



NATIONAL
GEOGRAPHIC

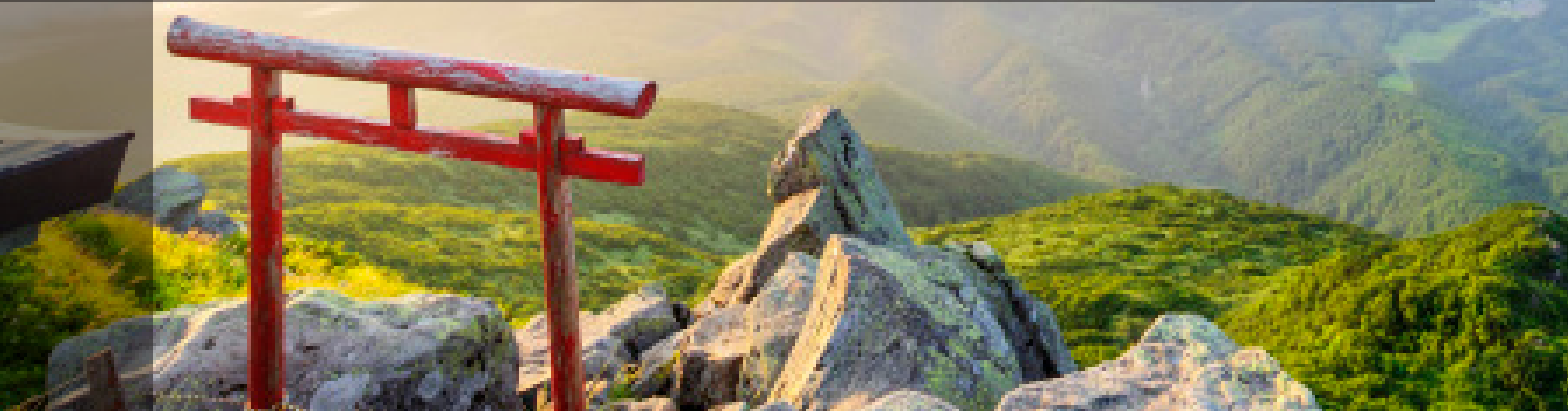
TRAVELLER

TRAVEL GEEKS

ONLINE

MEDIA PACK

2022





THE EVENT

Connect with engaged potential clients at Travel Geeks, online events run by *National Geographic Traveller* (UK) that bring together experts, writers and readers in an open forum to talk about what they like to do most. Attendees will listen to the experiences of the team and the experts and learn about where they want to go next, and can ask questions in a live Q&A session. Top tips, advice, technical know-how, photo ideas... it's all up for discussion.

FAST FACTS

Audience: 100-1500+
Frequency: Monthly
Tickets: Online events are free. From 19.00
Topics: 2021 included: Australia's Northern Territory; rural Japan; cities & culture in Italy; North Carolina; Israeli food; Saskatchewan; Malaysia
Coverage: Print, online, social media, email newsletters

We welcome sponsorship requests, topic ideas and speaker requests for all our events.



"FOCUSED AND AUTHORITATIVE; FIRST CLASS"

Mike Tunstill

"INFORMAL, FUNNY, LIGHT-HEARTED"

Sarah Lister

"VERY HONEST AND INFORMATIVE ADVICE"

Pippa Twigg

"CONCEPT IS AN AWESOME IDEA"

Katrina Megget



ONLINE EVENT CASE STUDY: NORTH CAROLINA – MOONSHINE, MOUNTAINS & BARBECEUE, SPONSORED BY VISIT NORTH CAROLINA

Topics covered: The event touched on everything from the US state’s food and drink and music scenes to adventure and family travel and history and culture.

SPEAKERS

Emma John, travel writer and musician

Emma is the author of *Wayfaring Stranger: A Musical Journey in the American South*, which follows her journeys playing bluegrass fiddle in the hills of North Carolina. She is also an award-winning writer for *The Guardian*, among other publications.

Cheetie Kumar, chef and musician

Cheetie is the chef and owner at Garland in Raleigh, North Carolina, where she embraces the area’s renowned produce into her multicultural menus inspired by her upbringing in India and New York.

Christina Riley & Carl Hedinger Christina and Carl are the travel bloggers behind NC Tripping and sister site Travel Through Life. They are based in Durham, North Carolina.

Margo Knight Metzger

Margo leads the PR efforts for Visit North Carolina. She lives in Durham, North Carolina, where she owns a bicycle shop – which also serves beer.

Moderator:

Jo Fletcher-Cross, contributing editor

Jo is a contributing editor at *National Geographic Traveller*.

Audience: 665.

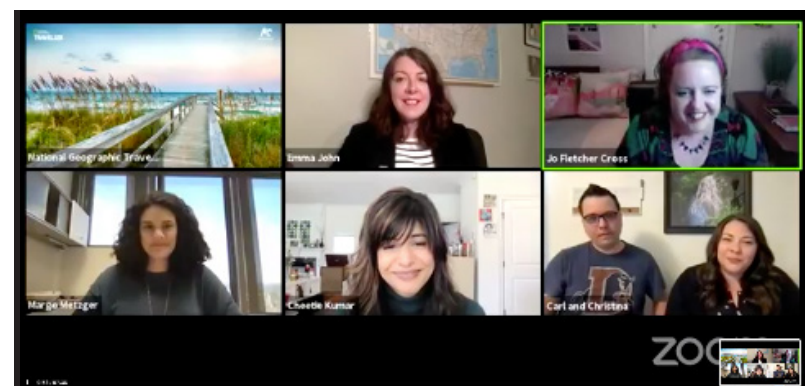
Date: 9 March 2021.

