



Harness Your Story: Building Your Travel Brand

Length: 1-2 Day Scalable Module

Client: Destinations

Audience: Business owners, trip designers, marketers

Key Takeaways:

- Learn how to incorporate storytelling techniques into product development and marketing
- Understand the methodology for creating thematic travel experiences
- Learn ways to seamlessly connect your story with editors, travel writers, and influencers
- Get to know how today's media works: earned, paid, and shared media

Day 1: The Importance of Story in Building a Travel Brand and Product

- Stories forming the backbone of product development
 - Storytelling techniques
 - Thematic interpretation
- Using stories and narrative in your media strategy
 - Connecting with larger travel trends
 - Finding news hooks and angles
 - Best practices for working with the media
 - PR ideas and case studies

Day 2: Tell your Story (optional)

- Using the lessons learned yesterday, today is a hands-on, facilitated session to brainstorm story ideas, craft your message, and build out a media strategy