



HOSTING AN IFWTWA REGIONAL LUNCH AND/OR 1-2 DAY PRESS TRIP

Overview: Thank you for considering hosting an IFWTWA regional lunch and/or 1-2 day press trip. We instituted this shorter format in order to allow local restaurants, lodging and activities an opportunity to interact with local IFWTWA members. This is an excellent promotional vehicle for properties that cannot provide an airfare allowance or host larger groups or longer stays, but do want to promote their properties to active journalists. In this format, regional

lunches are kept to 15 or less members and/ potential members for lunch or dinner, and 8 or less members for an overnight stay with complementary activities. A hotel, restaurant, or attraction can team up with the local visitors bureau or chamber of commerce for additional ideas and assistance, or vice versa.

Benefits

In addition to the trip being on the home page of IFWTWA, we promote the luncheon or press trip via our monthly newsletter, Press Pass, an email blast to our members, the IFWTWA Blog, LinkedIn, Facebook, Twitter, TravMedia.com, Tripatini, and other online outlets.

All participants sign a contract agreeing they will abide by the [IFWTWA Code of Conduct](#). All participants are expected to take part in all activities unless otherwise mutually agreed upon. When an adventure activity is offered, it is nice if an alternative venue is available as an option. Many of our journalists are into social networking on site, so that provides added day of content.

All participants send the host, as well as our Executive Director and [Media Trip Results Blog](#), a link to their articles as they are published. All participants are expected to publish. If they do not come through, their applications are not submitted for future trips or luncheons. That has not been a problem the last 3 years. Most publish or broadcast more than one article in addition to many blog posts.

Process

After the host(s) provides a tentative itinerary of what they wish to showcase (subject to change), the IFWTWA Regional Coordinator sends an invitation to all local members and potential member guests. The host determines the length of the trip, luncheon, dinner or other activities and the number of participants. We do have several members who are team writers and share a room.

The host(s) covers tours, entry fees, lodging and meals. If there are any special services the host wants covered, like spa treatments, they would also cover those.

Once we have the registrations, we provide the host with a spreadsheet that shows the name and contact information, outlet, and profile link for each applicant. The host has the right to determine which applicants to accept for the event, or the [IFWTWA Regional Coordinator](#) can do this if desired. Journalists who meet the host's vetting are then notified of acceptance by the IFWTWA Regional Coordinator.

We may charge our members a small registration fee, as we are a non-profit and doing all the work takes extra hours of labor we have to pay.

We also have a Media Trip Results Blog where we add the published articles as they are sent in. It shows return on investment. Our journalists usually do numerous features about any trip.

An [IFWTWA Regional Coordinator](#) or [Board Member](#) always accompanies the group as tour leader.

Ready to Get Started?

All you need to do is contact board member Linda Kissam at linda@ifwtwa.org or MJ Hong at mjhong1@gmail.com.