

JOINT REPORT

European Quartet Media Road Show

February 24–March 02, 2005

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Organizer:

Ferri & Partners, Miami, Florida on behalf of the European Quartet:
James Ferri, President; Yvette Batalla, Account Executive

1) Background

- a) 2003 – After the European Quartet (EQ) cooperation was introduced, the US representatives of the participating countries invited a few key travel media editors to brainstorm the campaign. The joint marketing initiative was very well received.
- b) 2004 early – A larger scale media campaign was planned, but due to budgeting issues it had to be postponed to early '05.
- c) 2004 mid year – The EQ countries US reps finalized the selection of the PR agency and put the project on hold until financial problems could be resolved. The selection process was implemented through a tender by invitation where seven companies were bidding. After the evaluation of the submitted proposals, Ferri & Partners Inc. had been selected. The company has experience with airlines and destinations, such as Air France, Mexico, several French regions, etc.
- d) 2004 year end – The required amount was allocated to a EQ US 2005 Media Road Show and the project entered into the implementation phase. It was determined that the event would include the following marketing tools:
 - Press release
 - Press kit
 - Audiovisual presentation (Macromedia Flash)
 - Media meetings, in the most important cities of the three major markets for the Central European region, such as New York, Miami, Los Angeles, and San Francisco.

2) **Goals**

- a) Introduce the EQ cooperation to a broad scale of the American media.
- b) Establish a long term relationship with the media representatives.
- c) Convey the four core messages of the EQ US initiative (2a + 2v = V4)
 - A - Authenticity
 - A - Accessibility
 - V - Variety
 - V – Value

3) **Implementation**

Through the communication process prior to the personal meetings more than 2000 contacts were made and nearly 50 key media representatives personally attended in the presentations.

- a) A list of 700+ journalists was created for the four cities.
- b) Press release was sent to the list.
- c) The list was then narrowed down to 500+.
- d) "Save the date" message was sent out with information of the upcoming event.
- e) Final invitations were sent out.
- f) Each journalist on the list was contacted via phone at least once.
- g) Before the event journalists who confirmed their participation were repeatedly contacted.
- h) The road show consisted of four breakfast presentations and two media luncheons in the cities of New York, Miami, Los Angeles and San Francisco.
- i) The nearly fifty attendants who were introduced to the cooperation of the four Central – Eastern European countries, were provided with both verbal and written information and participated in the informal discussion portion of the event. The participating editors and journalists represented prestigious travel and consumer media, such as:
 - Travel Weekly *
 - Frommer's Publications *
 - Recommend *
 - National Geographic Traveler *
 - Miami Herald
 - New York Daily News
 - Business Week *
 - Money Magazine *
 - Saveur Magazine *
 - Shape *
 - Men's Fitness *

- Town & Country Travel *
 - OutTraveler*
 - Passport magazine*
 - Jane Magazine *
 - Diversion *
 - CNN Television Network *
- * *National publications*

4) **Evaluation**

We consider the overall result and impact of the road show significant and successful.

a) The EQ faced several challenges:

- Lack of breaking news

Hotel constructions, museum openings, festivals, etc. are considered local events and could hardly be listed in international columns. Although the event of four countries joining forces to capture the world's second largest tourist market could have been up to the level of international news, due to the absence of any further plans or budget we could not put the emphasis on this.

- Competition and distances

In the major cities that we targeted there are virtually no days without several press events. Financially very capable destinations as well as large companies try to draw media attention at the very same time. Because of the size of these metropolitan cities the participation in the meetings require hours of commute for most of the participants, which usually results in a relatively high no show rate.

b) The road show along with the accompanying communication process provided a broad and repeated exposure for the EQ project that significantly raised the awareness level of the brand as well as the promoted region.

c) The event has created and projected a consistent message ($2a + 2v = V4$) that is also suitable for future use and may be regarded as the framework of our joint marketing in the United States.

d) The press meetings gave us the opportunity to personally meet nearly fifty key media representatives and conduct informal discussions.

e) The concentrated and targeted communication with the media that was part of the preparation has also laid down the foundation of an ongoing relationship with several hundred journalists.

5) **Conclusion**

a) The receptiveness of the media has confirmed our efforts and has encouraged us to push for further steps keep the project as well as the communication alive.

b) The questions that we received during the discussions clearly show the desperate need for fresh, newsworthy information. Since it is unlikely that our

countries would implement large scale projects that draw international media attention on a regular basis, we should focus on events, stories, places that are unique to the region, while in the same breath are interesting, entertaining and easy to introduce (simple).

- c) To achieve optimal results and the best return on our investment it would be crucial to continue the communication with all the media reps who were contacted through this campaign. The efforts required for the follow up process exceeds the human resources of the representation offices. It is highly recommended that Ferri & Partners be contracted for further broad scale media communication.

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