

# How to Make the Best of your CTO Membership Communications & PR

**Thursday 26 May 2011**



# Key Objectives....

*To create between the CTO & its various publics an understanding of the organization's goals and procedures by*

- *fostering relationships with the key target audiences*
- *establishing two-way communication systems within segments of the membership*
- *providing public relations support for the various functions hosted by CTO and where necessary, its members*



# In the past few months...

- Crisis Communications
- Media coaching skills workshops
- Improving journalists skills
- Sustainable Tourism Conference
- Leadership Strategy Conference
- ITB, WTM, ACTS Brussels, Caribbean Week
- Caribbean Tourism Day/Month
- Diaspora outreach



# Crisis Communications...



# Crisis Communications...

- Work with Member Countries' PR reps and DOTs to ensure timely and accurate information during & after a crisis
- Get out the true picture – including photos & video – during the recovery
- Organise Crisis Communication Seminars



# Crisis Communications

- *“I was glad I attended this part of the workshop (on crisis communication). It met my expectations of being better equipped to communicate clearly during a crisis, especially in my line of work with the Red Cross. I’m glad I took the time out to be here.”*
- **Militza Maduro**  
**Head, Local Red Cross**



# Crisis Communications

*“CTO’s Johnson Johnrose conducted a local two-day crisis communications workshop for our people just this past week... All round, we are much better prepared now than we were in March”*

**Hon. Rickey Skerritt, Minister of Tourism, St. Kitts**

*“ Many thanks for the Workshop , it was a great chance to learn how to manage a Crisis, I have not enjoyed a workshop so much in years.”*

**Michael Head, St. Kitts & Nevis Hotel & Tourism Association**



# Media coaching skills...



# Media coaching skills...

- Workshops on how to communicate effectively with the media
- Media relations
- Preparation, techniques
- How to sound like the pros
- The effective TV interview



# Media coaching skills

*"It (the workshop) was very informative and engaging. It was well put together."*

**Leticia Young, Marketing Associate,  
Anguilla Tourist Board**

*"A big thank you to CTO for organizing. It was a very good event."*

**Cyndi Miller-Aird, St. Maarten/St. Martin Tourist Board**



# Improving journalists' skills...



# Journalism skills workshops...

- Crisis and disaster reporting
- Crime reporting
- Journalism ethics
- Writing feature stories on host destinations
- Introducing journalists to tourism



# Journalism skills workshop

*“This workshop was excellent, very instructive and very inspiring.”*

**Linda Richardson, St. Maarten**

*“What an amazing week. Thanks so much Johnson, for all your effort to making the workshop a success for everyone. I have nothing but positive comments.”*

**Olayinka Abiola, Nevis Times**

*“I have definitely learnt a lot from those four days. The workshop was extraordinary and as for St. Maarten, the island was very thrilling and exciting”*

**Samuel Sukhnandan. Guyana**



# Diaspora Outreach...



# Diaspora Outreach...

- Meetings with diaspora leaders in Boston, Miami, New York and Toronto
- Expand Diaspora database
- Diaspora Awards programme
- Developing Diaspora website
- Organise Diaspora forum
- Organise Diaspora conference
- Planning “Rediscovering Home” programme





# My Caribbean Tweets

Caribbean Tweets

8:46 AM Aug 24th from web  
@JWesterbrook Berlin it has been great. Thanks for all your support and hope to see you again soon.

10:28 AM Aug 24th from web  
Don't forget to check it starts tonight @ 8:30 live in and let me know what you all think. One more live from 10:30 AM Aug 24th from web  
New Island Blog - Chris Vardi  
Read D Major - read trends - check it out on YouTube - Urban Blog says that  
4:08 PM Aug 24th from mobile  
@Westerbrooking Your welcome!  
10:40 AM Aug 24th from web  
10 questions for Ziggy - the most interesting  
8:20 PM Aug 12th from AM

Set location, Search nearby, Show more, Links to Web, Feed

Show me Sport Music Celebrities

Factfile Jamaica  
Fact: Spanish, English, French, and Dutch are the predominant official languages of various countries in the region.  
Fact: The largest religious groups in the region are: Christianity, Hinduism, Islam, Chinese, Rastafarian, Santería, and Vodou.  
Fact: Some islands in the region have relatively flat terrain of non-volcanic origin. Others possess rugged topography.

