

Public Relations Intern

At



**Geoffrey Weill  
Associates**

By: Damelvy Rodriguez

# Who is Weill?

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- ❑ Geoffrey Weill Associates is a private company founded by Geoffrey Weill in 1995.
- ❑ Geoffrey is British born that before creating his own company was Executive Director of Israel's Ministry of Tourism.
- ❑ He began his career in travel with Thomas Cook, a travel agency.
- ❑ He speaks four languages and has visited over 90 countries.

# Why Weill?

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- ❑ “Weill was created to help clients large and small position, promote and sell their destination, services, or products.”
- ❑ Services offered by Weill are...
  - Classic Public Relations services
  - Marketing
  - Crisis Management
  - Collateral
  - Media Tours
  - Celebrities
  - Websites
  - Presentations
  - MEDIA Training
  - Seminars
  - Events
  - Advertising

# What is Weill?

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- It's a Travel and Tourism Public Relations firm.
- The first client was CC Africa
- From one staff member and one client, Weill has grown to be a company with 11 staff members and over 30 clients.

# Our Clients

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- ❑ Hotel Adlon Kempinski, Berlin
- ❑ Aman Resorts
- ❑ Aqua Expeditions, Peru
- ❑ Ashford Castle, Ireland
- ❑ Austrian Airlines
- ❑ Hotel Baltschug Keminski, Moscow
- ❑ Hotel Beau-Rivage Palace, Switzerland
- ❑ Bora Bora Cruises
- ❑ Canadian Mountain Holidays
- ❑ Cape Grace Hotel, South Africa
- ❑ Cape May Resorts, New Jersey
- ❑ Ciragan Palace Kempinski, Istanbul
- ❑ And many more...

# The Demographics of Weill

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- Everyone in the office basically performs similar tasks like
  - Writing Press Releases
  - Assembling and conducting press trips
  - Organizing events
  - Keeping communication with various journalist and publications

What changes is the clients. Each person in the office is assigned to a specific client or a couple.

The office is very diverse, with staff from Germany to Mexico and a variety of languages spoken

# The Weill Office

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- The Weill office is a very laid back one. Where the day is spent by combining work with joking, singing and mocking one and another.
- It is also a very colorful one. The walls are painted a royal blue and an odd pink.
- Most importantly the office is adorned by Geoffrey's collection of authentic posters from around the world.

<http://geoffreyweill.com/gallery.asp>

# My Internship

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- ❑ I been at Weill since the summer of 2007.
- ❑ Since then I have worked on various accounts like the Ministry of Isreal, CC Africa, Jet Airways and a couple more.
- ❑ My job has mostly consisted of assisting Nestor (Account Executive- Special Projects) with clips.
- ❑ Clips are articles and stories written about our clients.
- ❑ Clients need to be monitored daily, compiled and assorted yearly into a Media Placement Report book.

# Currently

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- ❑ The big project assigned to me is The Responsibly Summit being hosted by CC Africa.
- ❑ Conservation Corporation Africa (CC Africa) is “Africa’s leading ecotourism organization, committed to providing world-class holiday experiences for discerning travelers, and to ongoing investment in sustainable conservation development and community empowerment.”
- ❑ Or in simpler way, it’s a Private Game Reserve company with luxurious lodges in different countries in Africa.

# Responsibility Summit

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- ❑ CC Africa's Responsibility Summit is scheduled to take place at The Times Center on April 15<sup>th</sup>.
- ❑ The summit is bringing professionals from the travel and eco-Friendly industry in order to discuss the question, "Can luxury travel be responsible travel?"
- ❑ One of the big issues that is faced in luxury travel is this lack of responsibility and respect to the rest of the world.

# Cont'd

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- The day looks as the following
  - 8:30- 9:00 am Breakfast
  - 9:00- 10:45 am Opening by CC Africa's CEO
  - 10:45- 11:15 am Coffee Break
  - 11:15- 1:00 pm Panel discussion
  
- Panelist include editors from Conde Nast, Travel & Leisure, National Geographic Adventure and non-profits organizations.

# Conflicts

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- ❑ The number one issue when planning an event is logistical. Making sure that everyone is on the right page and moving at the same pace.
- ❑ Our daily tasks consist of a lot of emails. Emails making sure the cater and space is book, the panelist are confirmed and set, the invitations are out to all the journalist and media people that will be attending.

# My Learning

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- ❑ So far I been trying to take this internship as a way of wetting my feet with what I hope to be my future career.
- ❑ I have been able to familiarize myself with the terms of the field.
- ❑ In the near future I hope to start writing my own press releases and conducting my own press trips.