



**ST.PETERSBURG
CLEARWATER**

Media & Communications
Industry Summit

Sheraton Sand Key
August 7, 2013

Welcome Media & Communications
Industry Summit

David Downing
Deputy Director

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Welcome Media & Communications
Industry Summit

Agenda:

- "The Power of The Pitch" & PR Resources
David Downing & Patrick Harrison
- "Social Networking or Social Not Working"
Leroy Bridges & Henry Hollingsworth
- BREAK
- New Media Website
Glenn Bowman
- Power of Video
Anna Tataris De Jesus/Roy De Jesus
- "Ten Nine Tips For Talking Tourism"
Trevor Pepperford, Bay News 9

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Welcome Media & Communications
Industry Summit

Cedar Hames, CEO
Paradise Advertising & Marketing, Inc

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The Power of the Pitch Media & Communications Industry Summit

How To Throw The Perfect Pitch

David Downing/Patrick Harrison

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The Power of the Pitch Media & Communications Industry Summit

The Pitch Serves Only One Purpose:

To pique the interest of a journalist or producer enough to get them to cover your story

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The Power of the Pitch Media & Communications Industry Summit

It is not:

- To make you feel better
- To make your boss happy
- To spin or fluff a non-story


These will make the journalist/producer feel you are not a good source and their time has been wasted

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The Power of the Pitch Media & Communications
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Good pitches get right to the point and are concise:

- Keep emails professional and clean
- A good pitch shows a clear understanding of the target audience, is easy to read and understand and is memorable.

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Bad pitches suffer from bad writing, poor punctuation or inappropriate language:

- Avoid offensive ideas, rude language and ridiculous wording
- Avoid boring, no news/story angle, vague, etc.
- Not advertising copy – ditch hyperbole and self-serving descriptors
- Re-read. Re-read. Have a fresh pair of eyes read the press release.

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The best pitches are:


- Selective
- Specific
- Offer relevant information
- Are not overwhelming
- Can be part of a larger trend.

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General Tips

- Think Like A Brand
- Do Your Homework
- Authenticity
- Identify A Need
- Sell Baby Sell
- Persistence Pays

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SIX THINGS TO WALK AWAY WITH

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The Power of the Pitch Media & Communications Industry Summit

1. Pitching Is Positioning



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2. Hitch Your Wagon To The Zeitgeist



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3. A Picture Is Worth 10,000 Words




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4. Lists, Indulgences & Fear

5 confusing texts guys send & how to respond




1. The Noncommittal Text
2. The Overly Complimentary Text
3. The Rain Check Text
4. The Flake-Out Text
5. The One-Worded Text

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5. The More The Merrier



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The Power of the Pitch Media & Communications Industry Summit


6. The Rule of Three



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The Power of the Pitch Media & Communications Industry Summit

6. The Rule of Three



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Public Relations Resources Media & Communications Industry Summit

Support Structure:

Internal VSPC Team
|
Paradise
|
Domestic - UK - Germany - South America

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Tools

- Press releases
- Pitches
- Media Relationships
- FAMs
- Trade shows
- Media Missions
- Media Website

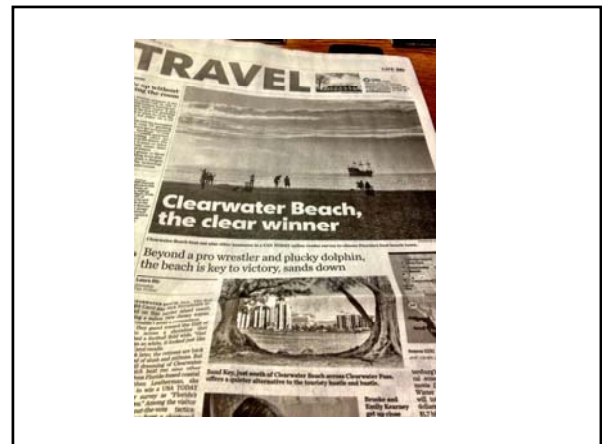
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Changing Landscape

