



Online Courses

THE MAKINGS OF THE MODERN TRAVEL PR PRO

Course Sample

Check out the free preview of some sections of this course to take a look inside.

Overview

1 login per user. To register multiple people from your organization, please contact edu@skift.com

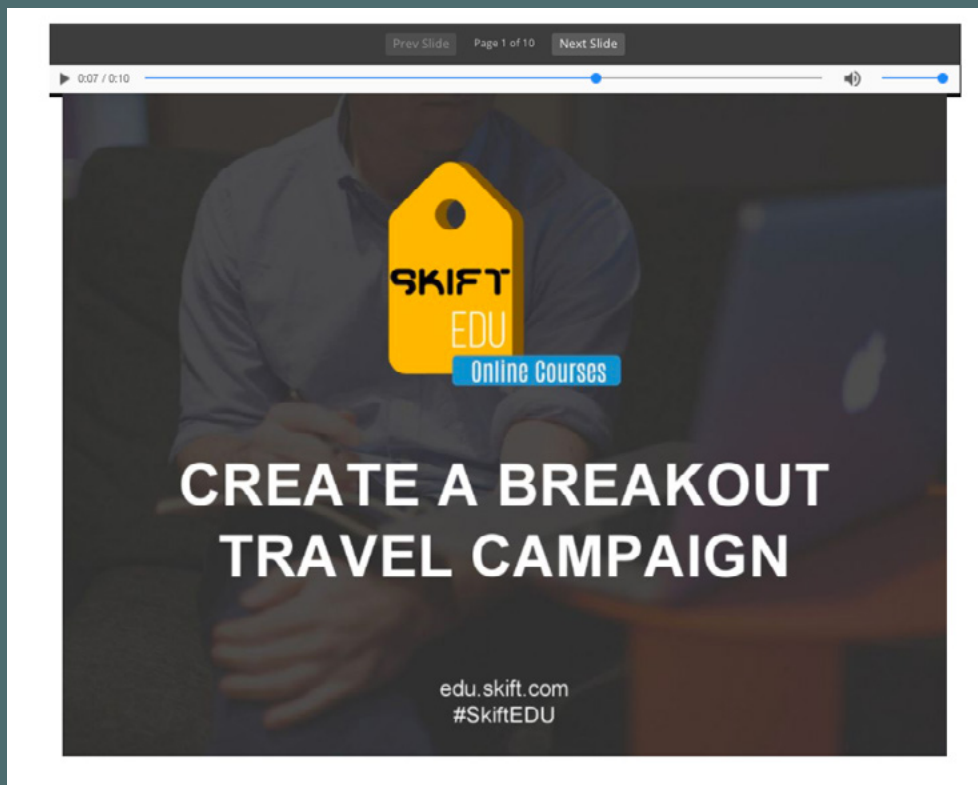
THE MAKINGS OF THE MODERN TRAVEL PR PRO

This SkiftEDU course is a self-paced workshop, designed so that you can complete it in an intense series of days or experience it over multiple weeks, depending on your goals. It consists of **8 parts, jam-packed with material for you to consume, including lessons, video interviews with industry experts, and challenges.** In addition to materials that you will learn from, there are prompts to get you to put what you've learned into action. You'll gain fundamental PR skills, stay competitive within the industry, and impress your boss to boot!



Lessons

Each session includes tools and tactics to help you build out your breakout travel PR campaign. Below is a sample lesson.



