

The Fine Art of The Press Fam

CNN iReporter “travel guru” Percy Von Lipinski pleads the case for adding social media



Percy Von Lipinski

CNN iReporter “travel guru”

He’s known as the “King of the press fam.” Percy Von Lipinski has participated in over 200 press fam trips and has personally experienced just about everything one could imagine: from excellence to complete failures, from bizarre to hilarious. Among the 750,000 “iReporters” sending their images to CNN for this “citizen journalism” initiative, Von Lipinski was recently awarded by the renowned channel for the originality of his work, so who better to talk about good, bad and very funny press fams than this “media travel guru”?

Press relations are indeed taking up a more central role in marketing strategies, but they have also become more complex and demanding due to Social Media. So what, today characterizes a successful press fam trip? What should destinations and hotels expect - and what should they actually receive? How do journalists and travel bloggers qualify for these trips and how do you get them involved? “Expectations on both sides – especially these days – don’t match. There are usually some disappointments. After I talk a bit about some of the bad press fams I’ve been on, I’m going to go into some of the funny ones, then we are going to look at what constitutes a good

“TODAY, ALL PRESS FAMS SHOULD BE ACTIVE IN SOCIAL MEDIA”

press fam. There are many ways to do this. Today, all press fams should be active in social media. Social media is a bit like a party. If someone comes to the party and tries to sell you insurance, guess what? They won’t get invited any more. Social Media is a lousy place to sell, unless you are paying for ads on the side bar. An exception however is travel. If you’re talking about a great place you just went to on vacation, that changes everything. It’s acceptable to promote

heavily on social media for travel, and people involved in travel who ignore that do so at their own peril. Every participant in a press fam should be tweeting, blogging, or updating Facebook in real time.” Von Lipinski adds, “for the first time ever, this new media opportunity can let even the tiniest countries compete head to head with the biggest markets in the world at little to no cost,” but first you have to know what you’re doing!

KEYNOTE

Press Fam Trips: The Good, The Bad And The Very Funny

- Date: March 7, 2014
- Time: 11:35 - 11:55
- Location: Hall 7.1b, Auditorium London



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