Featured Profile  
Name: Luciano Marley  
Born: July 21, 1978  
Home town: Port Antonio  
Bio: Luciano Marley is a Jamaican reggae singer and producer. He is known for his unique sound and his collaborations with other reggae artists.

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Your Caribbean Experience  
Twitter Username:   
Twitter Password:   
Submit Tweet

Other Caribbean Experiences:  
@Mars66 In my opinion, amazing time, weather was great, will definitely go back next year.  
@Sawee56 The largest religious groups in the region are: Christianity, Hinduism, Islam, Chinese, Rastafarian, Santería, and Vodou.  
@Ward77 Some islands in the region have relatively flat terrain of non-volcanic origin. Others possess rugged topography.  
@Mars66 Spanish, English, French, and Dutch are the predominant official languages of various countries in the region.

Caribbean Flickr  
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Caribbean Flickr  
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# Celebrity Map Mycaribbeantweets



## To create a micro site which will:

- Aggregate and display relevant twitter feeds
- Host an interactive and customised Caribbean celebrity map
- Incorporate Flickr feeds functionality
- Facilitate user interaction, advocating the Caribbean as a tourist destination
- Include Facebook widgets and full range of social media links
- Utilise other links



# My Caribbean Tweets

## Caribbean Tweets

- 

Auf Wiedersehen Berlin! It has been great. Thanks for all your support and hope to see you again soon.  
6:48 AM Aug 24th from web 0 VOTES
- 

Just two hours to go, my people pray for me! BBC 2 at 8.30 lardahmercy!  
10:29 AM Aug 24th from web 0 VOTES
- 

Don't forget massives it starts tonight BBC2 at 8.30 tune in and let me know what you all think. One love Levi Roots.  
10:29 AM Aug 24th from web 0 VOTES
- 

New hottest thing - Chris Martin feat D Major - real friends - check it out on youtube - Usain Bolt say that  
4:09 PM Aug 18th from mobile 0 VOTES
- 

@hawaiiredmag Your welcome!  
10:40 AM Aug 22nd from web 0 VOTES
- 

10 questions for Ziggy:  
<http://tinyurl.com/lqdv2w>  
6:20 PM Aug 12th from API 0 VOTES

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**Celebrity:**  
Usain Bolt

[Get directions](#) - [Search nearby](#)  
[Zoom here](#) - [Save to My Maps](#) - [Send](#)

Show me  Sport  Music  Celebrities

## Factfile Jamaica

**Fact:** Spanish, English, French, and Dutch are the predominant official languages of various countries in the region.

**Fact:** The largest religious groups in the region are: Christianity, Hinduism, Islam, Obeah, Rastafari, Santería, and Voodoo.

**Fact:** Some islands in the region have relatively flat terrain of non-volcanic origin. Others possess rugged towering.

[Read More](#)

## Featured Profile



**Name:** Damian Marley  
**Born:** July 21, 1978  
**Home town:** hometown

**Bio:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ornare accumsan nisl vitae tristique. Vivamus porta erat at mauris pharetra quis elementum, odio posuere.

[Read More](#)

## Your Caribbean Experience

Twitter Username:  Twitter Password:

[Submit Tweet](#)

### Other Caribbean Experiences:

- 

**Marika** Incredible experience, amazing time, weather was great, will definately go back next year.  
0 VOTES
- 

**Simon456** The largest religious groups in the region are: Christianity, Hinduism, Islam, Obeah, Rastafari, Santería, and Voodoo.  
0 VOTES
- 

**Violet77** Some islands in the region have relatively flat terrain of non-volcanic origin. Others possess rugged towering.  
0 VOTES
- 

**Marika** Spanish, English, French, and Dutch are the predominant official languages of various countries in the region.  
0 VOTES

[More Twitter Entries](#)

## Caribbean Flickr



[More Images](#)



# Caribbean Air Festival...



# Caribbean Air Festival...

- 15 day air show
- Armada or private aircraft
- A dozen CTO member countries
- Pilots, media, travel agents
- Special activities to be organised



# Caribbean Tourism Month...

- To be observed in November
- Extensive programme being planned
- Details available upon request
- Theme: One Sea, One Voice, One Caribbean



Thank You

