

A Complete Guide to Google Analytics (GA4) for Travel

2 October 2024

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

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

10:00 **Welcome and opening remarks from Andy Headington, CEO, Adido**

10:05 **Understanding the importance of tracking**

- Why data collection is crucial for business insights
- Methods for effective data collection

10:15 **Tracking and measuring engagement across your campaigns**

- Identifying essential data and key engagement metrics
- Techniques for measuring and analysing engagement

10:35 **Tea and coffee break**

10:55 **Setting up Google Analytics 4 (GA4)**

- Basic setup overview
- Evaluating trade-offs within the platform
- Best practices for optimal setup

11:15 **Utilising GA4 reporting**

- Navigating and using standard reports
- Creating and customising explorations reports
- Comparing new and old metrics in GA4
- Personalising your reporting interface

12:00 **Lunch**

13:15 **Welcome back**

13:20 **Navigating GA4 quirks**

- Addressing common reporting issues
- Differences between events and metrics in GA4
- Comparing Looker, Explore reports, and BigQuery

13:40 **Introduction to BigQuery**

- Fundamentals of BigQuery
- Basic concepts and operations
- Integrating BigQuery into your reporting workflow

14:00 **Cookies and tracking**

- What are the rules around cookies?
- How to work around less data
- Data challenges ahead

14:20 **Tea and coffee break**

14:40 **GA4 case studies**

Real-world examples of GA4 implementation and success.

15:00 **GA4 surgery**

Bring your specific GA4 issues and questions for on-the-spot troubleshooting and expert advice, ensuring you leave with practical solutions tailored to your needs.

15:45 **Summary and close**

About your moderator:

Andy Headington helped set up Adido as an award-winning digital agency in Dorset in 2003. He spent the first few years primarily learning SEO from scratch and has since gone on to help develop an amazing digital marketing team working with some brilliant designers & developers at Adido HQ.



As CEO of Adido, Andy has a vast knowledge of all areas of digital marketing and is a regular blogger, contributor and presenter on all areas of digital. His most specific areas of expertise and interest are research marketing, travel marketing and future innovations in the digital world. Andy has presented at numerous leading industry events including several ABTA events, The British Travel & Tourism Show, TTG Luxury, Travolution Summit and the Visitors Attraction Conference. He has also presented at industry events such as SES, SASCon, UK Search Awards, SMX, UK Search Awards and Digital Goggle as well as hundreds of business groups across the UK. He has also been asked to comment on digital trends for the likes of Econsultancy, Sky News, The FT, The Guardian, Virgin and The Internet Marketing Podcast.

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About the event

Designed specifically for the travel industry ABTA's Google Analytics 4 (GA4) training day will enable you to get the most out of GA4 **improve marketing campaigns**, capture data and **measure campaign success**. Google Analytics 4 (GA4) brings a revolution in understanding customer behaviour and engagement. This powerful tool provides deeper insights, allowing you to **optimise** your **marketing strategies** and gain a clearer picture of how customers interact with your business. This training day is tailored to help you master GA4. You'll learn to set up GA4 properly, understand custom events and configurations, and **perform self-audits** for accurate data collection and reporting. **Discover best practices** that ensure GA4 is configured for maximum impact on your marketing efforts.

Dive into the full potential of GA4 reporting, exploring both standard and advanced reports that reveal detailed insights into your customer journey. **Real-life case studies** will illustrate how GA4 can drive measurable results for your travel business, showcasing its effectiveness in real-world applications.

Led by Andy Headington, CEO of Adido, this training day is tailor-made for travel professionals looking to stay ahead of the curve. Andy's expertise will guide you through GA4's advanced features and functionalities, ensuring you gain a competitive edge in the industry. Whether you're just starting with GA4 or looking to refine your existing setup, this event is your key to unlocking its full potential. Don't miss this chance to **enhance your marketing strategies** with GA4's cutting-edge analytics.

Benefits of attending

- Explore the intricacies of Google Analytics 4 (GA4) and its differences from Universal Analytics.
- Configure GA4 to collect accurate and relevant data with custom events and configurations.
- Conduct self-auditing to ensure the integrity of your GA4 implementation.
- Learn best practices for setting up and optimising GA4 for your specific business needs.
- Gain insights from real-world case studies demonstrating the power of GA4 reporting.
- Utilise standard reports and explore reports to track user behaviour and identify key trends.
- Understand alternative methods for tracking and measuring campaign success.

Who should attend?

The event is ideal for marketers and anyone working in the travel industry who is looking for practical guidance on how to get the most from GA4, including:

- Marketing managers, directors, and team leaders
- Digital marketing teams
- SEOs and content marketing teams
- Directors and senior managers from small businesses

Prices

ABTA members/partners:*

- Early bird member rate – **£249 plus VAT**
- Standard member rate – **£279 plus VAT**

Non-members:

- Early bird non-member rate – **£389 plus VAT**
- Standard non-member rate – **£419 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

Early bird rates will expire on 30 August.

** For details on becoming an ABTA member or partner visit abta.com/join*

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.

REGISTER NOW!

Upcoming events

Advanced Digital Marketing

14 October 2024, Central London

Travel Trends Conference

26 November 2024, Central London