



## HSMAI'S CHAPTER

### 'PR TOOLKIT'

**How to implement a public relations campaign for your chapter.**

What follows is a comprehensive "How To" for Chapter PR.

**Read with care and curiosity...**

#### BOX CONTENTS

- Welcome letter from Fran Brasseur, Executive Vice President, HSMAI
- THE PR 'HOW TO' – 10 Steps to Winning PR
- Sample & template press releases
- Sample Chapter press clips
- The National "Travel Industry Expert Contact List"
- Promoting what you do...Community/Charity events and Educational round-up.