



School Travel Seminar

10 March 2020 • Kennedys, 25 Fenchurch Ave, London, EC3M 5AD

Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome and setting the scene**

- Destinations, itineraries and activities
- Price, duration and time of year of trips
- Trends in the school and college travel market

Gill Harvey, CEO, **School Travel Forum**

10:20 **Understanding decision making around school trips**

- Key reasons to undertake a school trip
- Main challenges and barriers
- Priorities for choosing a travel organiser
- Educational vs excursions – the key differences

Steve Dool, Former Head Teacher, **Neston High School** and Chair, **Council for Learning Outside the Classroom**

10:45 **Panel discussion: realising the value of school trips**

- Understanding what schools, pupils and parents want
- Developments in national curriculum, learning outcomes and character development
- Product developments – STEM (science, technology, engineering and mathematics), wellness and healthy living, adventure, cultural, study and sports trips
- How do we measure the value of school trips?

Moderator: **Keeley Rodgers**, Editor – Leisure & School Media, **School Travel Organiser Magazine**

Gill Harvey, CEO, **School Travel Forum**

Steve Brace FRGS, Head of Education & Outdoor Learning, **Royal Geographical Society**

Martin Smith, Executive Chair, **Outdoor Education Advisers' Panel (OEAP)**

11:15 **Tea and coffee break**

11:40 **Legal and regulatory requirements**

- Package travel regulations and self-arranged packages
- Financial protection and insurance
- Taking into account local laws and customs
- Differences in requirements for different age groups and duty of care

Claire Mulligan, Partner, **Kennedys**

12:10 **Health and safety: enabling students, schools and parents to travel with confidence**

- Ensuring health and safety of suppliers and products
- Key priorities to deliver safe school trips and expeditions
- Dealing with emergencies
- Choosing good suppliers

Angela Hills, Senior Destinations Manager – Health, Safety, Crisis & Operations, **ABTA**

12:35 **Contingency and emergency planning**

- Pre-trip preparations and risk assessments
- Reducing risks through local knowledge, group supervision and preparing staff and pupils
- Crime hot spots and terrorist threats
- Contingency plans, emergency procedures and evacuation

James Lawrence, Director, **Peregrine Risk Management**

Event partners

Kennedys



Event sponsor

Peregrine
Risk Management

Media partner

school travel
organiser

13:00 **Lunch**

14:00 **Building relationships with teachers, parents and pupils**

- Contracts and outlining responsibilities and accountability between the establishment and provider
- Developing a good working relationship with the visit leader
- Pre-trip preparation of staff, pupils and parents
- Meeting curriculum needs

Martin Smith, Executive Chair, **Outdoor Education Advisers' Panel (OEAP)**

14.25 **Industry case study: entering the school and college travel market**

- Why we decided to make the move
- First steps, challenges and lessons we've learnt
- Our vision for educational travel to Japan

Samantha Hall, Tailormade Groups Manager, **Inside Travel Group Ltd**

14:50 **Constructing school travel marketing campaigns**

- How to build long-term relationships with schools and colleges
- What messages work?
- Key features and how to make the biggest impact with your marketing campaigns

Kim Somerville, Director of Impact, **Magpie** and former Chief Executive Officer, **Council for Learning Outside the Classroom**

15:15 **Tea and coffee break**

15:35 **Industry case study: additional needs and inclusivity**

- What are additional needs?
- Advance notification, assessment, agreement and planning
- Involving children and students with special educational needs and disabilities
- Insurance, staffing support and mobility considerations

Steve Craven, General Manager and Tours Division Director – HB Education, **NST Travel Group**

16:00 **Panel session: keeping children safe and crisis response**

- Understanding key safeguarding risks
- Legal responsibilities and different considerations for different age groups
- Communicating responsibilities; pupil information, consent, diets, behaviour

Moderator: **Gill Harvey**, CEO, **School Travel Forum**
Claire Mulligan, Partner, **Kennedys**

Angela Hills, Senior Destinations Manager – Health, Safety, Crisis & Operations, **ABTA**

Martin Smith, Executive Chair, **Outdoor Education Advisers' Panel (OEAP)**

James Lawrence, Director, **Peregrine Risk Management**

16:30 **Moderator's closing remarks and close of seminar**

16:40 **Networking drinks**

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About the event

ABTA's one-day School Travel Seminar is aimed at specialist school travel providers and mainstream operators who deliver school trips and educational travel as part of their portfolios. Attend this practical event to learn how to improve your product offering and explore the key trends in this sector.

This one day seminar is ideal for travel providers who provide school trips and educational travel, as well as those who are looking to break into the market. Improve your product offering, from primary school through to college, explore the key trends in this sector and understand the priorities for school leaders, parents, young people and children. Ensure you are up-to-date with the legal, financial protection and health and safety requirements for this unique market.

Improve your understanding of market trends and the priorities for school leaders in undertaking a school trip, how they choose their travel provider and how to meet changing curriculum needs by demonstrating learning outcomes. Learn how to market more effectively and how to enter the school trips market. Ensure you are up-to-date with the ever evolving health and safety and safeguarding requirements and understand the importance of crisis planning for the school travel market.

Benefits of attending

- Meet other school and college travel professionals and **discuss common challenges**
- **Hear practical insights** from school and educational travel experts
- Ensure you are up-to-date with **legal compliance, health and safety and safeguarding responsibilities**
- **Explore how schools choose a provider** and design trips to meet learning objectives
- Get top tips to make your **school travel marketing** more engaging
- Listen to guidance on **special needs provision and inclusivity**
- Develop robust **critical incident, contingency plans and emergency procedures**
- Hear best practice ideas to **improve your communication with teachers, pupils and parents**

Prices

ABTA Member/Partner **£235 plus VAT**

Non-Member/Partner* **£355 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*

ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 76% of people feel more confident booking with an ABTA Member.

Who should attend?

Travel organisations who sell educational and cultural trips to schools and colleges and those who provide excursions and activities including:

- Specialist school travel providers
- Coach operators
- Tour operators and retailers
- Activity holiday, language and summer school/camp providers
- Adventure travel and sport organisations
- Youth accommodation providers (homestay, hostels, student accommodation)
- Transport and sightseeing operators

Register now

You can book online and pay by credit card or request an invoice.

Visit abta.co.uk/abtaevents to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

Group booking discounts

Book **three places** and get **50% off the third place**

This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

Upcoming events

Crisis Management in Travel Conference

25 March, London

The Travel Marketing Conference

5-6 May, London

Youth Travel Conference

4 June, London