

# Meet the Features Team

# TTG

THE BUSINESS OF SELLING TRAVEL



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## Toolkit

This meaty section of case studies and expert advice gives business-building ideas and guidance to agent readers. Many of the leads for this section come from supplier sales teams tipping us off about interesting agents they have come across and interesting ways in which they are working with agents.



**TECHNOLOGY:** Relevant angles include GDS/booking platform news; new apps from agencies or for agents; insight into use of social media for agents/travel sellers; travel agencies using technology innovatively; heads of technology/digital marketing that might work for a profile piece.  
**Contact:** Matt, mparsons@ttgmedia.com



**MARKETING MAGIC:** Relevant angles include: advice on doing in-store marketing, advertising and PR, digital marketing, and client events better (case studies help). Interviews with heads of marketing. Reports from marketing events.  
**Contact:** Abra, adunsby@ttgmedia.com



**ADVISOR:** This section draws on the expertise of accountants, lawyers and HR professionals to help readers run their businesses efficiently and keep within the law.



**GET AHEAD:** Career and recruitment advice, with columns and tips from experts; coverage of careers fairs, apprentice schemes, and travel and tourism courses; and a regular 'My Travel Career' Q&A with an interesting individual. Especially keen to interview a senior figure who started out as an agent or res staff.  
**Contact:** Abigail, ahealy@ttgmedia.com

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**SELLING POWER:** Sales skills and customer service, with advice and case studies from across the travel and service industries. Covers consumer buying habits, overcoming objections, selling to niche markets, sales tools, body language, etc.  
**Contact:** Abigail, ahealy@ttgmedia.com



**GOOD BUSINESS:** Advice on how to operate more sustainably and responsibly. Case-study led. Will sometimes cover what other suppliers are doing in the responsible business/sustainable tourism sphere.  
**Contact:** Abra, adunsby@ttgmedia.com



**MEET THE REP:** Profile of on-the-road sales person working in the travel industry, written to a template.  
**Contact:** Andrew, adoherty@ttgmedia.com



**GETAWAY:** A three-page section at the back of the magazine entirely focussed on agents. Please submit photos of agents and agent-facing events (that do not conflict with our own) to [getaway@ttgmedia.com](mailto:getaway@ttgmedia.com), or to Andrew, [adoherty@ttgmedia.com](mailto:adoherty@ttgmedia.com). Images must be high-resolution, and we will need names and companies if there are four or fewer people in the picture.

## Product features

The features list is online at [ttgmedia.com/advertise](http://ttgmedia.com/advertise). Please contact Abigail to receive a synopsis for a feature six weeks ahead of the publication date. We keep a spreadsheet of key contacts for every feature area, and try to send the synopsis out when it is ready. If you'd like to be added to the list, tell us which list and for which client. If you don't receive a synopsis, do ask – sometimes we might have little space for additional news so we don't actively canvas for more. Both our in-house journalists and our team of freelancers frequently travel to write product features, so we're keen to receive press trip invites – send them to Abigail. Setting up a bespoke trip, on which we know we'll be getting exclusive angles, just right for our readership, can sometimes be preferable to a group press trip.



**60 SECONDS WITH:** A mini interview slot with heads of tourist boards, chief executives or sales directors of supplier companies, tied in with a relevant feature.  
**Contact:** Abigail, ahealy@ttgmedia.com



**IN THE FRAME:** Interviews with travel industry personalities, especially those with really unusual or interesting roles eg “a director of romance”, a conservationist, a celebrity with a travel hook.  
**Contact:** Abigail, ahealy@ttgmedia.com



**BESTSELLER:** A Q&A with top selling agents/travel sellers for a particular destination, sector or add-on, to give tips for other readers.  
**Contact:** Abigail, ahealy@ttgmedia.com



**TTG HOT LIST:** We save space for news snippets in features, but they need to be recent announcements (ie released 2-4 weeks before publication date of that feature) and not already covered by the news team. Also includes agent offers. The Hot List is an image-led page so also attaching a couple of eye-catching, high-resolution pictures is essential.  
**Contact:** Abigail, ahealy@ttgmedia.com