

FAM TRIP TOP TIPS

This is designed for journalists but can easily be adapted for all fam trips to your venue or service.

- Journalists should be welcomed promptly and warmly.
 - Ideally the person welcoming should be the one doing the showround, but another member of staff could hold the fort until that person arrives.
- Make them comfortable
 - They may not be travelling lightly, so an option to deposit bags and jackets in a secure cloakroom, on arrival, is always appreciated.
- Give them structure and clarity about what is happening
 - A brief introduction to the hotel and a structure of the showround is a good idea.
- Know your facts
 - The staff member providing the tour must be well presented, a great ambassador for your venue and above all, knowledgeable
 - Journalists will ask questions, i.e. how many guests a particular function suite can hold. Ensure that you have quick access to answers and facts.
- Paint a vision of the venue's capabilities and accentuate the positives
 - It is not easy to imagine an empty function room fully dressed. Therefore, it is very helpful to use examples of previous events which took place and how the room was presented
 - pictures / boards showing examples are useful props.
- Save the best to last
 - What they see last will linger in their memory. For example show a standard bedroom first then your best available suite last.
- Keep it slick
 - The tour should only last 20-25 minutes. Journalists do not need to see every room. Ideally the maximum would be three bedrooms, two conference areas, one restaurant and the leisure facilities.
 - Check all showround rooms before arrival to ensure they are presentable and most importantly, available
 - Be enthusiastic about your venue! If you love it, they will too.

Other things to keep in mind:

- Don't mention the weather – it doesn't rain every day in Scotland and we certainly don't want to create the impression it does!
- Keep to the point – if the journalist is interested in your conference and meetings/corporate facilities, talking about weddings is not appropriate.
- Take journalists on the nicest route round the hotel – avoid the weak spots and plan your route in advance, passing all the best bits
- Keep the groups manageable - If the party of journalists is large (over 6) splitting the group into two and starting at different points means a much more personalised visit, which is beneficial to both parties.

What journalists particularly enjoy:

- The availability of tea and coffee and a more informal chat at the end of the tour. This also offers you the chance to show off your hospitality/quality of catering
- The option of either receiving a press pack immediately or having it sent to them.
- High resolution images of the venue and its facilities available on CD.