Agenda

09:30 Registration, tea and coffee

10:00 Welcome from the moderator
   Kath Ludlow, Managing Director, Four Engage

10:10 Social media overview
   - The latest social media trends
   - Emerging social media trends within travel
   - Market analysis
   Megan Butler, Planning Director, Four Engage

10:30 Your social media strategy
   - The importance of having a social media policy for employees
   - Integrating your strategy and aligning it with the overall marketing plan
   - How to maximise engagement with your customers
   Kath Ludlow, Managing Director, Four Engage

10:55 Gathering social channel insights
   - Follower and fan base analysis
   - Engagement versus followers – what’s best?
   - Segmentation and audience targeting
   Mark Opie, Senior Insights Analyst, Four Engage

11:20 Tea and coffee break

11:45 Making social media work for your brand
   - Creating an insight-informed social media strategy and KPIs
   - Tailoring your content to each social channel
   - Building engaging content that gets results
   - Understanding paid and organic content
   - Promotions, giveaways and competitions
   - User generated content
   Kath Ludlow and Megan Butler, Four Engage

12:15 Working with social influencers
   - How influencers can help grow your business
   - Choosing the right influencer for your brand
   - Co-creating engaging campaigns
   Debbie Hindle, Managing Director, Four Travel

13:00 Lunch

13:50 Welcome back

13:55 Travel industry case study
   Graham Turner, Social Media Manager, Caravan and Motorhome Club

14:20 Connecting with a B2B audience through your social channels
   - The benefits of engaging with this group
   - Using LinkedIn and Twitter to your advantage
   Kath Ludlow and Mark Opie, Four Engage

14:35 Travel industry case study: Twitter
   - Running a successful Twitter campaign
   - Using Twitter to engage with your customers
   - Revamping your Twitter strategy
   Industry representative

14:55 Social platform focus: Instagram
   - Why this is a popular channel in the travel industry
   - Using Instagram to reach a new audience and increase your customer base
   - How travel companies have successfully used Instagram to promote their trips
   Megan Butler, Planning Director, Four Engage

15:15 Tea and coffee break

15:40 How Facebook algorithms work
   - What do the news feed changes mean for your brand?
   - How to use these to your advantage
   - Tracking the algorithms
   Emily Jones, Content Executive, Four Engage

16:00 Tracking your ROI from your social media platforms
   - Getting to grips with the most effective ways of measuring your online impact
   - Why use Google Analytics?
   - Which tools are most useful for your company?
   Mark Opie, Senior Insights Analyst, Four Engage

16:20 Social media surgery
   - Put your questions to our panel of experts

16:40 Close of seminar

Event partner

four-engage
Advanced Social Media in Travel
20 September 2018 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

About the event
Many travel organisations have used basic social media but how can you use it more effectively to set yourself apart from competitors?
This advanced level social media seminar is for those who have completed ABTA’s Social Media in Travel course, or those who have a good understanding of social media platforms.
A number of social channels will be covered in depth with a strong focus on Twitter and Instagram. Hear industry examples on how these channels are used and how to make them work for you. Understand how connecting with a B2B audience through social can be beneficial to your business.
You will learn the importance of having a social media strategy for your customers and your employees. There will be discussion on how valuable social influencers can be to your brand. Learn how to choose the right travel influencer to connect with your target audience.
Understand how Facebook algorithms work and get to grips with the most effective ways of managing your online impact. This event will show you how to track your ROI from your social media platforms.

Benefits of attending
• Receive advanced and in-depth guidance on making the most of your social media channels
• Understand the benefits to your brand of working with social influencers
• Take away key tips on how to use LinkedIn, Instagram and Twitter and learn the benefits of using them
• Hear from social media experts as well as travel industry organisations on best practice for social media

Prices
ABTA Member/Partner: £229 plus VAT
Non-Member/Partner*: £349 plus VAT

*To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join

Who should attend?
This seminar is for travel agents, tour operators and the wider travel industry including:
• Marketing and product teams
• Digital marketing and social media teams
• Directors and senior managers from small business

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You can book online and pay by credit card or request an invoice.
Visit abta.com/events to book.
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Want guidance on your marketing strategy and enhancing your brand?
Attend ABTA’s new training seminar Essential Guide to Travel Marketing the day before, 19 September 2018, and receive a 20% discount on each event if you register for both.
Please email events@abta.co.uk to get your 20% discount code.

Upcoming events
Essential Guide to Travel Marketing
19 September 2018, central London
Group Travel and Escorted Tours Conference
26 September 2018, central London
Social Media in Travel
15 November 2018, central London