



## UNWTO Commission for the Americas

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### **CNN T.A.S.K. Group Communications Skills Training**

#### **BACKGROUND**

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The first decade of the 21st Century has been exceptional for the global the Travel and Tourism sector. Today, in 2012, with one billion people crossing international borders, the Tourism sector is credited by leading international Tourism authorities for generating over US\$ 1 trillion per annum in direct revenues and the stimulation of 1 in 12 jobs worldwide.

CNN, as the world's leading global network, has for decades been offering a powerful global media platform to its clients. Trusted by Tourism authorities to communicate the offering and aspirations of the destination, CNN has become a valuable partner within the Travel & Tourism sector for understanding and responding to local audiences – their issues, needs and sensitivities - across all global regions and as a force of growth in nation building.

In May of 2007, CNN International launched the CNN T.A.S.K. (Tourism Advertising Solutions and Knowledge) Group, a dedicated, in-House Travel & Tourism Consulting Service created specifically to support the advancement and competitiveness of tourism destinations.

Importantly, T.A.S.K. is:

- Now working with over 65 nations worldwide, across tourism ministries as well as airlines, airports, hotel groups, attractions, bid committees, and other tourism entities
- Working across all regions of the globe
- Fully complimentary, fully confidential
- For Clients and Non-Clients
- Without any media buying conditions

The TASK offering focuses on the following 5 areas of Tourism expertise:

## **1. TOURISM STRATEGIES**

Global expertise in the development of Growth Strategies for Tourism that drive the overall economic development mandate of the Destination (or Business Plan fulfilment of the organisation).

## **2. BRAND AND COMMUNICATIONS**

Working extensively with Destinations, Events, Properties, Airlines, Airports and Attractions in the development of new and evolved BRANDING

## **3. CRISIS MANAGEMENT & RECOVERY MESSAGING:**

Providing invaluable immediate and on-going support to destinations facing challenges to Tourism sector stability and growth as a result of crisis.

## **4. IMPACT OF CAMPAIGNS:**

Analysis of media campaigns to ensure strong ROI on media campaigns and the ongoing need for media to truly deliver on qualitative and quantitative objectives.

## **5. KNOWLEDGE TRANSFER:**

Building Tourism sector knowledge, insight and respect around the importance of Tourism through: Presentations, Speeches, Panel discussions, Client training programmes, Publishing.

## **T.A.S.K. PARTNERSHIP WITH UNWTO**

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Since its inception, T.A.S.K. has worked with the UNWTO, as a partner, with the clear objective of elevating the profile of the critical role that the tourism sector plays in global development.

This has occurred in three key environments:

- within the Tourism industry,
- within the Tourism community of leaders and decision makers, and
- with the general public.

Together, over the past five years of partnership, TASK and the UNWTO have worked together across a number of initiatives:

- magnifying the UNWTO's key messages and statistics of the Tourism sector,
- elevating the profile, content quality and activation of international UNWTO Events,

- sharing the knowledge and expertise of the CNN TASK Group within the UNWTO and wider Tourism community,
- providing skills development in the areas of Branding, Communications and Media, and
- providing ongoing promotion of the UNWTO and its efforts in Tourism economy growth, development and mainstreaming.

## SPECIAL FOR 2012/3

Working alongside the UNWTO, and responding specifically to the knowledge transfer wishes of the Secretary General, T.A.S.K. has created a Communications Workshops Programme for UNWTO Members specially designed to:

- Addressing critical communications issues facing tourism today, and tomorrow
- Focusing on all aspects of tourism communications
- Offering 5 unique modules, to be undertaken based on the evolving needs of the destination
- Designed to enable direct, practical, interactive insight & skills development
- Critical for effective tourism destination management and competition

Rolling out from Q4/2012, and with the assistance of the UNWTO to coordinate regional timings and content, member states will be able to tap into the expertise of the T.A.S.K. Group, signing up for T.A.S.K. Communications Workshops in:

	<b>BRANDING</b>
	<b>COMMUNICATIONS AND SOCIAL MEDIA</b>
	<b>STAKEHOLDER ALIGNMENT</b>
	<b>CRISIS COMMUNICATION</b>
	<b>MEDIA TRAINING</b>

CNN T.A.S.K. looks forward to working with you and your tourism community as you work to strengthen your tourism destination and economy.

To learn more about the T.A.S.K. Group, see: <http://www.cnnmediainfo.com/task/>

Should you wish to contact us, please do so on: [CNNTASK@TURNER.COM](mailto:CNNTASK@TURNER.COM)