Followed up with Captain Memo's Pirate Cruise regarding tickets for Family Friendly UK FAM
- **(October 29, 2013)** Followed up with NJFPR representative Bryan Hansen regarding Enjoy Arts and Tastes media trip

FAMs

- Developed itineraries for Edelweiss, Cosmo UK and UK Family Friendly FAMs and provided on-site support at various locations
- Liaised extensively with Visit St. Pete/Clearwater partners
 - Developed itineraries and provided on-site support at various locations
 - Secured attraction tickets for Edelweiss, Cosmo UK and Family Friendly FAM

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