



Every day, every PTC employee communicates messages to customers, family and friends that contributes to the public image of the corporation.

It is for this reason that Public Relations and Advertising has introduced Snapshots.

Snapshots provides you with the ideas behind various promotional and advertising campaigns and how they work and can be used as a guide if you're asked any questions.

Food and Wine Festival

Met Trams have arranged a great promotion with the Food and Wine Festival (25 Feb - 19 March). Anyone boarding a City Circle Tram between 11am and 3pm on each day of the festival will be offered food samples from some of Melbourne's most famous restaurants, including Paul Bocuse, Chinta Ria and Stephanies. Wine tasting stops are planned along the route for customers to wash down the fine fare.

SNAPSHOT

More than 55,000 people used the Met to get to the FOX FM and Coca-Cola Skyshow, held on Saturday 28 January.

Springvale Carnavale

Springvale Carnavale is a giant one-day multicultural festival being held on Sunday 12 February. To help promote our train service to the event, which is being held at Sandown Park, a train with a carriage decorated in a multicultural theme will travel the Met train service on Friday 10 and Saturday 11 February. The decorated train, which will have CSEs talking to customers and handing out information, will then run as a Special Train on the Dandenong line on Sunday 12 February.

SNAPSHOT

Drought stricken farmers in the State's north breathed a sigh of relief earlier this week when a one kilometre V/Line freight train pulled in at Numurkah. The train was filled with hay, donated by farmers from Gippsland.

And then there were three...restaurant trams

Restaurant trams have proved very popular for Melbourne tourists and residents alike. A third tram is being launched this week by the Minister for Public Transport, Alan Brown.

SNAPSHOT

The first issue of the customer newsletter Express has been very well received.

An indication of its success was the more than 4000 entries received for the competition to win a year of free travel on the Met. The next issue is due out in March.

Melbourne in March

March is traditionally Melbourne's busiest month on the festival calendar. Not only is there Moomba (10 - 19 March), but there is also the Australian International Airshow and Aerospace Expo (21 - 26 March), Antipodes Festival (25 March) and a number of important sporting expos such as the Basketball expo (10 - 12 March). A full run-down of the PTC's involvement with these events will be provided in the next copy of Snapshots.

Travel Melbourne in 15 languages

The City and Suburbs Travel Guides will be available next week in 15 languages other than English. The brochures will be distributed through Met outlets such as premium stations, CSEs, the Met information shop and information booths in the city. As well, the brochures will be targeted to non-English speaker environments such as migrant resource centres, ethnic social clubs, English language schools and even to specialist delicatessens. The brochures are available in Greek, Maltese, Chinese, Vietnamese, Spanish, Turkish, German, French, Macedonian, Serbian, Russian, Japanese, Polish, Italian and Arabic.

Advertising schedule

Date	Topic	Placement
Wk beginning 2 Feb	Tram track extension to Taunton Dv and Plenty Rd, Mill Park	Diamond Valley News Whittlesea Post
12 Feb	NightRider Services to the Casino	Australian Chinese Daily
19 Feb	World Police and Fire Games	Sunday Age supplement

For further information about the events in this issue of Snapshots, contact Karen Davey on 619 4662.