

COMMUNICATIONS TIMELINE

- 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.

- 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.

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

One Year Out

Three Months Out

Two to Three Weeks Out

Six Months Out

One to Two Months Out

One Week 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.](#)

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

- 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.

DEVELOPING A MEDIA LIST

Here is a list of key Wellington media contacts covering print, broadcast, online and social media.

The Wellington media you reach out to for coverage will vary depending on the type of event or conference you are planning.

Stuff.co.nz is the main online source of news. The main Wellington newspaper that is published daily is the Dompost. There are also weekly newspapers: Herald on Sunday, National Business Review, Sunday News and The Sunday Star-Times.

There are four national TV stations you can tap into – state-owned TVNZ, TV3, and the Maori channel Te Karere, the privately-owned Sky network, comprising Prime and various sports channels, and the Maori broadcaster, Maori Television.

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

Key Media Outlets

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

PRIME

- primetv.co.nz
- skyadvertising@skytv.co.nz

MAORI 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

NZ Newswire

- newswirenz.co.nz
- news@nznewswire.co.nz

Scoop

- scoop.co.nz
- editor@scoop.co.nz

TVNZ Online

- tvnz.co.nz/one-news
- news@tvnz.co.nz

RADIO

RNZ

- rnz.co.nz

Newstalk ZB

- newstalkzb.co.nz

The Edge

- theedge.co.nz

ZM

- zmonline.com

PRINT

Dompost

- stuff.co.nz/dominion-post/
- news@dompost.co.nz

NZ Herald

- nzherald.co.nz
- newsdesk@nzherald.co.nz

Sunday Star-Times

- stuff.co.nz/sunday-star-times
- newstips@stuff.co.nz

National Business Review

- nbr.co.nz
- editor@nbr.co.nz

Herald on Sunday

- newsworks.nz.co.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

It's a good idea to bookmark these websites for valuable information and tools that will help with your event planning.

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

SOCIAL MEDIA

Important social media profiles to follow and connect with.

WellingtonNZ

- Facebook: facebook.com/wellingtonnz
- Twitter: twitter.com/Wellington_NZ
- Instagram: instagram.com/wellingtonnz
- LinkedIn: linkedin.com/company/wreda

Wellington City Council

- Facebook: facebook.com/wellingtoncitycouncil
- Twitter: twitter.com/wgtnc
- Instagram: instagram.com/wgtnc
- LinkedIn: linkedin.com/company/wellingtoncitycouncil

Tourism New Zealand

- Facebook: facebook.com/purenewzealand
- Twitter: twitter.com/purenewzealand
- Instagram: instagram.com/purenewzealand
- YouTube: youtube.com/channel/UCPbE8UztMtGa24hlvzYQpZQ

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