

Conference promotion timeline

Use this guide for how and when to promote your conference

1 year out

- Promote your meeting destination to attendees through channels such as email, social media and paid media.
- Connect with Business Events Wellington or your Wellington conference organiser for resources to promote Wellington as your destination.
- Access complimentary, high-resolution images of the Wellington region to include in promotional materials. Visit WellingtonNZ for resources.
- Share promotional videos of Wellington to build attendees' interest and anticipation about your meeting. Find these at WellingtonNZ.

6 months out

- Continue event promotion through email, social media and other preferred communications channels.
- Create a hashtag specific to your event and encourage attendees to use it to drive discussion and conversation.
- Begin reaching out to national and international media to make them aware of your event.

3 months out

- Develop a target media list for pitches.
- Identify newsworthy story angles and share them with reporters and social media influencers.

1 to 2 months out

- Develop press releases, media advisories, calendar alerts and other communications materials.
- If your event is open to the public, consider paid media in the local market to drive attendance.
- Begin outreach to Wellington-based media to build their awareness of your event. Pitch for morning TV news opportunities a month in advance.

2 to 3 weeks out

- Follow up with media to gauge interest in covering your event.
- Invite media to attend your event and offer interviews with key leadership and speakers, and potential story angles.

1 week out

- If media are welcome to attend, issue a media advisory.
- Continue to leverage social media and your hashtag.

Developing a media list

Wellington media coverage will vary depending on the type of event or conference you are planning. Here is a list of key Wellington media contacts covering print, broadcast, online and social media.

Stuff is the main online source of news. The leading Wellington newspaper, The Post, is published daily in print and online.

There are four national TV stations you can tap into, state-owned TVNZ, TV3, and the Māori channel Te Karere, the privately-owned Sky network, comprising free-to-air Sky Go and various sports channels, and Māori broadcaster, Māori Television.

There are also numerous radio stations that broadcast nationwide, including popular stations including Radio New Zealand, ZM and The Edge.

TV

- TVNZ tvnz.co.nz | news@tvnz.co.nz
- TV3 NEWSHUB newshub.co.nz | news@newshub.co.nz
- TE KARERE tvnz.co.nz/shows/te-karere | tekarere@tvnz.co.nz
- SKY GO sky.co.nz/skygo | media@sky.co.nz
- MĀORI TV maoritelevision.com | teao@maoritelevision.com

Online

- Stuff stuff.co.nz | newsroom@stuff.co.nz
- Newsroom newsroom.co.nz | contact@newsroom.co.nz
- NZ Herald online nzherald.co.nz | newsdesk@nzherald.co.nz
- NZME nzme.co.nz
- Scoop scoop.co.nz | editor@scoop.co.nz
- TVNZ Online tvnz.co.nz/one-news | news@tvnz.co.nz
- The Spinoff thespinoff.co.nz
- Business Desk businessdesk.co.nz

Radio

- RNZ rnz.co.nz
- Newstalk ZB newstalkzb.co.nz
- The Edge theedge.co.nz
- ZM zmonline.com

Print

- The Post thepost.co.nz | news@thepost.co.nz
- NZ Herald nzherald.co.nz | newsdesk@nzherald.co.nz
- Sunday Star-Times stuff.co.nz/sunday-star-times
- National Business Review nbr.co.nz | editor@nbr.co.nz
- Herald on Sunday newsworks.nz | news@hos.co.nz
- Sunday News stuff.co.nz/sunday-news | letters@sunday-news.co.nz

Greater Wellington

- Hutt News editor@huttnews.co.nz
- Horowhenua Chronicle news@chronicle.co.nz
- Horowhenua Mail editor@horomail.co.nz
- Kapi-Mana News editor@kmananews.co.nz
- Kapiti Observer editor@kapiti-observer.co.nz
- Regional News news@regionalnews.kiwi
- Upper Hutt Leader editor@uhleader.co.nz
- Wainuiomata News news@wsn.co.nz
- Wairarapa News editor@wainews.co.nz
- Independent Herald news@wsn.co.nz

Wellington resources

- WellingtonNZ WellingtonNZ.com
- Wellington City Council wellington.govt.nz
- Business Events Industry Aotearoa beia.co.nz

Social Media

- @WellingtonNZ
- @Wellington City Council or @wgtnc
- @PureNewZealand

Your local member organisation

National Government body relevant to your event
publicservice.govt.nz/our-work/state-sector-organisations/