

THEY SAID IT FIRST

Rachael's insightful, practical and honest approach on how to work with and use the media was the best money I have spent on staff training and motivation in years.

Jan Hindson, Chief Executive Officer, Tourism Dunedin

I would recommend this seminar to anyone serious about making the right impression.

Scott Pearson – General Manager Alpine Pacific Tourism

Rachael is an informed entertaining speaker – I found her tips on what *not* to do to be the most helpful. Very worthwhile.

Amber Blair, Accor

A great insight into what drives travel journalists – what pitches work and how. Rachael provided endless handy hints and practical ways to get your message into the travel media.

Carolyn Gibson Communications Manager Qualmark® NZ Limited

Rachael is a great presenter – the content was enlightening and delivery invigorating.

Cheryl Jensen, Destination Northland

The afternoon was an honest insight into a travel journalist's life! I have taken away some really helpful tips that can be applied immediately.

Sarah Nelson Millennium Hotels & Resorts

It's fantastic to meet and hear from an experienced journalist and walk away with a true understanding of what journalists actually need and want.

Joe Riordan Wairakei Tourism

It's certainly an eye opener of what not to do!"

Chrissy Cummings, Sales Manager, Museum Hotel, Wellington

It was extremely beneficial to learn what the media are looking for, the possible pitfalls and more importantly how to avoid them!

Saffron Garner, A Touch of Spice, Queenstown

Rachael's tuition, advice and expert recommendations will be instrumental in the management of our media contacts and consultants.

Julie Jolley, Business Development Manager, CROWNE PLAZA Queenstown

A great insight and some sound advice to media in general and the Aussie market.

Teki Felatau, Business Development Manager, Holiday Inn Wellington

I will certainly implement the practices when pitching to editors and adopt some new methods in my day-to-day workings.

Nicole Fairweather, Evenz

An extremely informative and enlightening course. Fun and entertaining – great humour, wonderful stories, fantastic contacts, an excellent time. Thanks for the complete insight.

Katherine Prusas, Destination Queenstown Business Development Australia

We have already put your advice to work this week!

Esme Gibbons, Positively Wellington

I can see why you are so successful, you truly get out there and inspire and excite those around you.

Chrissy Cummings, The Museum Hotel

Your delivery was outstanding! Not once during the entire 4 hours that you spoke did my mind wander or fall into snooze mode!

Anna Head, Food and Wine Sector Manager Positively Wellington