

PR SAMPLER

Tennessee PR Sampler Express is a wonderful opportunity to participate in shared meetings and bring Tennessee’s inspiring tourism stories to media outlets and freelance journalists in our key media markets.

PR teams meet with relevant media outlets - traditional print, TV and radio, travel journalists, freelancers, and social media influencers. Desk side meetings, as well as breakfasts, lunches, and dinners are held, giving team members the opportunity to update local journalists on what’s new in Tennessee and to pitch tourism stories.

The short list of past PR results includes feature stories in the Chicago Tribune and Atlanta Journal Constitution, TN FAM trips for journalists from Group Travel Leader and Chicago Parent resulting in feature stories, and TV and radio broadcast opportunities in local markets during Sampler.

The most recent PR Tennessee Sampler featured four teams of PR representatives from TDTD, CVB’s and attractions, who conducted meetings in eight drive markets – Atlanta, Birmingham, Indianapolis, Louisville, Evansville, Charlotte, Asheville, and Greenville/Spartanburg, and one fly market - Chicago.

Dates for the 2018 Tennessee PR Sampler will be announced in spring of 2018. Plan now to participate.

Costs:

* Teams share costs of vehicle rental and gas, pay lodging for 2-3 nights and meals.
* Fly teams members pay for flights, hotel and meals and share cost of rental car and gas.
* Team members also split the costs of hosting journalists for meals.