



the pr
girl
ANNA
JOBSZ

It might be just a week of styling and strutting for most, but it's almost a full year of work for Anna Jobsz, whose company handles Air New Zealand Fashion Week's PR. "As well as planning and preparing, the media coverage and reporting is ongoing," she says. "It's really only December and January when we're not working."

Jobsz started in her current role last year but had worked on other aspects of Air New Zealand Fashion Week before. She says one big difference between this and other PR jobs is there is less need to woo the media. "For this, they tend to come to us."

There is nothing laid-back about the event itself, however. "The first day is huge. Last year we had 225 accredited media and photographers who all needed registration. Another big job is hosting live news and TV crews." Fortunately, Cathy Campbell Communications is on hand to manage the media centre, with help from Jobsz's team.

Jobsz's people also provide support to the team looking after seating. With some of the bigger shows attracting 900 or more people, just getting them into the tent, to their seats and out again in 25 minutes is a big challenge.

It doesn't leave a lot of time for looking at clothes. Jobsz says she usually has to watch footage after the event to see what all the oohing and aahing was about. But she's not complaining.

"It's very satisfying, especially when you've worked year-round to put together the biggest fashion event in New Zealand and seen the benefits that the designers and industry receive from it"