



Social Media Essentials for Travel

13 February 2020 • America Square Conference Centre, London

Contributor



Agenda

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

10:00 **Welcome from the trainer**

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

10:05 **The social media landscape – setting the scene**

- The latest trends you can't ignore
- New platforms you could be using including TikTok
- Social media in the future

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

10:25 **Social media – where to start**

- What is great social media?
- Establishing your goals – what do you want to achieve?
- The sales journey of the travel customer
- Social media etiquette – what are the dos and don'ts?
- Optimising your content for each platform

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

11:00 **Practical exercise – your social media strategy**

11:30 **Tea and coffee**

11:55 **Using Facebook and Instagram in the travel industry**

- Facebook's newsfeed changes
- Best practice for lead generation
- Free and paid for tools available to you
- The best times to post for the travel industry
- Facebook messenger and bots – do they work?

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

12:20 **Learnings from the travel industry**

- Managing your social media channels day-to-day (Facebook, Instagram, Twitter and LinkedIn)
- Effectively showcasing your brand on social
- Campaign examples

Jess Pitman, Marketing Manager, **Discover Adventure**

12:40 **Creating effective content on social media**

- An introduction to user generated content (UGC)
- Competitions, videos, GIFs and memes – what works?
- Where to find images that stand out
- Top tips for effective posts

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

13:20 **Lunch**

14:05 **Mastering selling via social media**

- First steps to take to sell via social media
- Which platforms work best for selling to travel customers?
- Putting a strategy in place for selling via social
- Generating and qualifying leads

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

14:25 **Essential insights for advertising and targeting**

- When is the best time to post an advert?
- How and when to post organic content
- When is it appropriate to use paid advertising and how much should you spend?

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

14:45 **Interactive exercise – travel industry examples**

In groups look at example social media posts and decide which posts are the best and why

14:55 **South African Tourism – award winning industry case study**

- Creating an engaging digital campaign that can inspire people

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

15:10 **Tea and coffee**

15:30 **Has your social media campaign been effective?**

- Top tips to ensure you generate great ROI, on a small or large budget
- Tracking the performance of your social media

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

15:55 **Customer service and complaints through social media – industry case study**

- Community management
- When to take complaints offline
- Responding to trolls
- Using feedback to benefit your business

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

16:15 **Quiz**

- Test your knowledge and learnings from the day

16:30 **Close of seminar**

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About the event

ABTA's practical **introductory one-day seminar** has been designed specifically for tour operators and travel agents and is perfect for those that are beginning to use social media in the travel industry.

You will learn when and how to use social media for your travel brand. Understand the way that **Facebook and Instagram** are used, and identify which platforms are most successful for engaging with your customers. Decide in groups which social media posts work and which need improvement during a practical activity. Use this knowledge to take top tips for using social media, back to your organisation.

Find out how to **make your social posts stand out** against your competitors. There are many free online tools to help you have an effective social media strategy and assess your ROI, attend this event to understand how to use these tools and make them work for you.

Hear first-hand how a travel brand uses their social media channels day-to-day and how they ensure they showcase their brand effectively online.

Today's travel customer has a wide variety of methods in which they can book a holiday; in-store, via websites, over the phone, however more travel companies are now making it possible for customers to book via their social media platforms. **Do you have a strategy for making a sale via social media?** Hear expert speakers discuss how this works and which platforms are most used for sales.

Benefits of attending

- Participate in **audience discussion** – you will be seated in **small groups** designed to encourage sharing of ideas
- **Listen to industry case studies** – discover how others use their social channels and what content they post
- Check you are up to date with the **latest trends, techniques and platforms**
- Learn how others are making the most of **engagement opportunities and interactions**
- Discover **what makes a good social media post** from travel and out-of-industry examples

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*

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 businesses.

Register now

You can book online and make payment by credit or debit card. UK VAT will be applied. ABTA Members can also 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.

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email mturton@abta.co.uk

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.

Upcoming events

Email Marketing in Travel

26 February 2020, London

Instagram for Travel

24 March 2020, London

The Travel Marketing Conference

5-6 May 2020, London