



NATIONAL  
GEOGRAPHIC

TRAVELLER

TRAVEL  
GEEKS

Rush Hour

MEDIA PACK 2018/19

# TRAVEL GEEKS 2018/19



## THE EVENT

Be inspired by fellow travellers at Travel Geeks by National Geographic Traveller is a 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.

## FAST FACTS

**AUDIENCE:** From 60-80 people determined by venue

**FREQUENCY:** Monthly event

**TICKETS:** Costs £10. From 6pm

**TOPICS:** 2017 featured: Food, Walking & Trekking, Silk Road, Costa Rica, Escorted Tours, Japan

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

**SPONSORSHIP COST:** Please discuss with our sales team

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

# TRAVEL GEEKS 2018/19

## CASE STUDY: SILK ROAD, SPONSORED BY EXPLORE

**TOPICS COVERED:** How to approach the legendary route as a first timer, which country offers the best food, how to get around, on the ground advice for planning a trip, when to go, tips for making the most of each country, planning a solo trip, the most popular and least-discovered destinations along the route, and more...

## SPEAKERS

**EMMA THOMSON // TRAVEL WRITER** Emma is an award-winning travel writer for National Geographic Traveller UK, The Telegraph, Independent and Financial Times to name a few.

**STEVEN HERMANS, CARAVANISTAN** Steven is the founder of Caravanistan, an online travel guide to the Silk Road.

**SIMON GROVE, HEAD OF PRODUCT AT EXPLORE** Simon heads up Explore's product team, who travel the world to devise their exciting itineraries.

**LAURENCE MITCHELL, TRAVEL WRITER** Laurence is a travel writer and author of Kyrgyzstan: The Bradt Travel Guide.

**EDWARD SHOOTE, WRITER AND PHOTOGRAPHER** Edward is the founder of WeLoveMountains.net.

**MODERATOR: FARIDA ZEYNALOVA // CONTRIBUTING EDITOR** Farida is a contributing editor at National Geographic Traveller (UK).

**AUDIENCE:** 80. **DATE:** 12 December. **TICKETS:** Cost £10. **TIME:** 6pm-7pm. Venue available until 8pm for networking.

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

**SPONSORSHIP OPPORTUNITIES AVAILABLE UPON REQUEST**



# TRAVEL GEEKS 2018/19

**NATIONAL GEOGRAPHIC TRAVELLER TRAVEL GEEKS**  
Rush Hour  
Sponsored by **INTREPID**  
*real life experiences*  
**Japan**  
DON'T RUSH HOME!  
JOIN OUR AFTER-WORK GET TOGETHERS

**KYLIE CLARK**  
JAPAN HOUSE

**TOM BRAY**  
INTREPID TRAVEL

**NICOLA TRUP**  
FREELANCE TRAVEL WRITER

**OLIVER HILTON JOHNSON**  
SAKE SPECIALIST

Moderated by Maria Pieri, Editorial director, *National Geographic Traveller (UK)*  
**2 MAY 18.30-19.30 • £10 entry includes glass of wine or soft drink, plus nibbles**  
Intrepid Travel, 1st Floor, Piano House, 9 Brighton Terrace, Brixton, London SW9 8DJ

*Book now*  
**[natgeotraveller.co.uk/events](http://natgeotraveller.co.uk/events)**  
**[travelgeeks@natgeotraveller.co.uk](mailto:travelgeeks@natgeotraveller.co.uk)**

## 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, subject to approval by the editorial department. There will also be a moderated Q&A for the panel at the end of the session.

**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 when the 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 £7,950 PER SPONSORSHIP**