**Public Relations Activity Report – October/November**

**Hayworth Public Relations**

**Press Trips**

* Arranged all details, including accommodations at Elizabeth Pointe Lodge, for Danielle Norcross and Beth Aschenbach, the Palm Beach-based sister duo behind Palm Beach Lately, for a travel guide to Amelia Island on their blog and travel feature in the winter issue of Flamingo Magazine. Secured comped meals and activities from island partners for Palm Beach Lately photo shoot, including lunch at Timoti’s, a sunset sail with Windward Sailing, a picnic lunch from The Picnic Basket, bicycle rentals from Super Corsa Cycles, dinner at Le Clos, and brunch at Leddy’s Porch. Maintained communication with Palm Beach Lately, and provided direction for blog posts. Confirmed right to use Palm Beach Lately photos in Amelia Island’s on Amelia Island website, and social media platforms.
* Secured press trip for Jessica Hughes, Atlanta-based blogger behind Happily Hughes (69.9k on Instagram, 110k UVM on her blog) to promote Amelia Island Wellness Festival. Coordinated accommodations with The Ritz-Carlton, and provided specific direction and deadlines for deliverables. Monitored social media platforms to ensure agreed-upon deliverables were met
* Planned and executed 2018 Man FAM: Managed RSVPS and attendee list; maintained communication with attendees to inform them of itinerary, policies, expectations, etc. Rescheduled all meals and activities including dinners at Salt, Oceanside and 801 Kitchen & Bar; a fishing excursion with Amelia Anglers; lunches at Salty Pelican and Timoti’s; sunset cruise with Amelia River Cruises; a pétanque demonstration; Marlin & Barrel tasting; beach fire and games at the Omni; kayaking, golfing, and more. Coordinated airport and on-island transportation. Finalized itinerary and provided it to media attendees as well as island partners. Followed up post-visit and provided press kit, images, and additional requested materials. Passed along resulting coverage to participating partners.
* Extended invite to wellness writer, Alison Lewis, to attend and cover Amelia Island Wellness Festival
* Explored partnership opportunities with Anna Kate ATL, 23.2k followers on Instagram, to potentially promote Amelia Island Wellness Festival
* Invited Northwest Florida blogger – Lipstick, Heels, and a Baby (94k followers on Instagram) – to Amelia Island for coverage with a family or romance angle
* Secured accommodations at Residence Inn for Andi Perdullo, Charlotte-based blogger at [My Beautiful Adventures](http://mybeautifuladventures.com/) (101,177 UVM; 16k on Instagram; 33k on Twitter). She will be sharing on social media and her blog, with a family-friendly angle.
* Presented opportunity to host Camille Hoheb at Amelia Island Wellness Festival for wellness-centered article (Travel Pulse &/or perhaps TravelAge West and Thrive Global)
* Hosted call with Carolyn Males, on assignment with Local Life magazine, to provide information about Amelia Island’s offerings
* Connected with Holly Kapherr Alejos, on assignment from Marriot Traveler, and provided information for her two stories: Where to Toast The Sunset on Amelia Island; and Why Amelia Island is Tops for a Tech-Free Family Getaway. Due to lack of availability her travel dates, connected Holly to the Jacksonville CVB for hosting

**Events**

* Researched yoga and wellness influencers to partner with to promote Amelia Island Wellness Fest to their audience; reached out to relevant Florida and Georgia influencers to pitch partnership opportunity
* Participated in brainstorming call with Amelia Island CVB for opportunities to promote Amelia Island Wellness Festival through traditional media, broadcast segments, creative ideas, and outreach to bloggers and influencers
* Reached out to Mall of Millenia, Cinemark, Downtown Orlando Tree Lighting, and Winter on the Avenue to explore Orlando market opportunities to promote Dickens on Centre event
* Inquired about vendor opportunities at Orlando and Winter Park Farmer’s Markets, as potential promotional opportunity for Dickens on Centre in Orlando market
* Presented opportunity to sponsor Winter Park’s Winter on the Avenue event

