

MAKING IT PUBLIC

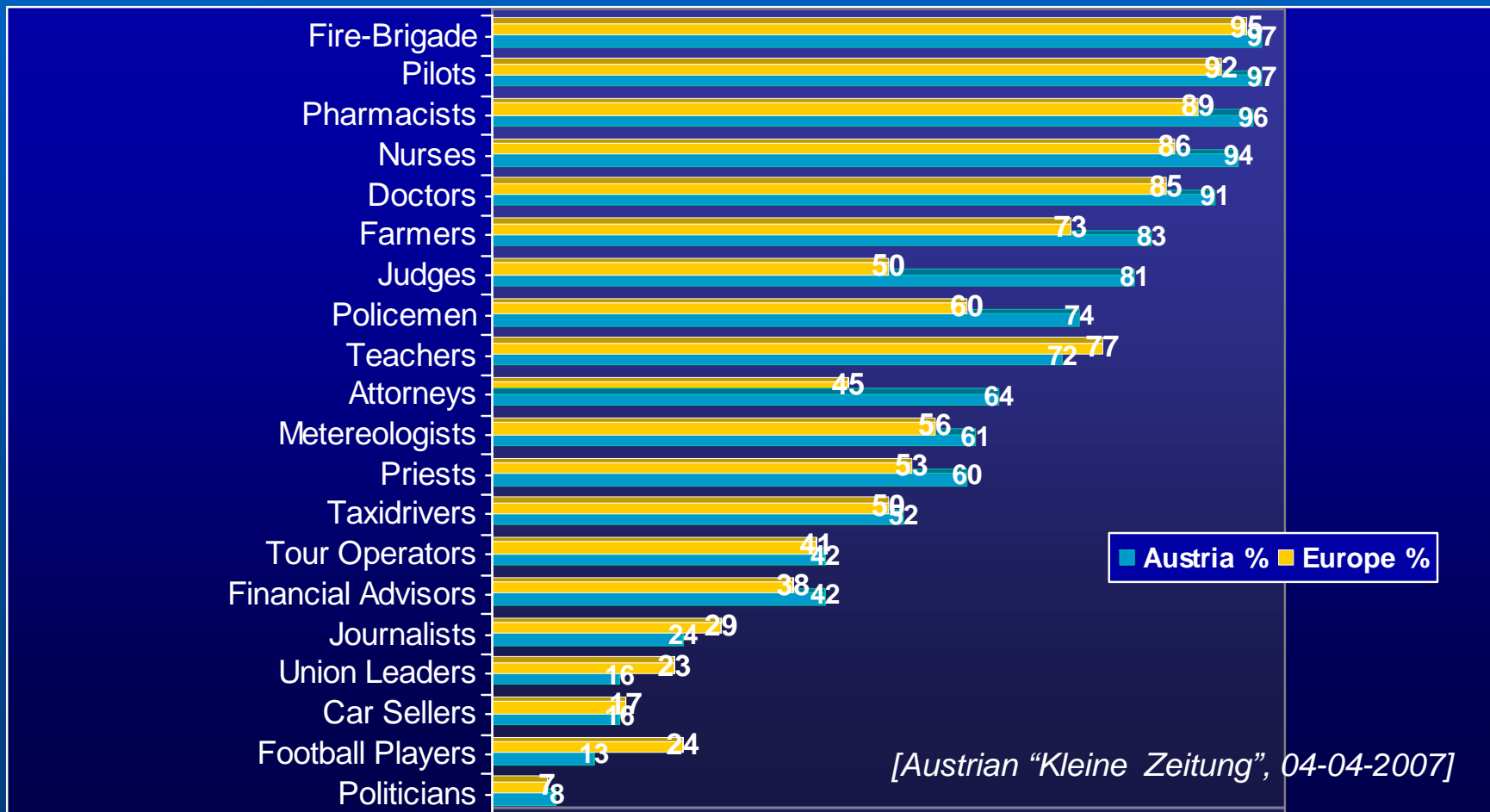
by VIKTOR W. ZIEGLER

STORY BEHIND...

- It all started in December 1968
- 10 years later... a chance to resolve
- 1982: a book & audio training, seminars
- Keeping on...



Whom people trust...



Fear of flying

- We found ways & possibilities to solve the problem
- But still... aviaphobia is a TABOO!

***“Everybody knows that it exists,
but everybody is behaving,
as if it would not exist.”***

Surveys prove

- Airline, airport, travel agents staff unable to deal with this fear
- Offering fear of flying *seminars not enough*
- *Need of POSITIVE media* publications

In 2007...

“Mystery shopping” in Germany

NEW PROJECT by THM

- “Former fearful” Marketing Manager recognizes real needs
- *Special* publication with *special* promotion

“Fly & Relax

How to beat your fear of flying”

Including audio CD: What you see, hear & feel during the flight



The PLAN

- *Production of attractive, handy book*
- Including *AUDIO TRAINING CD*
- Using *NEW* distribution channels
- Co-operating with *adjacent industries*
- Big PR; *road shows* and promotions
- Licensing worldwide

TRAVEL HOUSE MEDIA

- **MERIAN – MICHELIN – TCI**
- *Competent* source for travel information for many decades
- Licensing its product portfolio *worldwide*
- *Digitizing* publications

FOR MORE INFO...

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PURPOSE

- More fearless people
- More interest in travelling
- More travel information readers
- **MORE AIR TRAVELLERS**

MAKING IT PUBLIC

NOT ONLY... selling books:

- Taking fear of the UNKNOWN
- Providing information for SUPPORT
- **MAKING FEAR OF FLYING PUBLIC**

FOR MORE INFO...

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