Tickets: free

Time: 19.00-20.00

Attendees received a recipe card and North Carolina Spotify playlist by Cheetie, as well as a link to a pre-filmed cooking demo

Coverage: Print, online, social media, email newsletters.



| SPONSORSHIP OPPORTUNITIES



SPONSORSHIP PACKAGE

1. Panel speakers. There'll be the opportunity for sponsors to nominate speakers for the panel. The panel will be made up of four speakers, with two slots available to sponsors, subject to approval by the editorial department. There'll also be a Q&A, facilitated by the moderator through Zoom's Q&A function, for the panel at the end of the session.



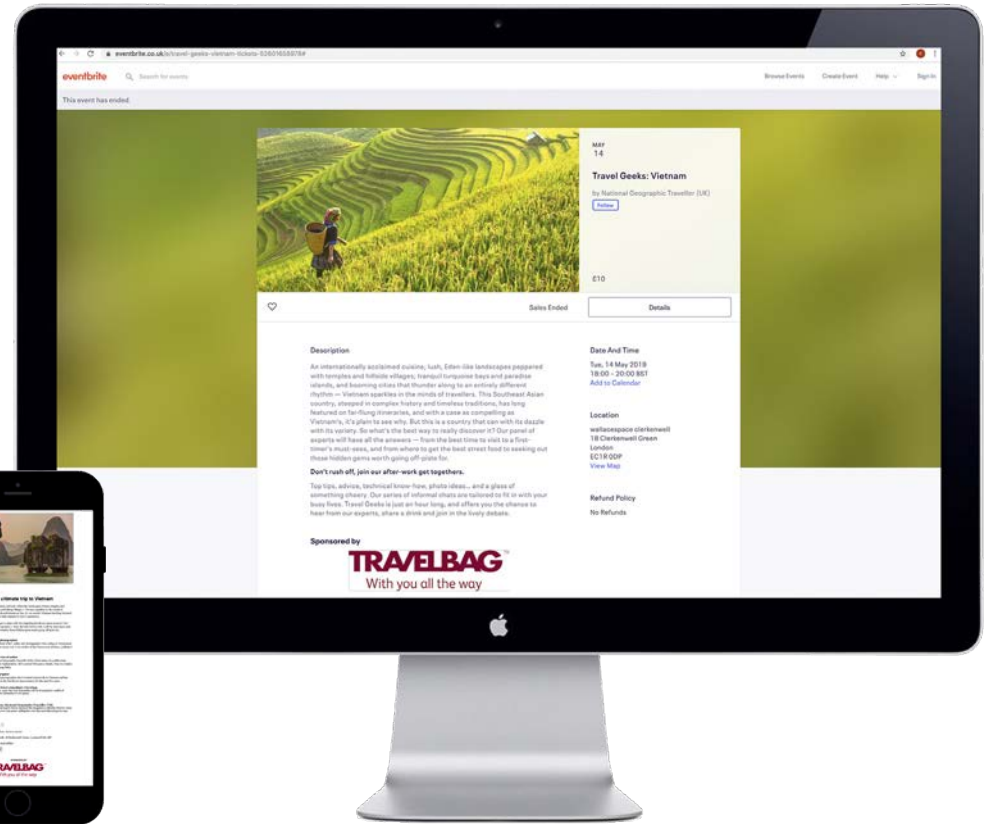


| SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGE

2. Sponsor logos. These will appear on all marketing materials and include:

- Name on all relevant social media
- Logo on the events page in National Geographic Traveller
- Logo on two email newsletters where the event is promoted
- Logo/name to appear on the website when the event is promoted





VIRTUAL EVENTS

To ensure National Geographic Traveller (UK) brand consistency and to give clients the best possible brand visibility, event marketing and virtual events will be promoted in the following format:

National Geographic Traveller (UK) presents Travel Geeks XYZ, sponsored by XYZ

OR

National Geographic Traveller (UK), sponsored by XYZ, presents Travel Geeks XYZ

- All panellists must have stable wi-fi and reasonable audio-visual ability to take part in Travel Geeks events.
 - Images shown on screen and during the marketing of an event will be selected by the National Geographic Traveller team. Clients can provide images but these are subject to editorial approval.
 - Sponsor branding along with National Geographic Traveller branding can be used on these images (as long as it is approved by National Geographic Traveller) and also on the holding screen before the event begins.
 - We can create a bespoke flip book of images for the client to be shown at the beginning and end of the event at an additional cost. This will be made using images only and to a National Geographic Traveller format.
- Panellists must be available for a short rehearsal in advance of the event. This will be used to introduce the panel to one another and the event moderator, as well as checking for any connection issues.
 - Virtual backgrounds can't be used during National Geographic Traveller events.





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