



Media release

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FOR IMMEDIATE RELEASE

November 10, 2017

Tourism industry to discover why The Pen is Mightier than the Sword

ONE of Australia's most influential travel writers and bloggers will be in Grafton this month to share her insider trade secrets about capitalising on online and print media with Clarence Valley tourism operators.

Industry operators are invited to join award-winning Australian travel writer and blogger, "The Global Goddess" Christine Retschlag and regional tourism and events consultant, Krista Hauritz for a free evening workshop on "Making the Most of Online and Print Media".

During the two-hour workshop, participants will learn skills such as writing media releases, dealing with the media and handy hints to maximise their exposure in digital media.

The workshop forms part of the Clarence Valley Council's industry skills development program for the tourism and hospitality cluster.

Christine Retschlag is an Australian journalist with 27 years media experience around the globe including at The Courier Mail; Gold Coast Bulletin; Hong Kong's South China Morning Post; the London Newspaper Group and Ink, Singapore.

She is a multi-award winning travel and food writer who contributes regularly to a wide range of traditional and online travel media newspapers and magazines. In 2012 she established the successful travel blog: The Global Goddess www.theglobalgoddess.com

Krista Hauritz has a love of travel and celebrations, and a genuine curiosity for people and places. She has lived, worked and breathed regional tourism and events for over 25 years.

A multi-tourism award recipient, Krista has held senior positions in the industry, including Tourism & Events Queensland and regional tourism organisations and is listed in the Who's Who of Queensland and Who's Who of Australian Women.

She currently works with tourism destinations, businesses and events on strategic direction, business planning and marketing. www.kristahauritz.com.au

Register your seat at <https://makingthemostofonlineandprintmedia.eventbrite.com.au>

WORKSHOP BRIEF

WHAT: Workshop “*Making the Most of Online and Print Media*”

Attracting Media

- Writing a Media Release
- Writing a Blog
- Maximising the description of your business online

WHEN: Tuesday 14 November, 2017

WHERE: Vines at 139, 139 Fitzroy St, Grafton

TIME: 5.30-7.30pm

COST: Free

WHAT TO BRING: Pen and paper to take notes; Laptop/tablet to develop 100-word description of your business

Release ends.

For media inquiries contact Clarence Valley Council communications coordinator, David Bancroft, on 6643 0230 or 0429 104 118.

INTERVIEWS

Krista Hauritz 0421 148 098

Christine Retschlag 0437 655 525 (available from Nov 13 for interviews)



Christine Retschlag.



Krista Hauritz