



Consumer Law in the Marketing and Selling of Holidays

8 November 2018 • 28 Portland Place, London, W1B 1LY

Agenda

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

10:00 **Welcome from the moderator**

Matt Gatenby, Senior Partner, **Travlaw**

10:10 **Setting the scene**

- Looking back on 2018
- General consumer protection legislation – Consumer Rights Act 2015, ATOL, CPRs, consumer contracts, Equality Act
- ABTA's tools and guidance

Paula Macfarlane, Senior Solicitor, **ABTA**

10:35 **The Package Travel Regulations: a focus on the changes to consumer rights**

- LTAs
- New cancellation rights
- Compensation, alternative travel arrangements and providing assistance
- Accessibility information requirements

Stephen Mason, Senior Counsel, **Travlaw**

11:05 *Q&A with morning speakers*

11:15 **Networking tea and coffee break**

11:45 **Updating terms and conditions**

- Brexit clause
- Updating your complaints policy and compensation
- Significant changes
- ABTA's model T&Cs

Paula Macfarlane, Senior Solicitor, **ABTA**

12:10 **Travel Republic: industry case study**

- Updates in light of the PTRs and positive impacts
- