



# TRENZ MAY 2024

## TRENZ MEDIA CRITERIA

### Background

The continued success of TRENZ and the TRENZ Connect platform is driven by the quality and engagement of all participants. To ensure this is maintained, TRENZ and TRENZ Connect have clear criteria for attendees.

### Media Delegates

A media delegate is defined as a media representative who is creating editorial content on the New Zealand tourism industry. They are required to attend the full physical TRENZ programme (except by prior agreement with the organisers). They must not be participating in TRENZ in order to sell advertising.

### Media Selection Process

All qualified media will receive an invitation to attend TRENZ. A qualified media delegate is an individual employee or freelancer from a recognised online, international or New Zealand media outlet, or social media influencer who is nominated by Tourism Industry Aotearoa (TIA) or industry partners.

All qualified media are required to complete the online registration. An invitation is specific to a person, and is not automatically transferable to another representative from the same company. For companies or delegates who have not received an invitation, completion of the invitation request form will not necessarily result in acceptance to attend.

### Media Selection Criteria

To be accepted as a media delegate at TRENZ, you must meet the selection criteria. The mandatory requirements for media are below.

The media outlet must:

- Have a demonstrated interest in creating content about the New Zealand tourism industry, or are able to prove a commitment to increasing coverage of the New Zealand tourism industry. Note: Evidence of articles relating to TRENZ or the New

Event of:



Premier sponsor:



Supported by:



Managed by:



info@trenz.co.nz  
www.trenz.co.nz



Zealand tourism industry may be requested to verify an individual's qualification to attend TRENZ.

The media representative must:

- Be directly employed as a journalist, reporter, editor, researcher or photographer or contracted to provide freelance writing, research or photography services for a recognised online, international or New Zealand media outlet or social media platform.
- Have sufficient English language skills to converse with sellers. If a media delegate cannot speak a sufficient amount of English, a translator must be organised and associated costs will be the responsibility of the delegate.

## Acceptance Terms

As part of a media delegate's acceptance to TRENZ, it is agreed that:

The media outlet will:

- Provide a minimum level of coverage of New Zealand product or the event.

The media delegate will:

- Attend the full duration of the official TRENZ programme including TRENZ networking functions included as part of the media programme, and the Media Famil Activity.
- Not attend TRENZ with the objective of making sales to New Zealand sellers (including, but not exclusive to, specific product or media or advertising), and not take part in any offsite hosting by sellers or other organisations during the official TRENZ programme (including famil visits, entertaining or offsite meetings).

If a media representative or their company does not comply with these Acceptance Terms, TIA reserves the right to exclude entry for future events.

## Disclaimers

The Organiser retains the right to determine, at its sole absolute discretion, whether any particular applicant, or any employee, agent or representative of any applicant, should attend and their specific entitlements.

There is no obligation whatsoever on the Organiser to approve applications and the Organiser may reject any applicant, or any employee, agent or representative of any applicant, with or without reason.