



 NATIONAL
GEOGRAPHIC

TRAVELLER

| TRAVEL GEEKS

| **LIVE EVENTS - ONLINE & IN-PERSON**

| **MEDIA PACK**

| **24/25** |

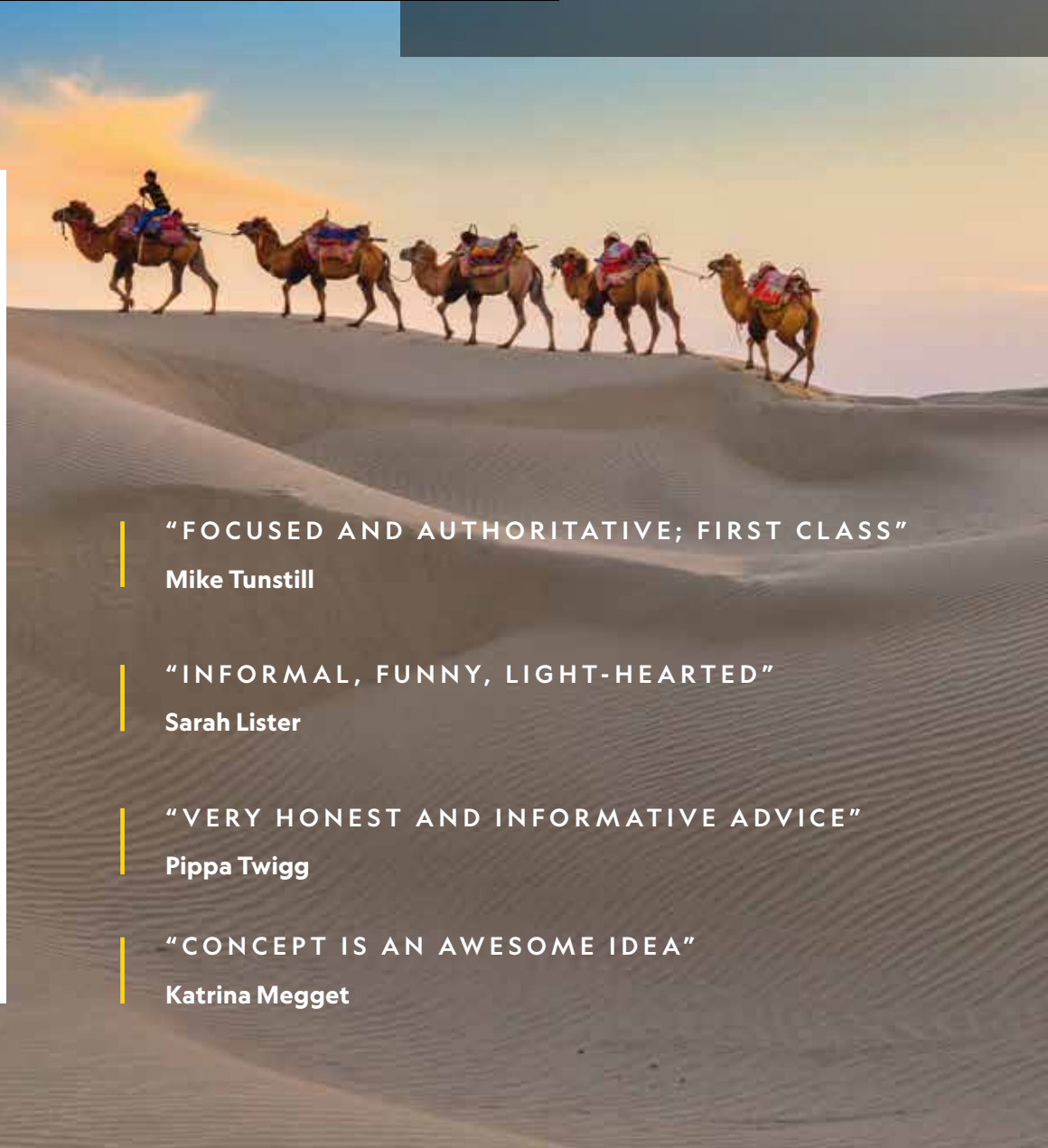


THE EVENT: ONLINE

Connect with a broad audience of engaged potential clients from across the UK (and beyond) at a Travel Geeks online event, run by *National Geographic Traveller* (UK). Each virtual experience brings together experts, writers, editors and readers in an open forum to talk about what they like to do most. Attendees will listen to the experiences of the panel and learn more about specific destinations and experiences, with each session expertly moderated, often by a senior member of the magazine's editorial team – there's then a live listener Q&A session at the end. Top tips, advice, technical know-how, photo ideas... it's all up for discussion.