- Immediacy
 - News cycles
 - Social
- Opportunity
- Lead times

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The Atlanta Journal-Constitution
July 4, 2013

E | DEAL SPOTTER


TRAVEL DEALS

25% OFF Castle Inn Atlanta, Ga. (10/13-10/14) \$109/night (incl. tax) Book by 7/1/13	FREE NIGHT Four Seasons New York City (10/13-10/14) \$1,200/night (incl. tax) Book by 7/1/13	25% OFF Travel with kids Atlanta, Ga. (10/13-10/14) \$109/night (incl. tax) Book by 7/1/13
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News from... **iFPR** Circulation: 217,800

SUN
June 13, 2013

Top travel deals for summer 2013



News from... **iFPR** 100,077 unique monthly visitors

ShermansTravel
July 3, 2013

SHERMANSTRAVEL BLOG

Early July 7 Continents from Berlin



News from... **iFPR** 1,080,736 unique monthly visitors

Chase TRAVEL
June 27, 2013



News from... **iFPR** 3,457,051 unique monthly visitors

Rooster
Made up the Rooster

Client: **VMPC**
Rooster: **Good Housekeeping in UK**
Date: **19 July 2013**

Good Housekeeping


It's time to explore Florida's Clearwater and St Petersburg

Florida's Gulf Coast offers more than your average beach holiday. Although the beaches here are voted the best in the US, we registered what else there is to do in this paradise destination and found cultural and craft experiences a plenty.

1.

Florida's best kept secrets

Downtown St Petersburg and Clearwater Beach



When you think of Florida, you are likely to conjure up images of the Magic Kingdom at Disney, Orlando as you are the night lights of Miami. Little explored by most UK tourists, St Petersburg and Clearwater on the West Coast are Florida's best kept secrets.

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From the museum packed arts community of downtown St Pete to Clearwater's 35 miles of white sand beaches (voted the best in the US), this is a destination worth exploring if you're in search of a holiday with both beach and culture.

2.

Set sail!

Clearwater Community Sailing Center



Clearwater Community Sailing Center is a not-for-profit organization providing affordable sailing lessons for the local community and tourists alike – we arrived when the junior summer schools were finishing for the day. In a community which sails on a peninsula, sailors regularly sail round by water. A new boat launching is an annual tradition spending their holidays out of doors heading to sea. Rather than check out the shopping complex. A one-hour intro to Sailing lessons for groups of three or less costs £150 (about £45) with a 1000 instructor.

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A five-minute walk away in Columbia Restaurant (Solum Restaurant.com), which first opened in 1950 and is the oldest restaurant in the State (plus fact the original), it's a wonderful place to relax in Old World-style surroundings after being out on the water. Try an delicious 1950s-style and Super Style Sides – the menu is extensive, but the crab, croquettes and stuffed champignons are delicious and come served on a three-tiered cake stand.

For details of the Clearwater Community Sailing Center visit clearwatercommunitysailing.org.

3.

Capital of culture

The Dal Museum in Downtown St Pete



One of the major collections of Dali's art outside of Spain sits in The Dal Museum overlooking the waterfront in Downtown St Pete. The architecture itself is worth a look: an impressive glass facade makes viewing the building glimpse it a collaboration.

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appearance (pictured). Worksprints of Dali will find 2000 originals inside including 8 of the artist's jaw-dropping masterpieces. There are 18 known works and many impressionist-style canvases.

4.


Wine, Dine, Drink try your hand at your own glass masterpiece at Dine with a Twist. A two-hour class costs £35 (about £25) and includes canvas, materials and a tutor, and is a birthday fun way to spend an afternoon.

Admission to The Dal Museum costs \$21 (about £14) for adults, which includes a free download guided tour. For details visit thedal.org. Find out more about Painting with a Twist by visiting paintingwithatwist.com/golfing.

