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Tapescript – Francesca

I'm Francesca and I'm from Italy. Well, I generally write press release(s) about tourism. We work with tourism so our clients are tour operators, tourism entities. We write about travels, about travelling and about destinations all over the world from Peru to Quebec to Africa.

Well I arrive at work at 9 o'clock. I work with my computer. I generally use emails and speak with my clients by emails or by phone and we write press release(s). And we generally try to catch information on the internet. Well, because we don't really know every destination of which we speak of and so we have to find information or find some curiosities on the internet. Well, I also organize some press trips which is a trip with journalists and photographers. Generally it is our clients who ask us to organize a press trip because they want to promote the destination. And so we try to find journalists who are interested to go to these place(s) and then they will write an article and try to publicize the article on a magazine or a newspaper. That's it. I finish my work day at 6 o'clock in the afternoon.

We organize a lot of press trip(s) during the year for our clients but it's really in occasion that we can go with the ... one of these press trip(s) to accompany. Last year, I went to Brazil with a group of journalists. It was a wonderful experience because we stayed just into the nature and we saw places not really visited by tourists. So we went in real Brazil to know people who just live there and to see how they live. Another opportunity that I had is to went on a sail boat and we just had a ... did a little cruise in the Mediterranean Sea. It was also a nice experience.



It's not easy to have to deal with clients. Some clients are good so I can work with them easily. Some others, it's difficult. They don't really understand sometimes our job. So they don't understand that if we ask them a travel package because we have to write about that they don't understand that we ... if we ask them that we need for Monday it's because we do really need for Monday. And so sometimes we have to phone them every day to ask 'please, send me what I need to do my job'. Well, it's, I think it's normal, I think that every kind of job you have positive and negative aspects.

The majority of my time I work with Peruvians so I speak Spanish with them. Sometimes we ... I speak English because we also work for Quebec and for Victoria which is a state of Australia.

I find this job by chance because I wanted before to have my own agency about events organization. And so I tried to make my own agency then it was a bit difficult. One of our clients who was one of my ... a friend, tell me that my boss was searching for another person. And so we started working together and I started to collaborate with her.

I like the job that I do now. I would like to be like a freelance. I don't really like to have somebody who tells me what to do so I would prefer to work alone.