Tech and communications – digital platforms and delivery in times of limited budgets

Michael Collins, TravelMedia.ie
23 years in travel media

director, publisher, writer, content creator, expert, presenter, social media, producer, PR…….
The Aquarama runabouts were produced by the famed Italian designer and yachtbuilder Carlo Riva from 1962 until 1996, and there are just 598 remaining around the world. With its sweeping wraparound windshield, gleaming mahogany deck, and centre sun-pad, the Aquarama is regarded as the most valuable vintage boat on the market. It was built to be fast and sexy, and was often referred to as the Ferrari of the boat world. It is as iconic of 1960s European leisure as Brigitte Bardot, Charlie Watts and Elizabeth Taylor.
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5 Ws

who, why, where, when, what
1. **editor led**, limited distribution, print, broadcast, controlled media.

2. **everyone is an editor**, web 2.0, no curation, content creators, influencers, blogs, SEO

3. **AI**, no author, an amalgam, voice search, ChatGPT.
I would have written a shorter letter, but I did not have the time.

- Blaise Pascal -
content is KING
capital investment vs high expenditure

SEO vs PPC vs social safety net or expensive
Who
driving a car does not make you a mechanic
content creators versus traditional media
know your media

invest

Meet the Media
UGC, non-media content

https://youtu.be/hig7iE92a7M
pandemic content – no press trips