4.

Celebrate nature

Sunset Celebrations at Pier 40



Clearwater Beach from its most recent festival each night at Pier 40 (clearwaterbeach.com). This free event brings local artists, musicians and craft sellers together in one place to witness one of nature's most beautiful sights, right after night.

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If you'd like to give back to nature, Tampa Bay Watch is a not-for-profit organization. Being after the marine and wildlife environments around the Tampa Bay estuary – the can get involved by volunteering your time and joining them for a morning's planting by contacting tampabaywatch.org.

5.

Eat and be merry

Frenchy's Grill and Cantina



As well as boasting 35-miles of unspoilt beach front, there are many dining options to choose from being this stretch of coast. A treat is a visit to Frenchy's Biscuits & Grill – a casual beachfront venue which does a superb 'grilled' seafood! Complete with unspoilt sunset views (frenchysbar.com).

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For something more refined, head a couple of doors down to Cantina on the Gulf (cantinastpete.com). Here, you'll find everything from surf & turf to steaks to an Italian buffet (also for the fast foodies).

6.

Discover your inner painter!

The Museum Arts Center



Start your arts-related day with a trip to the Chubby Collection. This collection of art, Glass Chubby's work includes large-scale aquatic scenes in colorful glass and huge statement chandeliers, which give a new meaning to the term 'chandelier'. The blue chandelier (pictured) features 187 individual pieces of glass.

You can combine your visit with a trip to the Glass Studio and Gift Shop for a 30-minute class to make your own glass ornament under the instruction of one of the resident artists.

Rooster
Made up the Rooster

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If pottery appeals, the old Seaboard train station now houses the Morav Center for Clay which is just as much fun. There's a local pottery store which lets you travel between the studio and museum.

A pass to visit the Chubby Collection, Glass Studio, Gift Shop and Morav Center for Clay costs \$19.95 (about £12). For details visit moravcenter.org.

7.

A Winner's Tale

Witness the dolphin



Clearwater is home to Winter the dolphin from the children's film, Dolphin's Tale – about the first dolphin to learn to swim with the aid of a prosthetic tail. Visit Winter at the Clearwater Marine Aquarium, which is a fully operational marine hospital.

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Also see dolphins in the wild (pictured) on board the Little Toot (Dolphin.us), which departs from Clearwater every day. You're guaranteed a dolphin sighting – which jump and frolic in the Hills Lug's wake – or your next trip is free.

Adult admission to Clearwater Marine Aquarium costs \$19.95 (about £12) and \$14.95 (about £10) for children aged 3-12. For details visit winter.com.

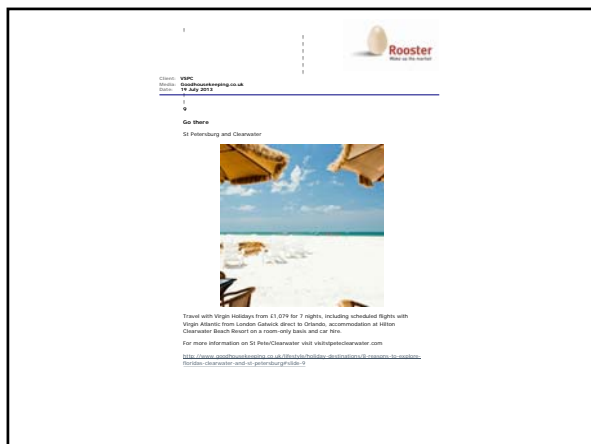
8.

Local arts and craft – beer

Durand's



There are many smaller communities worth exploring away from the beach and city. Durand's is famous for its antique shops, craft fairs and emerging local craft beers. Stop by the Durand Brewery (durandbrewery.com) – the oldest in Florida despite being from the early 20th century – for a taste of what's on offer.



