

A Complete Guide to Google Analytics (GA4) for Travel

12 December 2023

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 **What is tracking and why do it?**

- Why collect data and how we do it

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

- Understanding what data you need, and which engagement metrics to track.
- How to measure engagement

10:35 **Tea and coffee break**

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

- Review basic set up
- Understanding trade offs within the platform
- Best practise approach

11:15 **GA4 reporting**

- How to use Standard reports
- How to create Explorations reports
- Understanding new and old metrics in GA4
- Personalising your Reporting interface
- Reporting mini quiz

12:00 **Lunch**

13:15 **Welcome back**

13:20 **GA4 quirks and working around them**

- Reporting issues
- Understanding the differences in events and metrics
- Looker v Explore reports v BigQuery

13:40 **Analytics data comparison**

- How to manage old Universal Analytics data
- How the numbers are different between UA/GA4
- How you should view the differences

14:00 **BigQuery overview**

- How does BQ work
- Understanding BQ basics
- How you could use BQ in your reporting

14:20 **Tea and coffee break**

14:40 **GA4 travel examples**

- Examples of GA4 in action

15:00 **Alternatives to GA4**

- Some simpler analytics tools to consider
- What analytics tool is right for your business?

15:15 **Summary and close**

About your trainer:

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 search 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 Gagger 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 the new GA4 **improve marketing campaigns, capture data and measure campaign success.**

Google Analytics 4 (GA4) is now live. It offers **new insights into customer behaviour and engagement**, enabling you to **optimise your marketing efforts** and improve understanding of how customers interact with your business.

This in-depth day will enable you to check your set up of GA4 and understand its custom events and configurations. Learn how to perform self-audits to ensure accurate data collection and reporting and discover best practices to set up GA4 for maximum impact.

Understand the full potential of GA4 reporting with standard reports and explore reports that offer in-depth insights into your customer journey. You will also hear real-life case studies to demonstrate how GA4 can drive measurable results for your travel business.

Led by industry expert Andy Headington, CEO at Adido, this training day is designed specifically for travel professionals. Stay ahead of the curve and **gain a competitive edge with GA4's advanced features and functionalities.**

Whether you are about to implement GA4 or have already started using it this event will guide you through the process and demonstrate how you can get the most out of GA4.

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.
- Explore **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 Member / ABTA Partner*	£259 plus VAT
Non Member	£399 plus VAT

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

**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*

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!

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18 October 2023

Advanced Social Media in Travel
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