DARE

FREE TOOL · AGENCE DARE-DARE

The Press Trip Kit

Six ready-to-fill templates: the editorial angle framework, the journalist invitation, the day-by-day programme, the media kit contents, the coverage tracker and a logistics checklist. Free, as a PDF.

Six ready-to-fill documents to prepare, invite, programme and measure a press trip. By Agence Dare-Dare. You dare us, we did it.

This kit extends our press trip checklist (the 7 steps and the points to tick). Here we move from list to action: each part is a template to copy, fill in and keep at hand.

How to use it: fill in the parts in order. Each document feeds the next. The angle (1) drives the invitation (2), the programme (3) and the media kit (4). The coverage tracker (5) measures what the angle produced. Logistics (6) is checked in parallel, from day one to the last.

---

1. The editorial angle worksheet

A press trip starts with the story you want to see told, not with the venue. Fill in this one-page worksheet, get it signed off internally, then stop changing it: it is the compass of the project.

The angle in one sentence Formula: "This trip shows that [brand] [does / defends / invents] [what], and proves it through [central experience]." Your sentence: .....

The angle test (3 questions: three yeses, or start again)

- Can a journalist sum it up as an article headline without naming the brand?
- Is it new for their readers, or already seen a hundred times?
- Can it be proven on site, with people, places and gestures, and not only with a speech?

The 3 key messages (what you want to see repeated, in the journalist's words)

1. .....
2. .....
3. .....

The proof points to show on site (one per message)

1. .....
2. .....
3. .....

Tone Tick one, not three: understated luxury / enthusiastic and technical / relaxed lifestyle / committed / other: .....

The 5 photographable moments (what you already know is visually strong)

1. ..... 2. ..... 3. ..... 4. ..... 5. .....

Possible article angles (give 3 to 5: a trip that gives a journalist three possible stories is a trip that gets covered)

Angle	Target outlet or section	Proof on site

Angle	Target outlet or section	Proof on site

What we will not say (sensitive topics, embargoed information, questions the brand will not answer): .....

The common thread A working title for the trip, a word or an image that returns from the first day to the last: .....

Control rule: any programme idea, gift or set design that does not follow from this worksheet is removed.

---

2. The journalist invitation template

Principle: an invitation is an editorial act. We do not say "you are invited to a press trip", we say "we would like to show you something". Every send is personalised with a recent article by the journalist. One email, 120 to 160 words, no more.

Subject line (pick a style)

- A place, a fact: [Place]: what [brand] is preparing there, before anyone else
- A question: [First name], what if we showed you [topic] from the inside?
- Plain: Invitation · [dates] · [place]

Email body

Hello [First name],

I read your piece on [article title or topic], especially [specific detail]. It is exactly the spirit of what we are preparing.

From [date] to [date], [brand] is opening up to a small group of journalists [what the journalist will experience, in one concrete sentence: a workshop, a venue closed to the public, a meeting with ...]. There will be [number] guests in total, no more.

We would like to show you [the angle, phrased as a discovery, not as a brand message]. You will see [two or three key moments], with free time planned for writing and conversation.

Travel, accommodation and meals are all taken care of. You stay free in your angle, and nothing is conditional on coverage.

Could you tell me by [date] whether these dates could work for you? I will gladly send the detailed programme.

Best regards, [First name Last name] · [Title] · Agence Dare-Dare · [phone]

Follow-up (send once, 5 to 7 days later)

> Hello [First name], just coming back to you: [number] places remain for the [date] trip. If the dates do not suit you, simply tell me and I will keep you posted about the next opportunity. Have a good day.

Confirmation of attendance

> Thank you [First name], it is confirmed. In the coming days you will receive the programme, practical information (travel documents, dress, dietary requirements, special needs) and the contact of [name], who will be your point of contact on site.

Check before sending

- The email goes to one journalist only, never with visible copies.
- The first paragraph proves you have read their work.
- It is stated that hosting carries no obligation to publish and that the journalist remains free (also state, where the outlet or the brand requires it, your disclosure policy on hosted trips).
- The reply deadline leaves at least 3 weeks before departure.

---

3. The day-by-day programme template

Principle: each day has an arc, with a moment of revelation, a moment of connection and planned free time. Day one sets the tone with a strong immersion. The last day is more intimate. This template is the document handed to guests; the internal run-sheet, by contrast, goes down to fifteen-minute slots and is never shown.

Trip: [working title] · [place] · [dates]

Before departure (send 7 to 10 days ahead)

- Meeting time and place, a contact reachable around the clock
- Suggested dress according to activities and weather
- Useful gear (adapter, shoes, laptop)
- Special requests to send us: dietary needs, accessibility, allergies

Day 1 · Arrival and immersion (theme: .....)

Time	Moment	Place	Type
..:..	Welcome and transfer		Logistics
..:..	Settling in, breathing space		Free time
..:..	Revelation: first immersion that sets the tone		Revelation
..:..	Opening dinner, a table cast like a film		Connection

Day 2 · The heart of the trip (theme: .....)

Time	Moment	Place	Type
..:..	Private visit or exclusive encounter		Revelation
..:..	Informal lunch		Connection
..:..	Workshop or hands-on experience		Revelation
..:..	Free time to write, post, talk		Free time
..:..	Exceptional dinner		Connection

Day 3 · Closing (theme: .....)

