**Date:**

**To:**

**From:**

**Re:** Request to attend TravMedia’s International Media Marketplace (IMM) Asia and The TravMedia Summit in Singapore on 21-22 October 2024.

Please find a brief proposal for our team to attend IMM Asia in Singapore.

**Background:** TravMedia’s IMM is the world’s leading networking event connecting the travel industry with top journalists, editors, influencers and broadcasters. The two-day event is unrivalled in Asia for media relationship-building and networking opportunities.

Celebrating its twelfth year, TravMedia presents IMM in Australia, North America, London, Berlin, Paris, Saō Paolo and Singapore. No other event enables us to meet new contacts and connect with over 170 top-tier media from across Southeast Asia, Hong Kong, Greater China, Korea, Japan, Australia and India in just two days. The format saves us a considerable amount of time pitching feature stories and press trips for the year ahead.

Examples of high-profile media hosted at the last IMM Asia include **Lilit Marcus, Editor for CNN Travel; Siew Hua Lee, Travel Editor for The Straits Times; Freya Zhang, Senior Editor of National Geographic Traveler China; Jeninne Lee-St. John, Editor-in-Chief of Travel + Leisure; Aun Koh, Editor-In-Chief of Tatler Asia; Michelle Lim, Editor for SilverKris; Si-jin Lee, Travel Reporter for The Korean Herald; Ellie Cobb, Editor at BBC Travel** and **Kelli Armstrong, Managing Editor of Escape Australia.**

The TravMedia Summit is held on day one of IMM and is the forum for the travel industry to connect and learn from our most influential leaders. The conference brings together travel and tourism PRs, editors, and writers to inspire ideas, share insights and discuss the trends and challenges affecting our industry. The day includes 3 hours of open networking across lunch, breaks and drinks.

Day two of IMM is TravMedia’s media marketplace event.  We will host a dedicated branded table to meet one-on-one with Asia’s premier travel media in 24 prescheduled appointments.

IMM includes 7.5 hours in total of open media networking opportunities, lunches, networking breaks and a closing cocktail party which allows us to meet and build lasting relationships with all of the media in attendance.

Please view the IMM website and video at www.travmedia.com/immasia.

The registration cost for two delegates to attend both days is $XXXX, which is significantly cheaper than trade conferences in Asia. There are no other conferences in Asia for travel media and PRs.

The return on the investment will be the below deliverables:

1.

2.

3.

For budgets, I have included these costs:

Registration: $XXXX

Airfare: $XXXX

Hotel: $XXX

Other miscellaneous expenses: $XXX

**Total: $XXXX**

Please let me know your thoughts and if we can attend.  We would like to reserve our place now to take advantage of the early bird savings before prices rise and the event sells out.

Thank you for your consideration.

Warm Regards,