**PESTANA CR7 media instructions**

* This document aims to help the Pestana CR7 team to act in the most appropriate way when there is any contact from journalists or digital influencers (instragram, blogs, tik tok, other), whether national, regional or international.
* This may happen by telephone, email and even in person.
* Its proper management is fundamental in order to capitalize each contact to correctly broadcast positive news and increase the notoriety of the hotel and of the Pestana CR7 Lifestyle Hotels brand.

**HOW SHOULD I ACT IF CONTACTED BY A JOURNALIST/BLOGGER?**

* There is a dedicated and duly accredited team to give the appropriate answers to journalists and influencers about the hotel and the Pestana CR7 brand. To ensure that what is published is as correct and aligned as possible, **team members must immediately pass the contact onto the Pestana Group Communication team and GM**, so they can contact them and offer information in a timely manner. This is valid for both contacts via email or personal contacts.
* If the journalist/blogger arrives in the hotel unannounced, kindly inform them that **any media/blogger activity requires previous** **obligatory reservation**. **Collect their data**: name, media outlet (newspaper, tv station, radio, blog, etc.), email and telephone and pass it on the team straight away so we can then reach back out.
* Copy the GM and (Paulo Garcia?) in all such communications.
* The Communication team is always available but, if there is any difficulty, if possible, send whatsapp or text message and indicate the contacts of the journalist who requested information.
* Most journalists work with very tight deadlines, so it is very important to give them quick response. Therefore, **it is important that the request should be forwarded asap**

**Sensitive situations**

**COMMUNICATION CRISIS**

* Should there be a sensitive matter relating to a customer or the hotel, always inform the Management and Communication teams, this report should be made even if there has not yet been any contact or repercussion in the media. The aim is precisely to be able to make proper preparation in case any journalist knows from external sources.
* If any journalist directly addresses the team, the best attitude is to ask, in a natural and relaxed way, to call the communication department so that you can have the information you need.

IMPORTANT: ALWAYS register the contacts of the journalists

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