FAST FACTS

Audience: 100-300
Tickets: Up to 90 minutes, from 19.00
Recent Topics: No-fly travel; Australia's Northern Territory; Japan; Italy; North Carolina; Malaysia
Coverage: Print, online, social media, email newsletters



“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



THE EVENT: IN-PERSON

The Travel Geeks in-person events, run by *National Geographic Traveller* (UK), are your chance to interact with a room full of potential clients, each one engaged and entertained. Hosted in carefully selected venues, our live events are centred around a lively panel discussion with experts on the given subject, plus a Q&A session with the audience at the end. The live setting also gives clients additional opportunities, such as showcasing their cuisine with sample tastings, or demonstrating aspects of a destination via special performances. Each event is expertly moderated, often by a senior member of the magazine's editorial team. In addition, each live event can be filmed, as per client request (see packages).

FAST FACTS

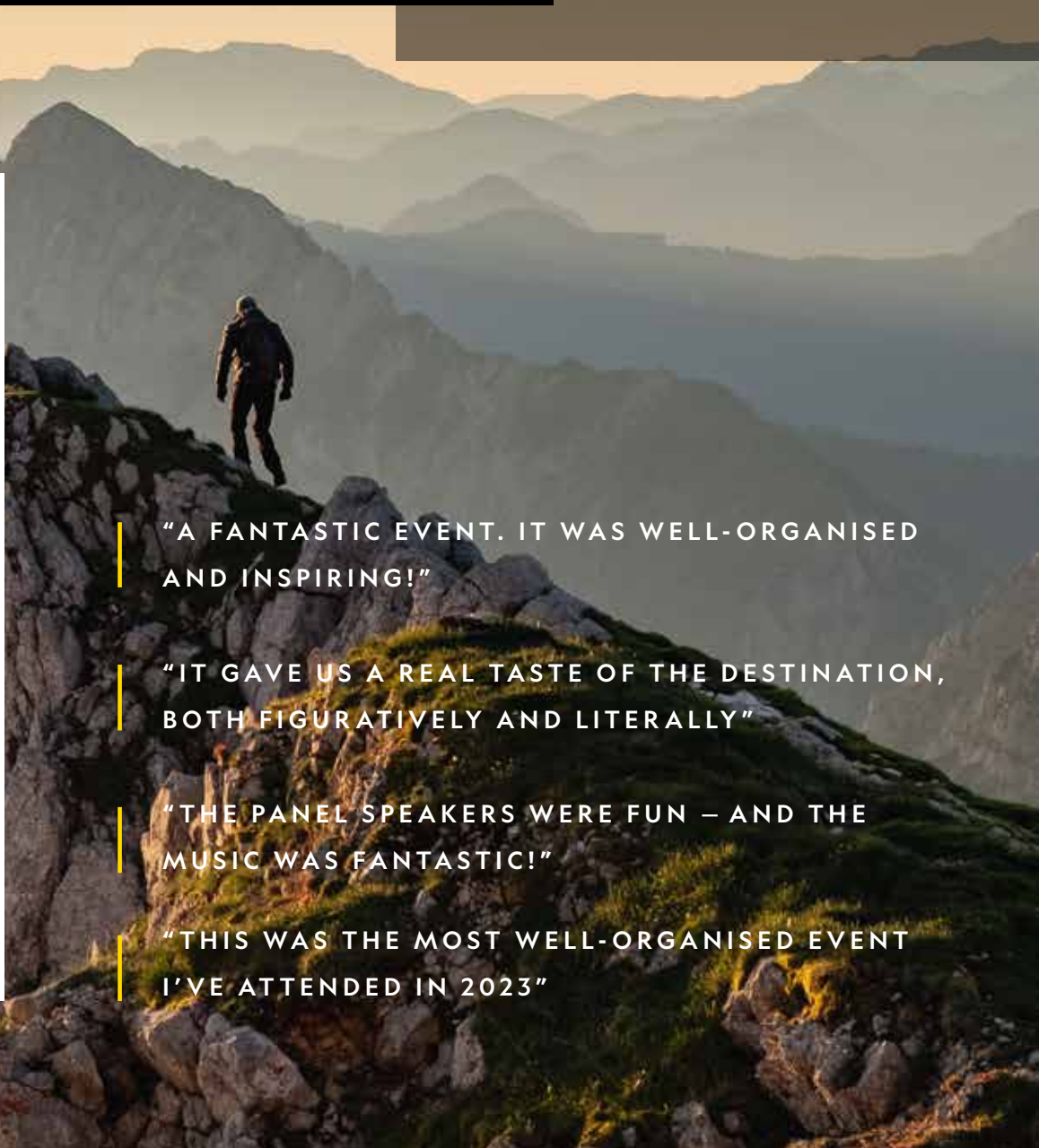
- Audience:** 100 approximately
- Timings:** Up to two hours, from 18.30
- Recent Topics:** Tobago; sailing in the Greek islands
- Coverage:** Print, online, social media, email newsletters

"A FANTASTIC EVENT. IT WAS WELL-ORGANISED AND INSPIRING!"

"IT GAVE US A REAL TASTE OF THE DESTINATION, BOTH FIGURATIVELY AND LITERALLY"

"THE PANEL SPEAKERS WERE FUN – AND THE MUSIC WAS FANTASTIC!"

