

## **Media & Interactive**

**November 2014**

**Prepared by: Paradise Advertising & Marketing**

### **VISITING MEDIA & INDUSTRY MEETINGS**

#### **Picasso/Dali FAM: November 1-5**

VSPC hosted four top national journalists for a special FAM on the occasion of the Picasso exhibit opening at The Dali Museum – Val D’Elia (NY1, CBS), Jennifer Wood (Complex), Fran Folsom (Antiques, Fine Art) and Terry Gardner (Chicago Tribune, LA Times). In collaboration with partners, VSPC developed a unique itinerary and hosted the journalists throughout the area to such attractions as The Dali, Chihuly, Honeymoon/Caladesi and area beaches. VSPC hosted the media at the Lowes Don CeSar Hotel and Sandpearl Resort.

#### **Sam Boykin: Nov. 6-9**

VSPC hosted national journalist Sam Boykin (Men’s Journal, Outside, National Geographic) for an area visit to such attractions as Fort De Soto, Egmont Key, The Dali and Chihuly. VSPC hosted the journalist at Hotel Zamora.

#### **BLUE Ocean Film Festival and Conservation Summit: Nov. 3-9**

VSPC helped sponsor the unique ocean event during its inaugural launch in the area. The successful growth event, which drew thousands of attendees from around the world, attracted more than 8200 articles in the media and secured a solid foundation in the St. Pete/Clearwater area.

#### **Annual Marketing Meeting, November 18**

Hosted annual meeting for partners and media at Capitol Theatre, Clearwater, to unveil 2015 marketing plan and new initiatives and celebrate record success in 2014.

### **FAM FOLLOW-UP and PREPARATION**

- Developed/Updated itineraries for Dali/Picasso and Sam Boykin FAMs
- Provided on-site support for Dali/Picasso and Sam Boykin FAM participants and BLUE press
- Liaised extensively with Visit St. Pete/Clearwater partners
  - Developed and revised itineraries
  - Secured accommodations and attraction tickets for Dali/Picasso and Sam Boykin FAMs, Mary Chong (Calculated World Traveler), Naomi Maclaren (This Roller Coaster Called Life), Nicky Cahill (Belfast Telegraph)
  - Coordinated FAM details among VSPC agencies and partners
  - Helped source journalists
  - Coordinated travel logistics for journalists

- Hosted journalists throughout FAMs
- Communicated with journalists following their visits

### **MEDIA RELATIONS**

- Provided follow-ups to journalists following their visit (Dali/Picasso and Sam Boykin FAMs)
- Communicated with journalists in advance of their trips
- Hosted (Dali/Picasso and Sam Boykin FAM participants)
- Assisted with WFLA (NBC) visit and coverage/Daytime Jerry Penacoli at The Dali Museum
- Coordinated significant Fox 13 coverage of Picasso show on “Good Day”
- Coordinated local and national press coverage of Picasso exhibit at The Dali Museum
- Coordinated media access and coverage of BLUE Ocean Film Festival and Conservation Summit
- Updated media site on an ongoing basis with clips and press releases
- Secured coverage of VSPC Annual Marketing Meeting in local media

### **PARTNER COMMUNICATIONS**

- Contacted various partners (including The Dali, Chihuly Collection, Sundial, St. Pete, and Fort De Soto Park) regarding media access to premises
- Contacted major venues (including Hotel Zamora, Sandpearl Resort, TradeWinds Island Resorts and the Loews Don CeSar Hotel) regarding media accommodations and meal arrangements
- Helped coordinate partner, media and industry VIP access to BLUE
- Developed Manaphin video for VSPC Annual Marketing Meeting

### **TWITTER (@VSPC)**

- Interactions (engagement): 3,471
- Potential Impressions: 10,157,703
- Potential Reach: 1,866,746
- Retweets: 565

### **INSTAGRAM (@VSPC)**

- Posts: 33
- Interactions (engagement): 5,814
- 3 most popular uploads:
  1. <http://instagram.com/p/v4W061Ksan/>
  2. <http://instagram.com/p/vY2osJqsb1/>
  3. [http://instagram.com/p/v\\_hp1oKscf/](http://instagram.com/p/v_hp1oKscf/)

## **FACEBOOK**

- Potential Reach: 751,300
- Potential Impressions: 1,288,163
- New Likes: 712
- Interactions (engagement): 54,297

## **YOUTUBE**

- Views: 236,592
- Estimated Minutes Watched: 232,017