**Date:**

**To:**

**From:**

**Re:** Request to attend TravMedia’s IMM (International Media Marketplace) Australia and The TravMedia Summit in Sydney on 26-27 February 2026.

Please find a brief proposal for our team to attend IMM Australia in Sydney.

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

In its 14th year, TravMedia presents IMM annually in Sydney, New York, London, Berlin, Paris, Singapore and Saõ Paolo. No other event enables us to meet new media contacts and connect with over 200 top-tier Australian and New Zealand media in just two days. The format saves us considerable time pitching feature stories and press trips for the year ahead.

IMM Australia 2025 hosted over 170 travel brands and over 220 media. Regular Media attendees included **Kelli Armstrong, Managing Editor for Escape; Christian Barker, Group Editor at Signature Media; Craig Platt, Digital Editor for traveller.com; Ellie Cobb, Senior Journalist at BBC Travel; Quentin Long, Co-founder of Australian Traveller and International Traveller; and Justin Jamieson, Publisher of get lost magazine.**

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 media networking opportunities and an exclusive cocktail event ahead of IMM.

Day two of IMM is TravMedia’s media marketplace event.  We will host a dedicated table to meet one-on-one with Australia and New Zealand’s premier travel media in 22 prescheduled appointments.

IMM includes more than seven hours of open networking opportunities across breaks, lunches and cocktail parties, which allows us to meet and build lasting relationships with the media in attendance.

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

The registration cost for two delegates to attend both days is $XXXX, which is cheaper than other conferences of this kind.

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,