**Promotions & Partnerships**

* Planned and executed Amelia Island Wellness Festival sponsorship at Piedmont Park’s Free Yoga on the Promenade event: Created promotional Amelia Island Wellness Festival flyer with discount code and festival details for distribution to all attendees. Created promotional copy and provided assets to Piedmont Park for social media sharing and inclusion in e-blasts. Coordinated shipment of branded display items, prize package, travel brochures and promotional giveaways. Distributed promotional materials to attendees, encouraged entries to trip giveaway sweepstakes, and made announcements prior to start of yoga instruction. Requested additional social media and e-blast post-event due to smaller attendance than expected (likely due to rain)
* Communicated with Piedmont Park’s Free Yoga on the Promenade trip giveaway winner to arrange redemption of prize. Confirmed reservation at The Ritz-Carlton, Amelia Island
* Coordinated with SE Toyota and Seaside Amelia to arrange stay for winner of Florida Georgia Weekend trip giveaway
* Reached out to Janie & Jack Marketing Manager to explore opportunities to serve as the host site for the summer catalog. Provided information, and images for their review and consideration
* Connected with Harris Teeter to renew partnership for 2018
* Evaluated Atlanta Magazine’s suggested social media influencers for Pack Your Bags advertorial partnership.

**Press Releases**

* Drafted Nassau County resident and Florida resident press releases to promote Amelia Island Wellness Festival and discount codes
* Communicated with winning accommodators and Conde Nast to confirm correct rankings and scores, to draft press release announcing Amelia Island being named the #3 Top U.S. Island; distributed release day-of the announcement
* Drafted press release promoting Petanque Tournament and distributed to local media
* Drafted and distributed press release for Dickens on Centre
* Drafted and distributed a calendar alert for 2018 Restaurant Week

**Media Development**

* Provided Restaurant Week information and images to Atlanta Mag for inclusion in December issue’s Destinations section
* Provided information about Amelia Island’s meeting offerings to Courier for Florida article
* Pitched Piedmont Park’s Free Yoga on the Promenade event to Atlanta Journal-Constitution and Atlanta Magazine
* Submitted Amelia Island to Luxury Travel Advisor for articles about Destination Wedding/Honeymoons and Florida
* Pitched New Year’s Eve Shrimp Drop to Pam Keene, freelancer working on a piece for Travel Journal about unique New Year’s Eve “drop” events in Florida
* Submitted Dickens on Centre information and images to lead for Festive “Christmas Towns”
* Secured River City Live segment featuring tips for keeping calm in advance of the hectic holiday season from The Ritz-Carlton, Amelia Island’s spa director; yoga instruction; and Ktimene as the Amelia Wellness Fest spokesperson to promote the festival
* Pitched Amelia Island to MeetingsNet for Florida article
* Submitted golf images for inclusion in Successful Meeting’s North Florida round-up
* Pitched Amelia Island to Fresh F&B Trend lead for Meetings & Conventions
* Provided Dickens on Centre information and images for Lake & Sumter’s round-up story about the best places to celebrate Christmas in Florida
* Pitched Dickens on Centre to St. Pete Life Magazine for story on best destinations for holiday travel
* Secured WJCT morning segment promoting pétanque tournament; coordinated interview with Kate Harris
* Pitched live chef demonstration, preview experience, or cookie decoration segments to local broadcast shows to promote Dickens on Centre
* Met with Emmis Publishing Accounts Director to review 2018 advertorial calendar, and events
* Pitched Amelia Island to freelancer Erin Gifford for her article on quaint little towns that are ideal for holiday shopping
* Provided additional Dickens on Centre information and images to First Coast Parent and freelancer Apryl Thomas, Southern Hospitality Magazine
* Provided Restaurant Week information to Atlanta Magazine for inclusion in January’s Destinations section
* Created recap of overall publicity reach for Amelia Island Wellness Fest efforts
* Created a press release announcing 2018 Amelia Island Wellness Festival for Visit Florida’s pitching efforts
* Pitched Ritz-Carlton’s Gingerbread Pirate Ship to local and national media for potential inclusion in holiday round-ups
* Passed along Palm Beach Lately coverage to participating partners
* Provided Restaurant Week images to Folio Weekly

**Communication**

* Distributed call to partners for information regarding packages, deals, offers, and events for holiday and Dickens on Centre; TaxSlayer Bowl and New Year’s
* Created 2018 Scope of Work Public Relations Plan
* Created activity and monthly publicity reports
* Shared relevant coverage with island partners
* Conduct bi-weekly status update calls with CVB