



TRAVEL GEEKS – RUSH HOUR

THE EVENT

Be inspired by fellow travellers at *Travel Geeks – Rush Hour* by National Geographic Traveller — a new series of regular events bringing together experts, writers and readers (and travellers) in an open forum to talk about what they like to do most: travel. Meet the team, talk to the experts, listen to their experiences and learn about where they want to go next. Top tips, advice, technical know-how, photo ideas... it's all up for discussion.

The first event took place on 5 April at the Wallace Space in Covent Garden, London, and was attended by over 70 people to great success.

FAST FACTS

AUDIENCE: From 60-80 people determined by venue

FREQUENCY: Monthly event

TICKETS: Costs £10. From 6pm

TOPICS: Provisional list to follow

COVERAGE: In print, online, via social media and in email newsletters

SPONSORSHIP COST: Please discuss with our sales team

SPONSORS

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

“Focused and authoritative; First class”

MIKE TUNSTILL

“Informal, funny, lighthearted”

SARAH LISTER

“Very honest and informative advice”

PIPPA TWIGG

“Concept is an awesome idea”

KATRINA MEGGET



TRAVELLER



TRAVEL GEEKS – RUSH HOUR

CASE STUDY: TRAVEL WRITING

TOPICS COVERED: How to pitch, what National Geographic Traveller is looking for, the basics of a good story and how to find one, the do's and don'ts for writing a travel piece, on the ground advice for planning a trip, being a freelancer, how to make it pay, the value of blog, and more...

SPEAKERS

GLEN MUTEL // FEATURES EDITOR, National Geographic Traveller, responsible for editorial standards across the title. Appreciates a good pitch, a well-worded intro, a good European city and quirky tales.

PAT RIDDELL // EDITOR, National Geographic Traveller since 2010, has been a travel writer/editor for over 15 years and loves Australia, football, good food, great music and of course authentic storytelling.

EMMA THOMSON // TRAVEL WRITER Emma Thomson is an award-winning travel writer who spends roughly three quarters of the year on the road penning features for National Geographic Traveller UK, The Telegraph, Independent and Financial Times to name a few.

MODERATOR: MARIA PIERI // EDITORIAL DIRECTOR of the magazine, is a family specialist, curious traveller and fitness enthusiast, bringing a touch of order to the proceedings, and puts the speakers on the spot.

AUDIENCE: 71. **DATE:** 5 April. **TICKETS:** Cost £10. **TIME:** 6pm - 7pm. Venue available until 8pm for networking.

COVERAGE: In print, online, via social media and in email newsletters.



FUTURE EVENTS

3 MAY: FIRST-TIMER TO SOUTH AMERICA

TOPICS COVERED: Top tips, advice, technical know-how, photo ideas, must sees, itinerary suggestions and more.

SPEAKERS

MARISOL MOSQUERA // FOUNDER OF ARACARI

With 20 years experience in designing unique itineraries to Peru, Bolivia and the Galapagos Islands

MEGAN GREAVES // LATA LATIN AMERICA TRAVEL ASSOCIATION

Specialist Community of over 275 members focused on their favourite passion: Latin America

KATHY VIGOLO // SAGA HOLIDAYS

Bringing Saga Holidays unique focus on the fast-growing, intrepid and active over -50s market

MODERATOR: SARAH BARRELL // ASSOCIATE EDITOR National Geographic Traveller (UK), experience travel writer and journalist, regular contributor to The Independent.

AUDIENCE: 60-80. **DATE:** 3 May. **TICKETS:** Cost £10. **TIME:** 6pm - 7pm.

Venue available until 8pm for networking.

VENUE: Wallace Space, Covent Garden, London

SPONSOR: Saga Holidays and Cewe Photobook

7 JUNE

Expeditions: Arctic and Antarctic

5 JULY

Walking & trekking

6 SEPTEMBER

Food tours

4 OCTOBER

Adventure: Region TBC

6 DECEMBER

Rail travel

SPONSORSHIP OPPORTUNITIES AVAILABLE UPON REQUEST



DON'T RUSH HOME, JOIN OUR AFTER-WORK GET-TOGETHERS

FIRST-TIMERS'
SOUTH AMERICA

NATIONAL GEOGRAPHIC TRAVELLER
TRAVEL GEEKS
RUSH HOUR

MEET THE EXPERTS...

Marisol Mosquera
Aracari
Twenty years' experience of creating unique Peru, Bolivia and Galápagos Islands itineraries

Megan Greaves
Latin American Travel Association
Specialist community of over 275 members with a Latin America focus

Kathy Vigolo
Saga Holidays
Able to share Saga Holidays' focus on the fast-growing intrepid and active over-50s market

James Lowen
Bradt Travel Guides
Lifelong natural history enthusiast and author of wildlife books, articles and Bradt Travel Guides

Moderated by the *National Geographic Traveller* (UK) team

3 May • 6-7pm
Wallace Space Rooftop Kitchen, Covent Garden, 2 Dryden Street, London WC2E 9NA
£10 entry includes free glass of wine or soft drink, plus nibbles

Sponsored by

SAVE THE DATES

7 June
Expeditions: Arctic & Antarctic

5 July
Walking & trekking

6 September
Food tours

BOOK NOW: NATGEOTRAVELLER.CO.UK/EVENTS
travelgeeks@natgeotraveller.co.uk

TRAVEL GEEKS – RUSH HOUR

SPONSORSHIP OPPORTUNITIES OPPORTUNITY FOR TWO SPONSORS PER EVENT

1. PANEL SPEAKERS. There will 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. All speakers would need editorial approval and would be expected to present 2-5 minute verbal presentation, followed by a moderated panel Q&A for the duration of the hour.

2. SPONSOR LOGOS. These will appear on all marketing materials. This includes:

- A logo/name on all relevant social media
- A logo on the *National Geographic Traveller* Travel Geeks advert promoting the event (pictured)
- Logo on two email newsletters where the event is promoted
- A logo/name to appear on the website for a minimum of one month where event is promoted

3. BRANDING OPPORTUNITIES

- Roller banner
- Flyers and information
- Welcomed in the moderator's introduction. E.g. thanks to xxx for sponsoring the event, for more information please see xxx
- Competition opportunity on the event day. E.g. one of the team picking a name out of hat. Must be a simple entry and prize delivery process
- Food and drink. The opportunity, if relevant, to provide regional food and drink for the event
- Speaker biography and image for event marketing (e.g. pictured)
- Potential to provide speaker tips and ideas pre- and post-event
- Shared social media coverage supported by the sponsor and *National Geographic Traveller*

RATE CARD COST OF £6,950 PER SPONSORSHIP