

Media & Interactive

January 2015

VISITING MEDIA & INDUSTRY MEETINGS

Golf Women: January 16-19 / 25-27, 2015

VSPC hosted Cornelia Bruckner, Editor for *Golf Women*, as she visited such attractions as The Dali Museum, The Chihuly Collection and Clearwater Marine Aquarium. VSPC hosted the journalist at The Birchwood and Innisbrook Resort.

Koelner Stadtanzeiger: January 23-27, 2015

VSPC hosted Peter Brock from *Koelner Stadtanzeiger* as he visited such attractions as Locale Market, The Dali Museum, The Dunedin Fine Art Center, the Dunedin Brewery and Clearwater Marine Aquarium. VSPC hosted the journalist at The Sheraton Sand Key Resort.

Merian Momente and Reisen Exclusiv: January 24-26

VSPC hosted Ralf Johnen from *Merian Momente and Reisen Exclusiv* as he visited such attractions as Locale Market, the Museum of Fine Arts, The Dali Museum and Fort De Soto Park. VSPC hosted the journalist at The Sandpearl Resort.

FAM FOLLOW-UP AND PREPARATION

- Developed/Updated itineraries for *Golf Women*, *Koelner Stadtanzeiger* and *Merian Momente/Reisen Exclusiv*
- Provided on-site support for FAM participants and liaised extensively with Visit St. Pete/Clearwater partners
 - Developed and revised itineraries
 - Secured accommodations and attraction tickets
 - Coordinated FAM details among VSPC agencies and partners
 - Helped source journalists
 - Coordinated travel logistics for journalists
 - Personally hosted journalists throughout FAMs
 - Communicated with visiting journalists following their visits

MEDIA RELATIONS

- Distributed Survivor FAM video to mentioned partners and participating journalists
- Pitched George Takei promo film created by the Film Commission to appropriate outlets
- Liaised with Luisana Suegart of Diamond PR to arrange details of Hotel Zamora FAM. Secured access to area partners including Chihuly Collection, The Dali and Fort de Soto.
- Sent B Roll of St. Pete to ONE St. Pete developer's advertising team
- Drafted itinerary for Karen Cicero, Travel Editor at *Parents* magazine.
- Hosted Karen Cicero of *Parents Magazine* at The Dali
- Attended The Dali in conjunction with Hotel Zamora's FAM trip hosted by Diamond PR

- Pitched media lead seeking information on secretive beaches including information on Egmont, Shell and Anclote Keys
- Connected with Misty Wells regarding how VSPC could assist with promoting the Three Legends Fishing Event
- Secured complimentary accommodations and lunch for Rose Derkay, *Family Times Magazine* at Palm Pavilion. Also arranged Tarpon Springs boat tour and Honeymoon Island access

PARTNER COMMUNICATIONS

- Contacted various partners (including The Dali Museum, Chihuly Collection, Sundial, St. Pete, and Fort De Soto Park) regarding media access
- Contacted major venues (including Hotel Zamora, Sandpearl Resort, TradeWinds Island Resorts and the Loews Don CeSar Hotel) regarding media accommodations and meal arrangements

TWITTER (@VSPC)

- Interactions (engagement): 5,770
- Potential Impressions: 12,240, 781
- Potential Reach: 4,554,510
- Retweets: 809

INSTAGRAM (@VSPC)

- Posts: 44
- Interactions (engagement): 9,482
- 3 most popular uploads:

1. <http://instagram.com/p/yhywKiqsUk/>
2. http://instagram.com/p/x0RJz_Ksad/
3. <http://instagram.com/p/yKrqayKsfP/>

FACEBOOK

- Potential Reach: 894,460
- Potential Impressions: 1,731,304
- New Likes: 898
- Interactions (engagement): 84,164

YOUTUBE

- Views: 638,901
- Estimated Minutes Watched: 729,568