

# TTG@wtm

## THE OFFICIAL EVENT DAILY

### Guidelines for the official WTM Daily magazines 2018

Deadline for exhibitor submissions: **THURSDAY 13 SEPTEMBER**. Exhibitors who submit after this date will not be prioritised.

Please see this digital edition of Monday's Daily from 2017 for an idea of our format and content: <https://www.ttgmedia.com/digital-editions/wtm-dailies/wtm-2017-day-one-official-daily-magazine-12181>

There are several sections in which you can hope to get involved; read the details below carefully to ensure you are submitting the right content for the right sections. Then fill in the **SUBMISSION FORM** document and email it to [mbarber@ttgmedia.com](mailto:mbarber@ttgmedia.com).

Remember that the readers of the WTM Dailies are from across the travel industry, and the world – not just the UK, and not just travel agents. Also consider our deadlines. The Monday edition is entirely completed in the weeks before the show. The back half (features) of all three editions is written well in advance too. There are only a few pages of the Tuesday and Wednesday editions that contain live content from the show. We start sending these pages for Tuesday's edition to the printers mid-morning on Monday. Any press conference or interview conducted in the afternoon might be too late for the following day's edition.

**NB: Any interviews for inclusion in the Tuesday magazine need to take place before 12pm on Monday. We will not be accepting any interviews or photos for the WTM Dailies after 12pm on Tuesday. Tuesday morning will be the last chance to get your client featured.**

### SECTIONS/OPPORTUNITIES IN THE WTM DAILIES

#### What's on?

We will print a double-page spread of events, celeb appearances, fun activities, comps and giveaways, in each edition of the WTM Dailies. Tell us in 80 words what your event is, exactly when it is taking place, and who can attend. If you have something happening every day, or all day long, make that clear. You will see that this spread is very picture-led. What fun/celeb pic would you have immediately available in high-res for this? Take a look at last year's spread to see what we're likely to include and how:

<https://content.yudu.com/web/2zc2/0Auv9i/WTM-06-11-17/html/index.html?page=18&origin=reader>

### **Significant news stories**

Summarise what you expect your biggest news angles to be, and the best time for us to cover them – eg. Could we write the story ahead of WTM London under strict embargo? Is there an event/launch at WTM London where the news will be released? Give us a good reason to prioritise your news. Please be aware that the “live” content pages will be in very high demand – if a story can be written in advance, we strongly recommend that you flag this up on the submission form.

### **Interview request**

If you would like us to send a journalist to your stand, please detail who the interviewee would be, and any time/day constraints. Tell us why we should prioritise this interview – will they have big news or interesting comment? Please appreciate how many exhibitors want interviews – and consider whether “What’s on?” or another section might be better suited to promoting your client, if they won’t have an interesting news angle. We will collect all requests and aim to get back to you by October 22nd to confirm interviews. It’s possible we will tell you simply “a TTG journalist” will be coming, with name to be confirmed the following week. Please appreciate why it can be difficult to give a name while we are still compiling our various schedules.

### **Pre-arranged interviews**

Last year we confirmed some pre-written “60 seconds with...” interviews, some on-stand interviews, and some on-stand video interviews, as part of advertising packages with clients. If you’re interested in guaranteeing an interview in this way, contact sales manager Justin Berman on [jberman@ttgmedia.com](mailto:jberman@ttgmedia.com). Priority for quarter-page Q&As is also likely to be given to suppliers with whom we are working most closely.

### **Photo-call opportunities**

If you’re staging a special photo-call opportunity on the show floor during WTM London, fill it in on the submission form. Our photographer will need to prioritise those exhibitors who are supporting the WTM Dailies commercially, but we’ll attend as many as we possibly can.

### **Invites for TTG staff**

Media events, drinks on stand, parties on site and off site, to which you would like to invite a TTG representative. Include time, location, duration, expected format/speakers. Do you need an RSVP or can we just turn up? If you have told us about your party/event here, please try not to also inundate us with lots of invites to individual journalists. We will be drawing up one big schedule and we need ALL events and invites in one central place or we might miss things.

## **OTHER POINTS TO NOTE**

### **Picture pages**

While we will include lively photos from the show floor sporadically in the Tuesday and Wednesday editions of the WTM Dailies (use the [wtm@ttgmedia.com](mailto:wtm@ttgmedia.com) email address during the event), we also offer the opportunity to secure a guaranteed full page of photos from an event/party. Events/launches held before 1pm can normally appear in the next day’s edition... events later in the afternoon may miss the deadline. Contact Justin Berman for rates.

### **Advertising in the WTM Dailies**

We will do our best to work in partnership with those clients who have supported the WTM

Dailies or WTM Preview feature to help you promote your WTM messages, but please sign up as soon as you can as advertising space is filling fast! Contact Justin Berman on [jberman@ttgmedia.com](mailto:jberman@ttgmedia.com).

### **Features in the WTM Dailies**

The WTM Daily magazines each have different regional focuses. Journalists writing destination features will contact you directly if and when the opportunity to contribute to that feature arises. The daily focuses are to be as follows:

#### **MONDAY:**

- News, interviews and analysis
- Previews of key sessions taking place today
- Special focus on the North America (USA and Canada) zone at WTM
- Special focus on the Caribbean zone at WTM
- Special focus on the Latin America zone at WTM
- Luxury travel
- Travel technology

#### **TUESDAY:**

- News, interviews and analysis
- Previews of key sessions taking place today
- Special focus on the Africa zone at WTM
- Special focus on the Middle East zone at WTM
- Special focus on the Asia and Pacific zone at WTM
- Luxury travel
- Travel technology

#### **WEDNESDAY:**

- News, interviews and analysis
- Previews of key sessions taking place today
- Special focus on the Europe and Mediterranean zone at WTM
- Special focus on the UK and Ireland zone at WTM
- Special focus on the International Hub zone at WTM
- Responsible tourism
- Luxury travel
- Travel technology

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#### **KEY CONTACTS FOR WTM DAILY MAGAZINES:**

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