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Monthly/Quarterly Releases

- Creativity
- Quirky
- Local feel
- Themes
- Trends
- Graphs/charts/images

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Example Monthly Angles:

- “Wacky or weird things in the mini bar”
- “Oddest things left behind”
- “Most Common Guest Requests”
- “Odd restaurant/room service requests”
- Famous Guests

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Major Events:


- Food & Wine Festival
- Powerboat Races
- Honda Grand Prix

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Deals

- Seasonal
- Be Creative:
 - ‘Drill Baby Drill’
 - ‘A Boy Named Pete’
 - ‘Some Like It Hot’
- Use our website
- New & Now – VSPC.info

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Opportunities


- Original ideas:
 - Craft Beer trail
 - Chocolate Trail
- Pets
- Seasonal: July 4th
- Awards
- Renovations
- Events

Email: PR@VisitSPC.com

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Social *Networking*
or
Social *Not* Working

Leroy Bridges & Henry Hollingsworth

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Social *Networking* or Social *Not* Working Media & Communications Industry Summit

Social Media 101

 Twitter

- Users post 140-character updates with links to photos and websites

- # – A hashtag is a means of grouping messages, creating trends
- @ – A mention symbol tags a user in your tweet
- Handle – Your Twitter username is referred to as a handle
- RT/Retweet – equivalent to forward-to-a-friend or sharing a post

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Social Networking or Social *Not* Working Media & Communications Industry Summit

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Social Media 101

Facebook

- The largest and most multimedia friendly of all social networks
- Fan – Allows a user to connect with a brand page
- Share – Equivalent to a retweet on Twitter
- News Feed – Items that your friends and businesses/organizations you Like exist here
- Learn More: www.SocialMediaExaminer.com/getting-started/

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Social Media in 3 Steps


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Successful Social Media in 3 Easy Steps Media & Communications Industry Summit

STEP 1
Develop a Strategy & Stick to it

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Things to Consider

- Voice
- Tone
- What type of organization are you?
- Who's your audience?

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Good Examples:



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What not to do:

MSN
9 hours ago · 18

Bee Gees co-founder Robin Gibb dies at 62. Click "like" to pay your respects.
<http://on-msn.com/KJC9j>

Like · Comment · Share

5,146 people like this.

KC @KennethCole
Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo-KC>

9 hours ago via Twitter for BlackBerry® · 1 Favorite · 1 Retweet · 1 Reply

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STEP 2
Networking:
Get Others Involved

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- The more you post about other users, the more you're mentioned
- It's OK to @tag another partner
- Connect to promote the same destination

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RT @enjoyartstastes: In case you missed it, #EnjoyArtsTastes tickets r now on sale! Read the @DowntownStPete article: bit.ly/13plc4e



St. Pete Clearwater (@stpeteclearwater) Fly for FREE. Spend 4 nights in luxury, spend \$500 shopping, indulge in spa treatment & rock out VIP style on us. bit.ly/13plc4e Sponsored by Shredder Services @shredder


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STEP 3
Be Social!

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- Engage with people
- Personalize the experience
- Share relevant content
- Interact with comments – both good and bad

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The first tweet is from Sandpearl Resort (@sandpearlresort) and says: "Don't miss our favorite #SandpearlStar, @WinterDolphin, in tonight's Movie Under the Stars: @dolplintale". The second tweet is from Vinoy Renaissance (@vinoyrenewal) and says: "We love exploring St. Pete, especially when we stop at Sweet Deals Chocolates for a delicious treat! on 8/24/13".

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3 Ways Social Media Can Hurt Your Brand


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3 Ways Social Media Can Hurt Your Brand Media & Communications Industry Summit

1
Inconsistency

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3 Ways Social Media Can Hurt Your Brand Media & Communications Industry Summit



The screenshot shows the Facebook page for the "UNBULLEVEABLE RACE 2013". The page has a cover photo with the text "UNBULLEVEABLE RACE 2013" and "UNBULLEVEABLE RACE". The page has 112 likes and 112 members. There are several posts on the page, including one from "UnBullevable Race" and another from "UnBullevable Race" with a photo of two people.

