

I have 22 years experience in public relations, including senior agency roles in France and the UK. Past clients include Louisiana Tourism, Cyprus Tourism Organisation, Loire Valley Tourism, Miami CVB, Massachusetts Tourism and Tourism Toronto. I spent 10 years at travel PR agency First Public Relations Limited, joining as an account manager and progressing to Strategy & Business Development Director, before being headhunted by Virgin Holidays. During my 4 years as Head of PR, Promotions & Sponsorship I oversaw internal and external communications, managing high profile product launches, including the V-Room at Gatwick, Virgin Holidays Cruises and a partnership with HIP Hotels.

I set up TippettPR in 2010 to provide a “blended to order” service to travel clients needing senior level attention, solid basics, reactive crisis management and a booster layer of campaign creative tailored to strategic business/brand objectives. I have secured and added clients, all based on referrals. In 2013, I won the Home Counties South PRide “Outstanding Freelance Practitioner” award. I constantly refresh my skill base through speaking engagements, digital workshops and conference attendance. Campaigns created include:

- The first overseas “Olympic Sea Pool” swim workshop with Gold Medalist Becky Adlington
- ITV The X Factor “Judges Homes” location secured (September 2013): 16 pieces of coverage, multiple locations on screen, approximately 11.2 million viewers per episode resort featured)
- The first Blogathon (January 2013) resulting in uplifts across client social media accounts, broad blog resort content and case study recognition in PR Week. The sequel “Elite Island Hopathon” in January 2014, delivered

an average 25% social media account uplift, 20 blog posts and a page impression count of over 6 million.

- The Caribbean's First "Sleep School" (November 2011-June 2012)

Two client testimonials:

"Karen has worked with us since she launched her company. She put LaSource on the map with the sleep school concept and has since delivered the Blogathon concept for our Barbados property, an Island "Hopathon" blogger sequel, ITV's The X Factor and an Olympic swimmer workshop that has taken us to 100% occupancy for May 2014. Karen's results are world-class; the proof of which can be found in the exemplary coverage for us. She works tirelessly to achieve the best results in an often saturated editorial marketplace. We could not find a more skilled and dedicated professional. I cannot put a value on Karen's importance to our company - she is simply priceless. My team love her involvement, passion, honesty and friendship". **Paula Whitehead, MD, Elite Island Resorts**

"The first time my path crossed with Karen's was when we were both working on a major campaign for SAGA and I have not looked back since. The experience was incredible, something that only comes about when a project has a clear vision and supreme attention to detail. Karen has years of experience in the travel industry, mainly at the premium end but had not ventured into the world of beauty PR before. For me, it was a leap of faith. I have worked in my industry for 30 years with many PR companies but TippetPR has brought a refreshing approach and restored my confidence in what good PR can deliver. Karen makes me feel safe, she is passionate about achieving the best for her clients, I never have to chase anything up, I can pass something to Karen and relax in the knowledge that it will be taken care of to the very highest of standards and achieve the brief we have agreed. Karen is a journalist's dream" **ERROL DOUGLAS MBE, PRESIDENT OF**

FELLOWSHIP FOR BRITISH HAIRDRESSING

Client feedback illustrates that my freelance objective of delivering a “blended to order” scope of work specific to each client’s overall marketing/commercial mix works, delivering coverage and booking at key identified periods. My pledge of one simple price that provides senior strategic experience with personal accountability through hands-on delivery has been noted by clients, and In 2011 I secured a client outside of my primary sector (Hairstylist Errol Douglas MBE), based solely on his observations of a campaign for another client.

CAMPAIGN:

Swim Palm Island with Rebecca Adlington OBE

WHERE/CLIENT:

Palm Island, Grenadines (Elite Island Resorts)

WHEN/HOW LONG:

August 2013 (launch)- May 2014 (last session)

Palm Island Grenadines is a private island resort in a Caribbean region perceived as off the beaten track and thus more expensive. Palm Island’s price point is very accessible and it offers an all inclusive stay model. It required a platform to re-communicate its value for money whilst illustrating that it offered an all-inclusive model that defied common perceptions of “buffets and buffets”.

OBJECTIVES

- Re-communicate Palm Island’s positioning as a private island at public prices
- Tap into new audiences using holiday time to start/ stop habits

- Generate large audience editorial on travel and health pages

STRATEGY

Olympic Gold Swimmer Rebecca Adlington was approached to create a 4 day swim workshop concept on Palm Island – a first and exclusive to Elite Island Resorts.

Becky’s workshop offered tuition in a bespoke built Olympic size “sea pool” with lanes built off the Jetty of Palm Island, athlete’s insight sessions, land work gym sessions and nutritional advice.

This unique access to a swim expert allowed Palm Island to:

1. Promote through imagery the turquoise waters and deserted shores of the private island
2. Raise awareness of the “all inclusive plus” model that offers more than food and board
3. Open a discussion about starting healthy habits in the uninterrupted time we’re on holiday
4. Showcase the a la carte all inclusive model and its quality via Becky’s diet and menu tips linked to the offering on Palm Island, involving the resident chef and his sustainable vegetable garden.

Virgin Holidays was secured as travel partner for an in resort first person article press launch.

RESULTS

- Palm Island Resort sold out for the dates of the next workshop – May 4-7 2014 – occupancy for this period was up 29%.
- 32 pieces of coverage secured to appear in the key holiday consideration period of January-March 2014
- A portable concept for other resorts within the portfolio