

NEW EXHIBITOR PROSPECTUS

Perth, WA

Thank you for registering to attend the ATE19 Media Program in Perth from 6 to 9 April, hosted by Tourism Australia in partnership with Tourism Western Australia and TravMedia.

The Australian Tourism Exchange (ATE) is the largest annual travel and tourism business-to-business event in the southern hemisphere. The ATE Media Program provides a forum for Australian tourism businesses to meet with high quality international media and select domestic media to establish relationships and generate motivational coverage about Australia.

ATE MEDIA MARKETPLACE

Presented in partnership with TravMedia, the ATE International Media Marketplace will be held at the Perth Convention and Exhibition Centre on Monday 8 April 2019. ATE International Media Marketplace enables Australian tourism industry to meet exclusively with international and domestic journalists, editors, broadcasters and digital influencers in an appointment-style workshop.

In March, registered exhibitors and media are invited to 'preference' the delegates they most wish to meet with. Tourism Australia creates a customised appointment schedule based on mutual 'preference' requests. There are 21 prescheduled appointment times, each with a duration of 14 minutes, with further opportunities to network at the evening events and during breaks.

NETWORKING

The appointment schedule is complemented by networking opportunities and events that showcase Australia and give exhibitors and media further meeting time in a social setting.

Exhibitors are invited to attend the ATE19 Media Program welcome event, co-hosted by Tourism Australia and Tourism Western Australia, on Sunday 7 April.

At ATE Media Marketplace on Monday, exhibitors are encouraged to meet media during morning tea, lunch and afternoon tea breaks. Tourism Australia and TravMedia staff onsite can facilitate introductions as required. Following ATE Media Marketplace, exhibitors are invited to attend closing drinks with media at the Perth Convention and Exhibition Centre.



Rottneest Island, WA

WHY ATTEND?

- Invaluable opportunity to meet key international and domestic media in one place
- Develop relationships with top international and domestic media, from features editors to freelancers, broadcasters, digital influencers and bloggers
- Create a year's worth of results and influence news and features activity

TIPS FOR A SUCCESSFUL ATE MEDIA MARKETPLACE FROM VETERANS OF THE PROGRAM

- **Be prepared** – upon receiving your appointment schedule a couple of weeks before ATE Media Marketplace, research the journalists and media outlets you will meet. Find out the types of stories they write and who their audience is. Think about the most appealing story angles for your product or experience and how you would like it to be portrayed in an article.
- **Ask questions** – spend the first minute of the appointment asking questions to really understand the level of knowledge or specific needs of the person you are meeting and adjust your presentation accordingly to suit the audience.
- **Set the scene** – the best presentations start with an overview of the experience or attraction - what is unique, what is the backstory, why is it an essentially Australian experience and why would this activity appeal to an international market?
- **Focus on what sets you apart** – give a concise overview and focus on the unique selling propositions of your product or experience. Don't get too bogged down in the detail.
- **Use anecdotes** – these will help to illustrate why their audience will love your product or experience.
- **Make it visual** – bring an iPad with high quality images to support your presentation and be expressive with your descriptions.

Let your passion for your product or experience shine through!



AUSTRALIAN
**TOURISM
EXCHANGE**
MEDIA PROGRAM
Perth 2019



TOURISM AUSTRALIA



Tourism
WESTERN AUSTRALIA