Time	Moment	Place	Type
..:..	Breakfast, conversations with spokespeople		Connection
..:..	Final experience, more intimate		Revelation
..:..	Gift handover, after an experience and not on arrival		Connection
..:..	Return transfers		Logistics

The 5 programme rules

1. Alternate registers within a day: cultural in the morning, sensory in the afternoon, convivial in the evening.
2. One free-time slot a day, chosen and set somewhere that invites conversation (a terrace, not a lobby).
3. Three highlights a day at most. The rest breathes.
4. Never more than 45 minutes of brand presentation in a row.
5. A written plan B for every highlight that is outdoors or depends on a third party.

If the programme includes a meal or a tasting of alcoholic drinks: keep it factual and short (origin, craft), never the driving force of the moment nor presented as a convivial highlight, and always offer an alcohol-free alternative of equal standard. Alcohol abuse is dangerous for your health. Drink in moderation.

---

4. The media kit list

The media kit is what lets a journalist publish quickly and correctly. It is delivered digitally, with a download link that stays active at least three months after the trip.

The texts

- ☐ Press release or press kit (2 to 4 pages, angle first)

- [ ] "Facts and figures" sheet (dates, names, verified spellings)
- [ ] Biographies of speakers and spokespeople, with exact titles
- [ ] Approved quotes, ready to use, with their author
- [ ] Trip programme (guest version, see part 3)
- [ ] Talking points and answers to sensitive questions (internal use)

The visuals

- [ ] High-resolution press-cleared photos, with captions and credits
- [ ] Brand logos in vector and transparent PNG, with usage rules
- [ ] Product or venue visuals, landscape and portrait formats
- [ ] Images of the trip, delivered each evening in a shared folder
- [ ] Short vertical videos, suited to social media
- [ ] Explicit rights notice: editorial use only, credit required

The contacts

- [ ] Press contact reachable during and after the trip
- [ ] On-site contact on the day
- [ ] Contact for follow-up interview requests

Useful extras

- [ ] Hashtag and accounts to tag (if the journalist posts on social media)
- [ ] Practical venue sheet (Wi-Fi, sockets, access, opening hours)
- [ ] A compact gift that fits in cabin luggage and ties to the experience
- [ ] Printed schedule slid under the door each morning

Control rule: proofread every caption and every proper name. A misspelled journalist or speaker name is noticed more than any decor detail.

---

5. The coverage tracker

Principle: a personalised message within two working days of the return, a targeted editorial follow-up about ten days later, then a report to the client. Adapt the follow-up to the outlet's rhythm: a monthly publishes weeks later, a news site can publish within 48 hours, a content creator posts once they have found their angle.

Outlet	Journalist	Date	Format	Link	Audience

How to fill each column

- Outlet: title or site, with the section if useful.
- Journalist: first name, last name, status (staff, freelance, content creator).
- Date: actual publication date, not the planned one.
- Format: print article, web article, news brief, photo feature, post, story, Reel, podcast, radio or TV slot.
- Link: exact address of the piece, or the issue reference for print.
- Audience: figure supplied by the outlet or its measurement tool, with source and date. Do not mix announced audience and measured audience.

The 4 totals to compute for the client report

- Number of pieces and number of guests who published
- Cumulative audience (keep the sources)
- Tone of coverage: positive, neutral, informative
- Share of key messages actually picked up (out of the 3 from part 1)

The real indicator Will journalists say yes next time? Note for each one: replied, published, asks to come back.

---

6. The short logistics checklist

The one-page version, to keep on you. For the full detail of the 7 steps, see our press trip checklist.

Up to D-60

- [ ] Angle approved (part 1) and dates confirmed with the client
- [ ] Targeted guest list, kept small, with complementary profiles
- [ ] Destination and accommodation held, cancellation terms noted
- [ ] Budget approved and tracked (never spend beyond what is committed)

From D-60 to D-21

- [ ] Invitations sent (part 2), follow-up done, replies tracked
- [ ] Programme finalised (part 3)
- [ ] Suppliers confirmed in writing: transfers, catering, guides, photographer, videographer
- [ ] Permissions checked: venue access, filming, image rights, any permits
- [ ] Insurance for the trip and activities checked

From D-21 to D-3

- [ ] Rooming list, flights and transfers checked
- [ ] Dietary needs, allergies and accessibility needs recorded for each guest

- [ ] Media kit ready (part 4) and gifts packed
- [ ] Photo and video brief delivered
- [ ] Written plan B for every highlight, with emergency numbers
- [ ] Practical information sent to guests

On the day

- [ ] A lead present at every step, reachable by all
- [ ] Internal run-sheet in the hands of the whole team
- [ ] Water, adapters, Wi-Fi tested, daily schedule handed out
- [ ] Images shared each evening
- [ ] Informal round-table with guests to hear the angles emerging

After the trip

- [ ] Personalised message to each guest within two working days
- [ ] Editorial follow-up about ten days later
- [ ] Coverage tracker kept up to date (part 5)
- [ ] Thanks to suppliers and internal debrief
- [ ] Client report

Going further

A press trip in mind? Tell us the story you want to see written, and we will build the editorial itinerary that gets it told. Reply within 24 hours.

Also see: our blog guide "Organise a press trip in 7 steps" and the press trip checklist (PDF).

Free document for professional use. Reproduction allowed with credit to Agence Dare-Dare. Alcohol abuse is dangerous for your health. Drink in moderation.

An event in mind?

Write to us: contact@agence-dare-dare.fr · +33 6 81 96 93 62 · agence-dare-dare.fr. Reply within 24 hours.

L'abus d'alcool est dangereux pour la santé, à consommer avec modération.