NEWS RELEASE

# Brand USA Hosts its First Dedicated Public Relations Events on the Brand USA Global Marketplace Platform (June 29, 2021 & July 20-21, 2021)

*June 09, 2021*

**WASHINGTON, D.C. (June 9, 2021)**—Brand USA, the destination marketing organization for the United States, announces its next set of events on the Brand USA Global Marketplace platform, a PR Workshop and Global Media Forum. The Brand USA PR Workshop and Global Media Forum will be hosted on Tuesday, June 29, 2021 and Tuesday July, 20 to Wednesday, July 21, 2021, respectively. These will be the first dedicated public relations events hosted on Brand USA Global Marketplace. Open exclusively to U.S. exhibitors on Brand USA Global Marketplace, the PR Workshop will equip U.S. partners with the latest market intelligence and earned media insight for Canada, Mexico, the U.K., Ireland, Italy, Spain, Germany, the Netherlands, Austria, Switzerland, France, Belgium, Luxembourg, Scandinavia, and Poland. During the Global Media Forum, U.S. partners will connect with travel journalists from these 15 international markets via a series of virtual deskside meetings, providing new sources of inspiration for post-pandemic travel to the United States. "We're delighted to host our first Brand USA Global Marketplace events devoted to enhancing U.S. partner public relations activity and building valuable relationships with international media," says Tom Garzilli, chief marketing officer at Brand USA. "Over the past year, the global media landscape and the way in which we work with international media has shifted significantly. As we pave the road to recovery, we're now in a position to share key industry insights and the latest tourism developments with U.S. partners and journalists alike. To further strengthen relationships between our partners and international media, we're thrilled to offer virtual media deskside meetings for the first time."

**Brand USA PR Workshop**

From 12 p.m. to 2:30 p.m. EDT on Tuesday, June 29, 2021, Brand USA will host a PR Workshop featuring a series of sessions with public relation experts and top tier travel journalists on how to inform public relation plans for more than a dozen international markets in North America and Europe. Through programming focused on story mining and the international media landscape, partners will acquire the knowledge to create bespoke stories about unique U.S. destinations and experiences. The event will prepare partners for the Global Media Forum by providing pre-event information, sharing best practices, and tips on how to plan for virtual deskside meetings.

**Brand USA Global Media Forum**

Building upon the PR Workshop, Brand USA will host a Global Media Forum on Tuesday, July 20 from 10:30 a.m. to 1 p.m. EDT and Wednesday, July 21, 2021 from 10:30 a.m. to 12:30 p.m. EDT . The two-day event will include storytelling sessions that highlight new and trending travel experiences in the United States as well as up to eight virtual deskside meetings for U.S. exhibitors on Brand USA Global Marketplace and invited international travel journalists. These meetings will enable media to connect directly with U.S. partners on what is new in the USA—from hotel and attraction openings to events and anniversaries—leveraging interest in travel to the United States in 2022 and beyond. In addition to the scheduled programming of events, international travel journalists can interact with and virtually explore U.S. destinations via the U.S. Partner Pavilions, geographically-driven partner Pods representing the entirety of the United States on Brand USA Global Marketplace. Brand USA Global Marketplace is a custom-built, always-on platform that provides access to a diverse range of U.S. destinations, attractions, and points of interest for the international travel industry. Advance registration is required for both events, and must be completed by Friday, June 18, 2021. Additional information about the PR Workshop, including a link to register is available at BrandUSAGlobalMarketplace.com/PR-Workshop. Registration and event details for the Global Media Forum is available at BrandUSAGlobalMarketplace.com/Global-Media-Forum.

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**About Brand USA**
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

## Media Contacts

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