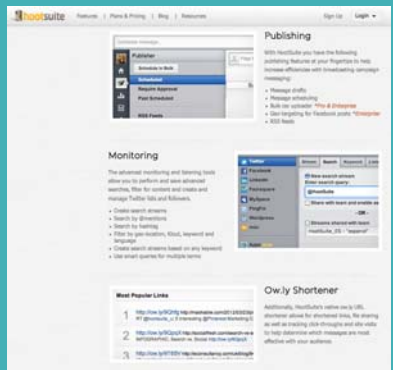
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3 Ways Social Media Can Hurt Your Brand Media & Communications Industry Summit

- Avoid sporadic posting
- Utilize publishing platforms

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2
Negativity

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3 Ways Social Media Can Hurt Your Brand Media & Communications Industry Summit

- Embrace feedback
- Respond & resolve
- Make a decision & stand behind it

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Damiana Anderson Alston
Recently stayed at the Courtyard Marriott in Norwich, CT. Very disappointed! It smelled so bad in my room. I couldn't sleep due to the smell. The room was very out dated for the cost of the room. It just didn't live up to Marriott's standards!
Like · Comment · Yesterday at 11:48am near Boston, MA

Marriott Hotels & Resorts HI Damiana, we'd be happy to connect you with Customer Care so they are aware. Please privately message your contact info and confirmation number. Thank you.
Yesterday at 5:11pm · Like

Lisa Kane
I was disappointed. The other night we ordered carryout. I got the veg to mien combo w/ egg roll. I put no mushroom. When I got home I had mushrooms in my lo mien. ☹️
Like · Comment · July 27 at 12:06am near Columbus, OH

Phil Wei Asian Diner HI Lisa, I'm sorry to hear that! Can you email us at guestservices@phib.com so we can follow up with you directly?
July 28 at 2:38am · Like


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3 Ways Social Media Can Hurt Your Brand Media & Communications Industry Summit

3 Pitfalls

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3 Ways Social Media Can Hurt Your Brand Media & Communications Industry Summit

American Red Cross
@RedCross

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettingslizzerd](#)

HootSuite · 2/15/11 11:24 PM

@RedCross
American Red Cross

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

2 hours ago via [Dribbble](#) · [Facebook](#) · [Reddit](#) · [Reply](#)

Retweeted by [Nicola1989](#) and 58 others

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3 Ways Social Media Can Hurt Your Brand Media & Communications Industry Summit

- Limited photo content won't tell the entire story
- Limited photo content won't tell the entire story
- Limited photo content won't tell the entire story

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3 Ways Social Media Can Hurt Your Brand Media & Communications Industry Summit

How's this for summer fun? Just rocked jet-ski at Tradewinds Island Resorts on St. Pete Beach. <http://bit.ly/1Wf8u8m8k>

Like Comment Share 328

2,347 people like this. Top Comments

Tradewinds Island Resorts Woo-hoo! So much fun! Cool you enjoyed it!

Like Reply · 5 · August 1 at 3:26pm

Visit St. Pete/Clearwater replied · 2 Replies

Mark your calendar! 3rd Annual Lost River Ski! Mark your calendar! 3rd Annual Fall SK Saturday, October 12, 2013!!!

Like Comment Share

Kathy McGuire Rudick, Lindy Pike Funkhouser and 2 others like this.

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+

paradise

Website Sneak Peak Media & Communications Industry Summit


Visit St. Pete/Clearwater
Website Sneak Peak

Glenn Bowman

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Website Sneak Peak Media & Communications
Industry Summit

Power of Video
Anna Tataris De Jesus/Roy De Jesus

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Keynote Media & Communications
Industry Summit

Insert Viva Florida video and Profile on
William Brown

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Keynote Media & Communications
Industry Summit

Tea Nine Tips For Talking Tourism
Trevor Pepperford, Bay News 9

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