"THIS WAS THE MOST WELL-ORGANISED EVENT I'VE ATTENDED IN 2023"





CASE STUDY 1: NORTH CAROLINA – MOONSHINE, MOUNTAINS & BARBECUE, SPONSORED BY VISIT NORTH CAROLINA

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

SPEAKERS

Emma John

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’s also an award-winning writer for *The Guardian*, among other publications.

Cheetie Kumar

Cheetie is chef-owner of 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,
National Geographic Traveller (UK)**

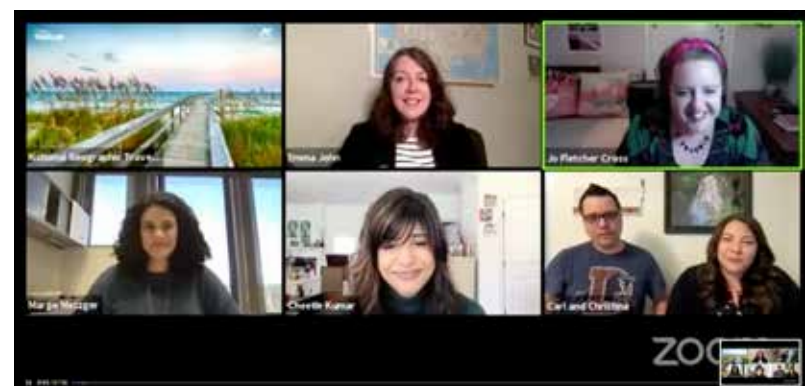
Audience: 665.

Date: 9 March 2021.

Time: 19.00-20.00

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

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





CASE STUDY 2: FESTIVALS, FORESTS & FLAVOURS OF TOBAGO, SPONSORED BY VISIT TOBAGO

Topics covered: This in-person event featured a panel discussion, followed by networking, refreshments and the premier of a *National Geographic Traveller* (UK) film on Tobago's music, dance and festivities, made in partnership with the sponsor.

SPEAKERS

Alex Outhwaite

Travel television presenter and Tobago enthusiast Alex has broadcasted on TV in 35 countries. She's known for highlighting distinct yet lesser-known destinations, and has built a following of 140K YouTube subscribers and 132K Instagram followers.

Juan Leon

Juan is an award-winning film and video producer who was also part of the team that helped create the new *National Geographic Traveller* (UK) film about Tobago's festivities.

Rayshawn Pierre-Kerr

Rayshawn is a cultural researcher, theatre director and award-winning storyteller with over 20 years' experience on stage. Her creative work is rooted in Caribbean folklore – Tobago's folk narratives, in particular.

Shakeil Jones

Shakeil is a creative artist, movement and dance coordinator for the Tobago Performing Arts Company – and a vocal champion of Caribbean culture.

Moderator:

Farida Zeynalova, associate editor, *Food by National Geographic Traveller* (UK).

Audience: 120

Date: 9 November 2023.

Time: 18.30-20.30

Additions: Attendees had the chance to win a trip for two to Tobago, including accommodation and flights.

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





| SPONSORSHIP PACKAGES

SUMMARY	<p>As a sponsor of Travel Geeks by <i>National Geographic Traveller</i> (UK), your brand will connect with a vibrant community of travel enthusiasts and adventurers. This event series is known for its engaging, expert-led discussions on the latest travel trends, tips and destinations. By partnering with Travel Geeks, you'll make your brand visible to this passionate audience, as well as the magazine's regular readership. It's a unique platform upon which to showcase your commitment to travel and exploration.</p>
PRE-EVENT	<p>Sponsor will appear on all pre-event marketing material, including:</p> <ul style="list-style-type: none">• Name on all relevant social media (circa 402K followers).• Logo on the events page within <i>National Geographic Traveller</i> (UK) magazine.• Logo on dedicated email newsletters (circa 44K subscribers) promoting the event.• Logo/name to appear on the website when the event is promoted.• Inclusion in online paid ads running throughout the marketing campaign.
AT EVENT	<ul style="list-style-type: none">• There will be the opportunity for sponsors to nominate speakers for the panel. The panel will be made up of four speakers, with a slot available for sponsors, subject to approval by the editorial department. For both online and in-person events, there will also be a Q&A, facilitated by the moderator at the end of the session.• For in-person events, the sponsor's logo will be prominently displayed on on-site signage and holding slides.• For in-person events, the sponsor is welcome to provide a team to run an onsite competition and speak to the audience after the Q&A.• For in-person events, the sponsor has the chance to host an open bar and food tasting.
POST-EVENT	<ul style="list-style-type: none">• Questions can be included in the feedback survey to capture insights.• Client will be mentioned in at least one highlight post, following the event.• Client will receive a post-event report.
ADDITIONAL OPPORTUNITIES	<ul style="list-style-type: none">• Opportunity to capture a wider pool of data by hosting an online competition alongside the event. This will be managed and fully hosted by National Geographic. Opt-in data will be shared with the sponsor.• Opportunity to showcase a promotional video at the event, lasting up to two minutes.• Opportunity to acquire additional onsite signage.



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