



NATIONAL
GEOGRAPHIC

TRAVELLER

TRAVEL GEEKS

MEDIA PACK

2020



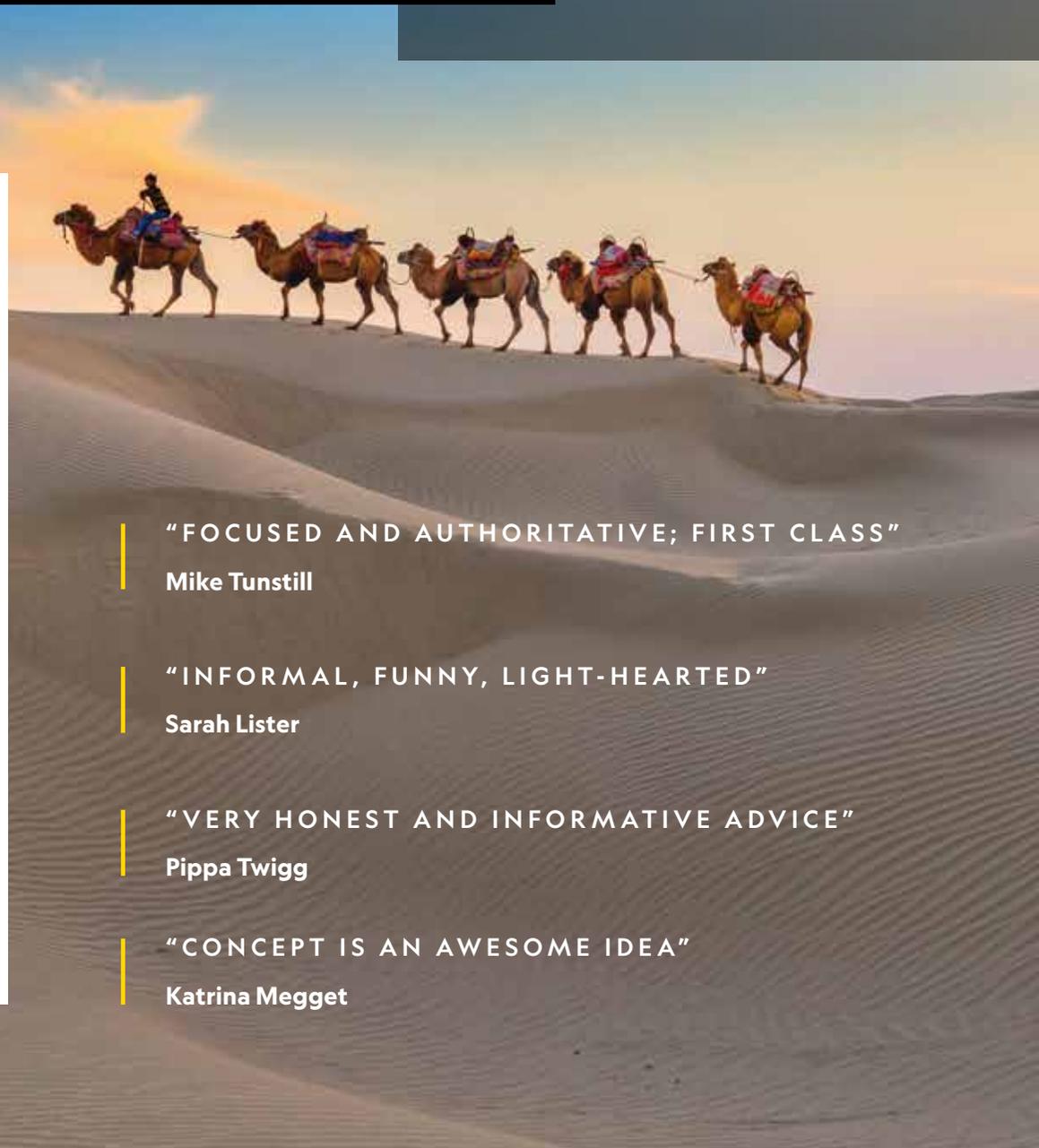
THE EVENT

Connect with engaged potential clients at Travel Geeks, monthly 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 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
- Tickets:** Costs £10. From 18.00
- Topics:** 2019 included: Californian Road Trips, Latin American Food, Expedition Photography, Vietnam, New Zealand Adventures
- 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



CASE STUDY: SILK ROAD, SPONSORED BY EXPLORE

Topics covered: How to approach the legendary route as a first timer; where to find the best food; how to get around; how to plan a trip; when to go, what to see in each country; planning a solo trip; the most popular, least-discovered destinations; and much more.

SPEAKERS

Emma Thomson, travel writer

Emma is an award-winning travel writer who's written for the likes of *National Geographic Traveller*, *The Telegraph*, *The Independent* and *Financial Times* to name but a few.

Steven Hermans, co-founder, Caravanistan

Steven jointly launched Caravanistan, an online travel guide to the Silk Road.

Simon Grove, head of product, Explore

Simon heads up Explore's product team, which travels the world in search of inspiration for exciting itineraries.

Laurence Mitchell, travel writer

Laurence is a travel writer and author of *Kyrgyzstan*, part of the Bradt Travel Guides series.

Edward Shoote, writer and photographer

As well as being a writer and photographer, Edward is the co-founder of cycling adventure blog WeLoveMountains.

Moderator:

Farida Zeynalova, contributing editor

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

Audience: 80.