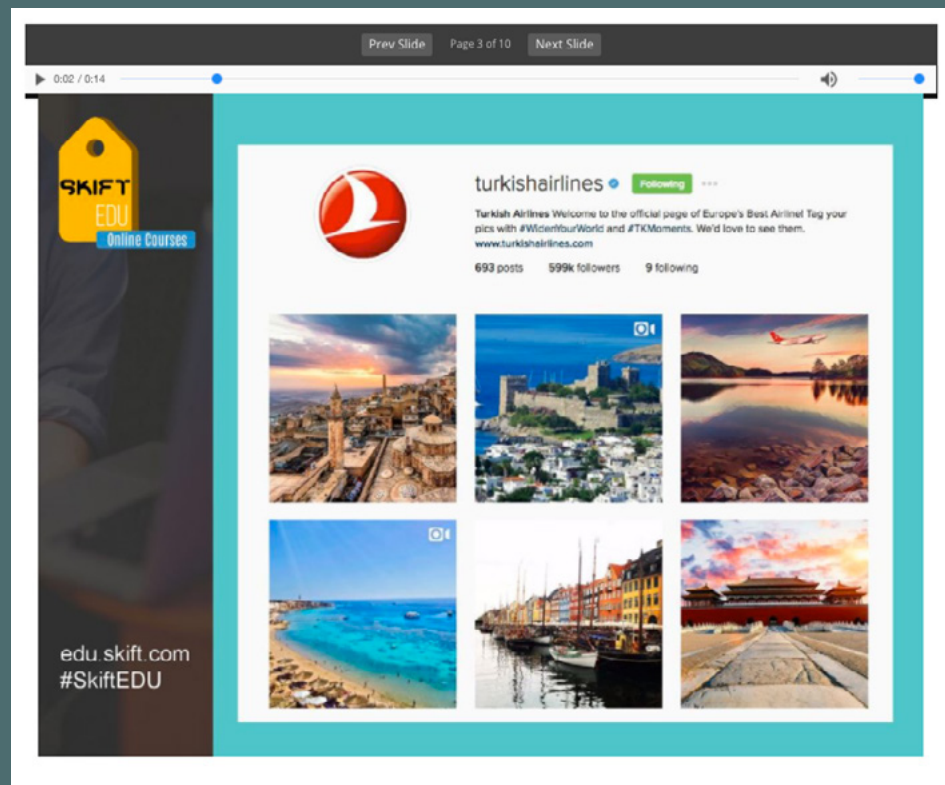
0:07 / 0:10

Prev Slide Page 1 of 10 Next Slide

SKIFT
EDU
Online Courses

CREATE A BREAKOUT TRAVEL CAMPAIGN

edu.skift.com
#SkiftEDU



0:02 / 0:14

Prev Slide Page 3 of 10 Next Slide


SKIFT
EDU
Online Courses

edu.skift.com
#SkiftEDU

turkishairlines Following

Turkish Airlines Welcome to the official page of Europe's Best Airline Tag your pics with #WidenYourWorld and #TKMoments. We'd love to see them.
www.turkishairlines.com

693 posts 599k followers 9 following



Video Interviews with PR professionals

Each session includes in-depth video presentations from the most sought after PR professionals in the field.



SkiftEDU

Maite Velez-Couto | rbb Communications | VP

Challenges

Our challenges are meant to prompt you and your team to apply the new strategies you've learned to your work.

CHALLENGE

Each session includes a challenge or assignment that prompts you to put these ideas into action in your work. If you are currently working in travel PR, you can apply the challenge to existing clients (including in-house clients if you are working at a brand). If you are not yet working in PR, you should try to find a friend, colleague, or organization you could help on a pro bono basis, so that you can get experience working with real stakeholders on a real project. If absolutely necessary, you could work on a fictional campaign for a real or imagined company.

You will not receive feedback from SkiftEDU on your work within this course. But we strongly encourage you to get real-world feedback from the people who would benefit from your campaign.

Follow the instructions for this challenge:

1. **Choose a real (or fictional) client you'd like to create a campaign for in this class.** Zero in on the problem you will need to solve for this client, whether it is a client of your PR agency or an internal client at your brand.
2. **Research everything you can about the campaign's target audience** to understand what would propel them to make a purchase decision. In other words, why would this target customer care about the product and what would make them act on your offer? Gather supporting research through client interviews, data gathering and analysis, man-on-the-street interviews, and any other type of research available to you within a one- or two-week span, so that you can gather details and begin to get started on building out your campaign ideas.
3. **Use your research to come up with one or more insights that will guide your campaign ideas.** Write out these insights and discuss them with your stakeholders to gather their feedback.

Good luck getting started!

Quizzes

Our quizzes will help you define and retain the most important info from each session.

██████████

How would you describe an influencer?

Choose ALL answers that apply

- A Someone whose decisions can sway their social followers.
- B A socially well-connected tastemaker whose opinions carry weight with their audience.
- C A brand representative who can deliver an audience to your campaign.

Resources

Need more examples? Our resources page at the end of each session provides all you need to know and more.

RESOURCES

Articles

SKIFT: "[Ireland Tourism pulls heart strings of travelers for Gathering initiative](#)"

ADWEEK: "[Adweek's Travel Marketing Report: Exploring the Trends Reshaping the Tourism Industry](#)"

Florida Public Relations Association: "[Breakout 5B: Modern Family - How Putting The Consumer First Leads to Big PR Wins](#)"

SKIFT VIA THE WEEK: "[A brief history of 'What happens in Vegas, stays in Vegas'](#)"

Campaigns

DOVE REAL BEAUTY



DISCOVER IRELAND - THE GATHERING: [YouTube Channel](#)

LONDON AND PARTNERS - #LONDONISOPEN

Press Release



**FOR ANY ADDITIONAL QUESTIONS OR TO
REGISTER A GROUP PLEASE EMAIL US AT
EDU@SKIFT.COM**

THANK YOU!