

# THE TRAVMEDIA SUMMIT



**Sucheta Rawal**  
Journalist

*Moderator: The Changing Media Landscape*

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# SUCHETA RAWAL

- ❖ Atlanta-based South-Asian freelance food and travel writer.
- ❖ **Bylines** in TIME, CNN, Travel+Leisure, AAA, Fodor's, HuffPost, Conde Nast, AFAR.
- ❖ Approx. **600 million** readership annually.
- ❖ **Founder** of nonprofit Go Eat Give.
- ❖ **Author** of 5 children's books on travel – Beato Goes To.
- ❖ **Speaker** on diversity, travel, culture, media, entrepreneurship.
- ❖ 3 times TEDx speaker.
- ❖ **110** countries visited.

*Follow @SuchetaRawal*





# Maureen Littlejohn



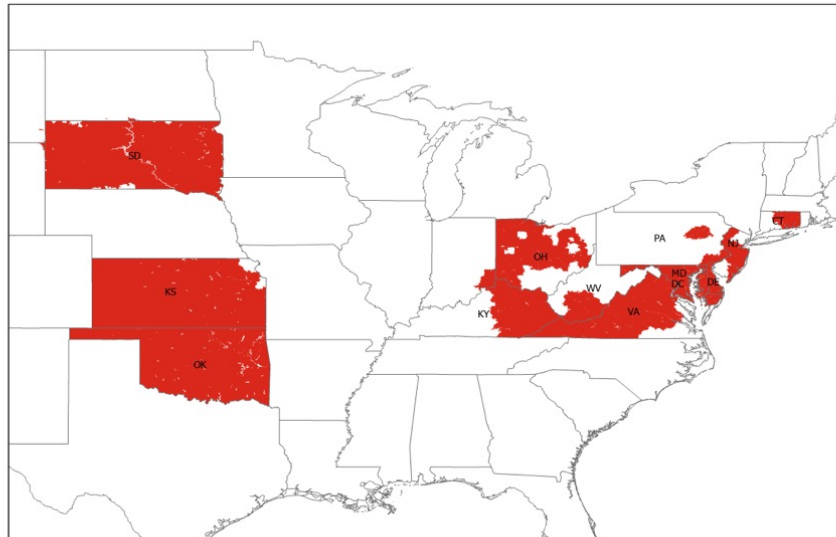
- Toronto-based freelance journalist and executive editor of Culture Magazin, an “East Meets West” publication catering to the Vietnamese diaspora.
- Contributor to CNN Global Travel, nationalgeographic.com, The Globe and Mail, Panoram Italia, USA Today’s 10 Best, National Parks Traveler, and Hotel-Scoop.com
- Started career in early 1990s. On the staff of and contributor to various Canadian magazines and newspapers. Manual typewriters, dial-up Internet? She’s been there.
- Spent long-term volunteer stints in Vietnam, Ghana, and Eswatini working with agencies specializing in social justice, education, and gender equity.
- On the board of SATW (Society of American Travel Writers), and World Food Travel Association. Member of the Travel Media Association of Canada.

Website: [www.maureenlittlejohn.com](http://www.maureenlittlejohn.com)

IG: @maureenlittlejohn



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# MEET TARYN SCHER

## *The Sparkle Boss*

Taryn started TK PR in 2008. TK PR is an award-winning boutique PR firm that specializes in National earned media coverage for clients in the travel and hospitality industries.

TK PR clients have been seen on The Today Show, CBS This Morning, Fox and Friends, NBC Nightly News and in The New York Times, The Wall Street Journal, Food & Wine, Southern Living, Travel + Leisure, Condé Nast Traveler, and thousands more. TK PR brings “New York Results” to its clients, with a touch of Southern charm.

For 16 years, TK PR has been making brands sparkle and putting destinations on the map.

**Website:** [www.tkpublicrelations.com](http://www.tkpublicrelations.com)

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**IG:** [@tk\\_publicrelations](https://www.instagram.com/tk_publicrelations)



TOPIC: Where are we headed with print and digital? What is the future of print magazines?

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*TOPIC:* What kind of travel stories will we see in 2024 & beyond?

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*TOPIC:* How has social media impacted storytelling? Does a writer also need to be an influencer? Aren't we all influencers?