Date: 12 December 2018.

Tickets: £10.

Time: 18.00-19.00.

Venue available until 20.00 for networking.

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 moderated Q&A for the panel at the end of the session.



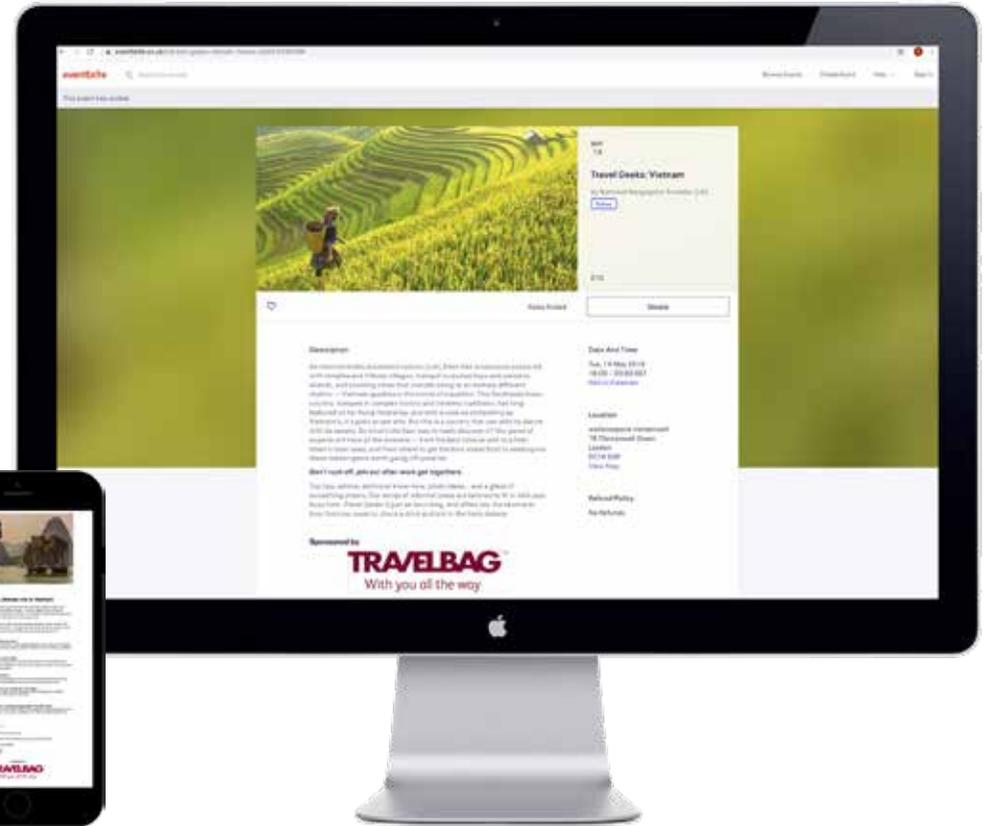


| SPONSORSHIP OPPORTUNITIES

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





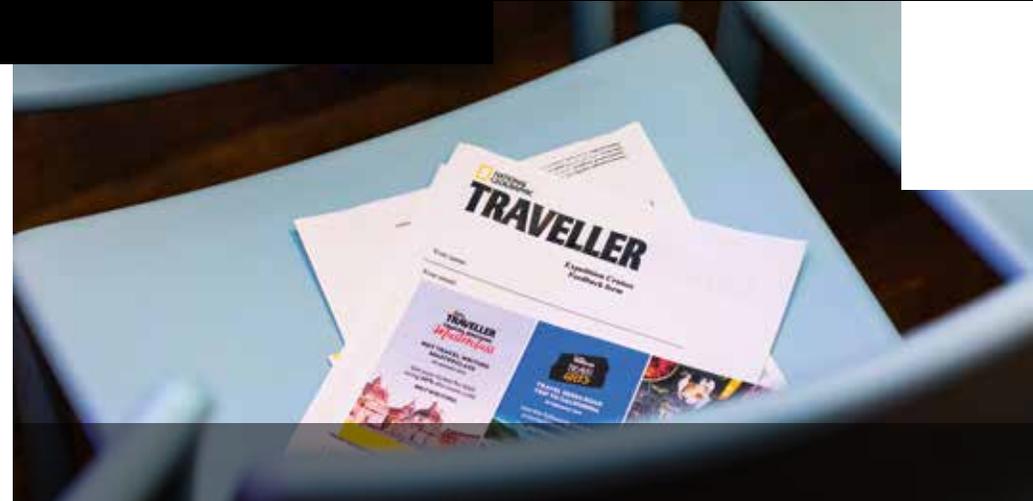
| SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGE

3. Branding opportunities

- Roller banner
- Flyers and information
- Welcome mention in the moderator's introduction. For example: "Thanks to xxx for sponsoring the event, for more information please see xxx."
- Competition opportunity on the event day, gathering attendee CRM data via an iPad at the event and then entering them into an exclusive prize draw
- Food and drink. The opportunity, if relevant, to provide regional food and drink for the event
- Speaker biography and image for event marketing
- Pop-up stand/booth to sell products, subscriptions and/or merchandise
- Potential to provide speaker tips and ideas pre- and post-event
- Shared social media coverage supported by the sponsor and *National Geographic Traveller*

**CONTACT OUR PARTNERSHIPS TEAM TO
DISCUSS SPONSORSHIP OPPORTUNITIES**





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