



HOW TO SMASH A MEDIA VISIT ITINERARY

February 2026



WHAT THE MEDIA SAY



Western Daily Press

Tailor your itinerary to the title being hosted

The Daily Telegraph

Don't overfill an itinerary - let us explore like guests



Don't host group press trips without a PR, and be careful about mixing journalists and influencers

STYLIST

Send itineraries at least two weeks in advance

OLIVE

Make sure the logistics are achievable, with some flexibility built in to accommodate possible delays



THE TIMES

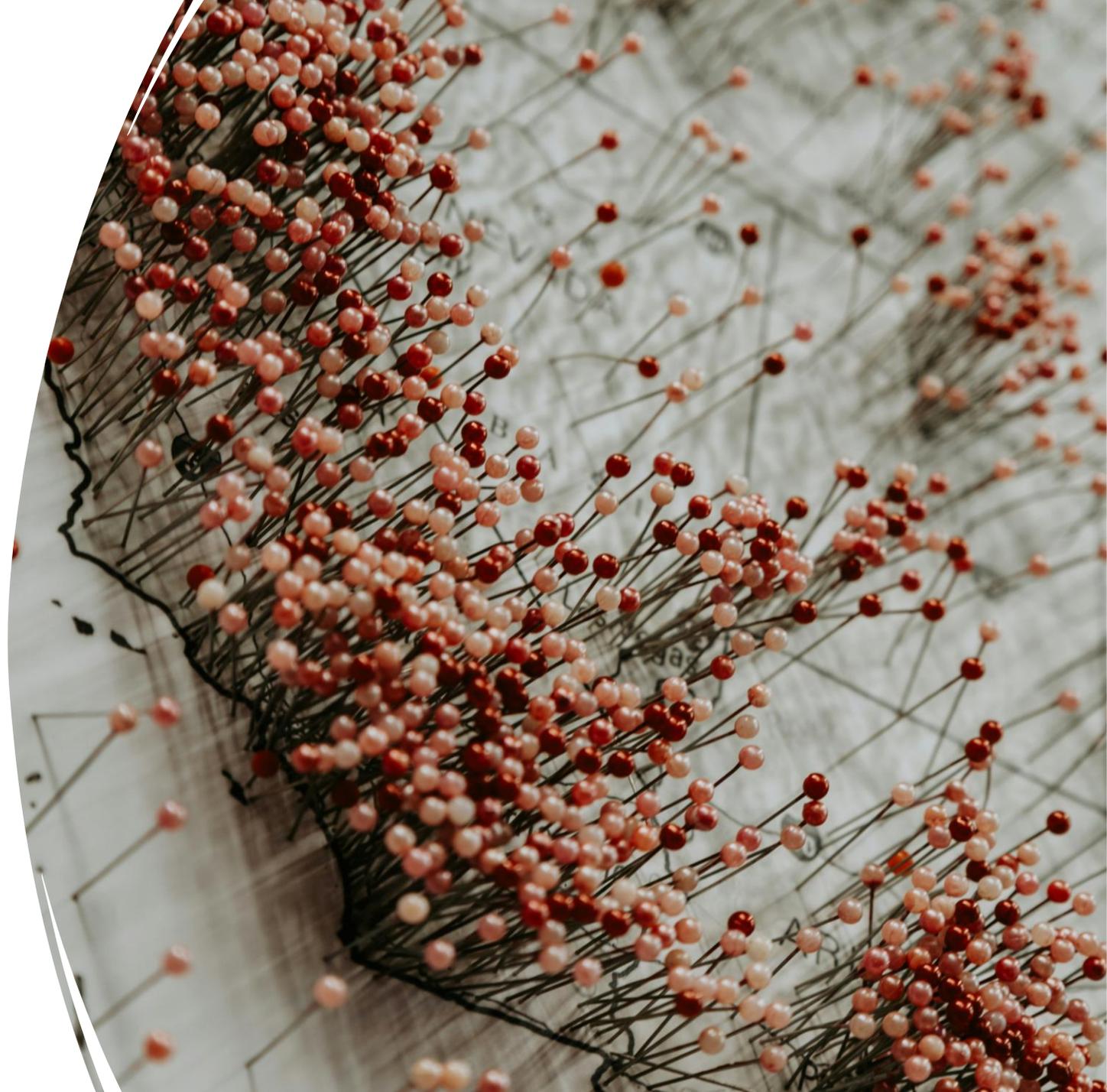
Be upfront with what is included and ensure the team know too



THE AGREEMENT



THE ITINERARY





THE DETAIL

THE FACTBOX INFORMATION



A hand holding a pen over a checklist on a grid notebook. The notebook has a grid pattern and some handwritten text, including "Drive" and "Moz". The background is a blurred image of a person's face.

THE CHECKLIST

Before

- ✓ Research the journalist and the publication
 - ✓ Allocate budget for trips
 - ✓ Brief the entire team
- ✓ Don't do anything you wouldn't normally
- ✓ Propose a loose itinerary and send it no less than two weeks in advance
- ✓ Be explicit about what is and is not included
 - ✓ Link journalists up with experts
- ✓ Consider in-situ professional photography and videography
 - ✓ Check in a week before
- ✓ Show off your best accommodation options
 - ✓ Check the WiFi

After

- ✓ Ask for feedback
- ✓ Reshare any crucial information



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