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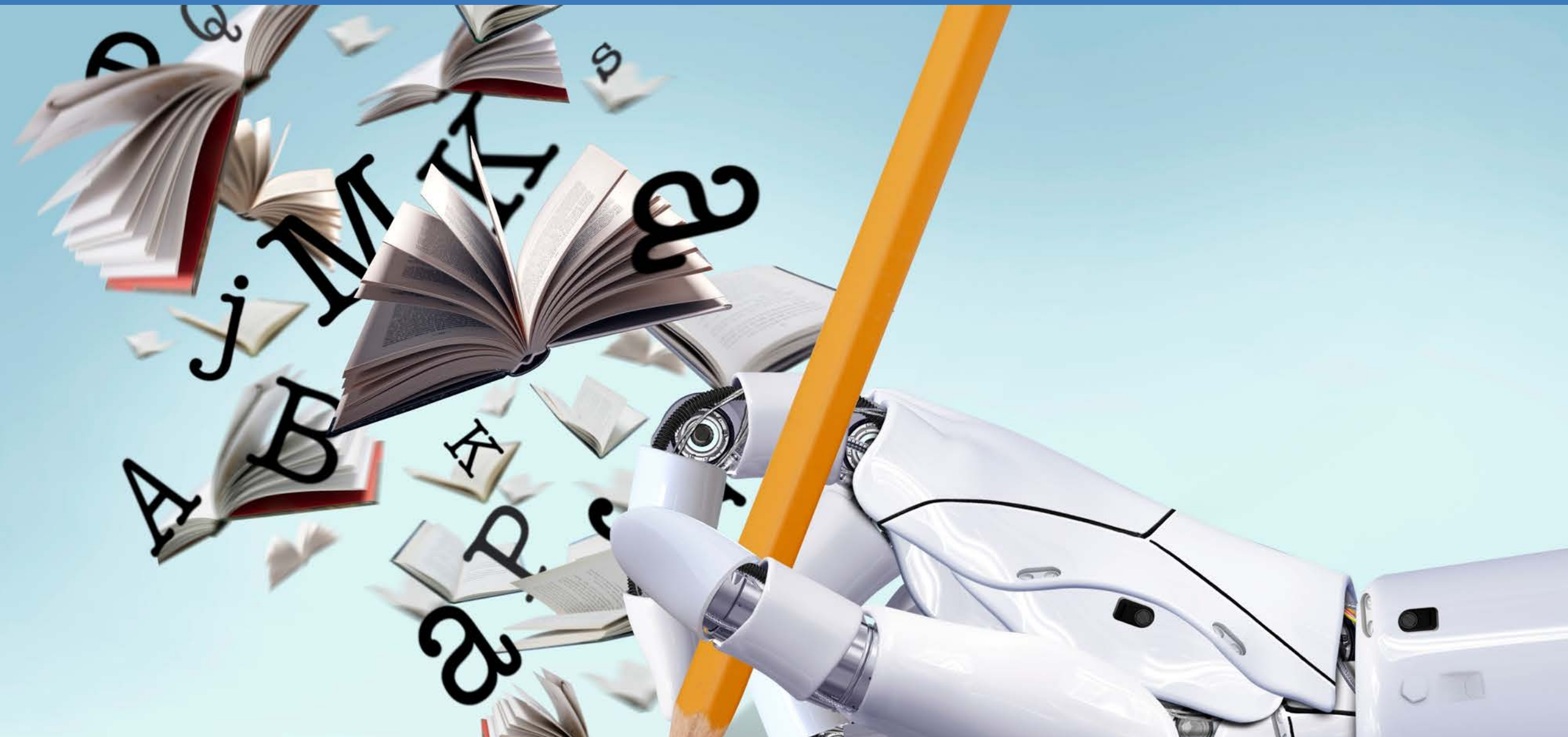
TOPIC: Are the expectations of freelancers changing? How?





TOPIC: Is AI a friend or a foe of a travel writer?

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*TOPIC:* If you had a crystal ball to look at the future of travel media, what do you see?

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2024





Sucheta Rawal



Maureen Littlejohn



Theresa Medoff



Taryn Scher

**Thank you to our panelists!**

*The Changing Media Landscape*

#IMMNYC

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