

**Why event content is  
important in supporting  
PR activity.**



# What does PR do for Jersey?

Our 'always on' press office focuses on the benefits of visiting Jersey, not just its features, but the 'why' and not just the 'what'.

We work with the media, influencers and consumers to help them fall in love with Jersey and experience the island break.

Our key activity:

- Securing a constant stream of media and influencer visits to the island across all seasons
- Promoting destination and event content
- Distributing media alerts using seasonal hooks
- Supporting additional campaign activity to generate coverage
- Bigger thinking opportunities – we are always looking to create new and exciting conversations and content about Jersey

What is event content?

# The role events play in what we do:

- Events are a way of securing media and influencers to visit and experience Jersey
- Events generate new conversations and leads with the media and influencers
- They generate requests for follow-up visits from media who are keen to experience even more of what the destination has to offer
- Coverage generated from events can range from deep dive features on Jersey, where the event forms one part of their write-up, to bite size content included in round-up features e.g. Top 5 best literary festivals to head to this year

Get involved!

# How can you work with us?

We would love to work with you to help promote your event and generate some great coverage for Jersey.

- Get in touch with Visit Jersey to set up a planning meeting, so that we are armed ready with the right information to educate the media and influencers about your event
- Work with us to get your events worked into proposed itineraries for visiting media and influencers to the island
- Identify interesting angles about your event
- Help secure follow-up visits by giving our welcome cards to your hosted media



Continue to build relationships

# Share our welcome cards

We'd like to place one of our welcome cards within your press /media packs. They invite guests to get in touch with Visit Jersey's PR Team following their visit to explore the potential of future press coverage.



Hi \_\_\_\_\_

**Welcome to Jersey.**  
We hope you enjoy the island break.

From country lanes to cliff top views and crisp blue waters, Jersey is a small island with breath-taking natural beauty waiting to be discovered. It is an island with a big personality and is packed with things to see and do, making it the ideal destination to wash away urban stress or the daily grind. Whether you're after a quick escape, romantic weekend, adventurous experience or a foodie getaway Jersey can offer you the perfect island break.

Please don't hesitate to contact the team at [visitjersey@onegreenbean.com](mailto:visitjersey@onegreenbean.com) if this is of interest and we can help to arrange another visit for you to the #theislandbreak.

Kind Regards,  
The Visit Jersey Team  
One Green Bean

[#theislandbreak](#) [@visitjerseyci](#)





To discuss how we can work together  
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