



TRENZ MEDIA CRITERIA

Background

TRENZ is Aotearoa New Zealand’s largest international tourism business event and the most important event of the year on the tourism events calendar. TRENZ brings hundreds of international travel buyers together to meet with New Zealand’s leading tourism operators (sellers) over three days to build or renew relationships and negotiate business for upcoming seasons.

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

Media delegates

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

Media selection process

Attendance is by invitation only. A media delegate is an individual employee or freelancer from a recognised online, tourism trade or New Zealand media outlet, or social media influencer who is nominated by Tourism Industry Aotearoa (TIA) or event partners.

All media delegates 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.

Event of:



Premier sponsor:



Supported by:



Managed by:



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

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 Aotearoa New Zealand tourism industry or are able to prove a commitment to increasing coverage of the industry. Note: Evidence of articles relating to TRENZ or the 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, photographer or videographer or contracted to provide freelance writing, research or photography and/or video services for a recognised online, international or Aotearoa 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 (at least 2 articles) of Aotearoa New Zealand tourism product and/or the event.

The media delegate will:

- Attend the full duration of the TRENZ media programme (except by prior agreement with the organisers).
- Not attend TRENZ with the objective of making sales to sellers from Aotearoa New Zealand (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.