

Tour Pro Talks Your Guest Guide

Thanks for your interest in being a guest on Tour Pro Talks. Without amazing guests like you, it would just be me talking to myself every week - and nobody wants that!





What is Tour Pro Talks?

Tour Pro Talks is a bi-weekly LinkedIn Live series bringing together tourism professionals from around the world.

What began as a casual experiment from my kitchen table in Shetland has grown into a welcoming community where industry insiders share insights, inspire each other, and explore emerging travel trends.



Why should I be a guest?

Being a guest on Tour Pro Talks puts you in front of an engaged international audience of tourism professionals. It's your chance to showcase your expertise, share your insights and connect with like-minded industry peers.



What will we talk about?

Each episode focuses on a specific topic that gives viewers practical takeaways they can apply in their own work. 'How to' sessions (like 'How to organise a food tour') are particularly popular with our audience.

However, sometimes the show will centre on an inspiring story, or a controversial topic. It's good to mix things up a bit.



How long is the broadcast?

30 minutes. It goes by in the blink of an eye, trust me!



Can I promote my services?

Tour Pro Talks is about education and inspiration, not sales pitches.

That said, I'll always give you a moment near the end to share what you're working on and how people can connect with you.



Okay, I'm interested. What next?

The first step is to contact me. We'll have a brief Zoom chat to get to know each other and decide on the focus of the session.





When do the broadcasts take place?

We go live on Wednesday or Thursdays (12.30 or 1pm UK time). If this doesn't suit you, let me know. We might be able to work something out.



Will I know the questions in advance?

Yes, absolutely. We'll collaborate on the session structure and questions well beforehand. It's important to me that you feel entirely comfortable and confident going into the conversation.



How is the broadcast promoted?

I promote the broadcast on LinkedIn, Instagram and through my email list.

You can help by liking, sharing and commenting on any posts relating to the broadcast.

As a guest on the show, you can also invite up to 1000 of your connections per week. Please do this if you can. The more, the merrier!



What if I get nervous?

It's totally natural to feel a bit nervous.

But within minutes, my guests forget about the audience and feel like they're just having a friendly chat over coffee.

I'll be there to guide the conversation and create a relaxed atmosphere where you can be yourself.



What happens on the day?

We meet half an hour before the broadcast in the Streamyard studio. This is our chance to check the sound and cameras are working properly.

Once we're happy with our set-up, we go and have a cup of tea for 20 minutes or so before returning for the broadcast. Then, showtime!



And afterwards?

I'll send you a recording of the broadcast, plus a handful of short video clips, ideal for sharing on your social media channels.

Less than a week after our session, you'll feature in The Tour Pro, my bi-weekly newsletter that goes out to almost 1,800 subscribers.

What have guests said?

'I loved my time on Tour Pro Talks and Genevieve is a great host who makes you feel at ease. These short but impactful discussions on Tour Pro Talks are a great way to tell your story and I highly recommend any tourism professional to jump at the chance.'

Chris Torres, Tourism Marketing Agency

'The whole process was so easy and well-organised. Genevieve made sure I felt prepared and supported every step of the way. I'd definitely recommend it to other tourism professionals. It's a fun experience and a brilliant way to connect and grow your network.'

Sandra Benn, Chiya and Chai

'Genevieve is such a generous interviewer: she allowed me to formulate my answers in a thoughtful, supportive, and expansive way. It was a fascinating journey that allowed me to consider my answers in ways that I had never expected they would go.'

David Harry, The London Spy

'Genevieve is such a curious person with fab questions. Joining her is an uplift and a win because you get to share your ideas and your offers with a very engaged audience.'

Susanne Michelus, Calmento Creative

By Genevieve White | Champion Comms