



PROGRAM

PR Summit 2025



8.30 uur Doors open

9.00 uur Welcome from the Curaçao Tourist Board
by Rebecca Marval, Marketing Director, CTB

9.15 uur **“Travel PR, Social Media & Influencer Marketing in 2025”**
by Naomi Louwerens, Freelance Content Creator,
Social Media Manager, Coach and Travel Marketeer

9.50 uur **“Maximizing Visibility in PR With AI”**
by Jody Diamond, President, Diamond PR

10.20 uur Coffee break

10.40 uur **“Travel in ‘25: From Destination to Lifestyle Brand”**
by Marije Knevel, former Editor-in-Chief at Linda.nl and Vogue.nl

11.10 uur Panel discussion led by Jody Diamond
Panelists:
• Erik Trinidad, Freelance Travel Writer
• Miguel Fuentes, Travel Content Creator
• Marije Knevel, former Editor-in-Chief at Linda.nl and Vogue.nl
• Naomi Louwerens, Freelance Content Creator

11.40 uur Breakout Q&A sessions with PR agencies
from the US (Diamond PR), Europe (Bright8)
and Colombia (Weber Shandwick)

12.30 uur End of the program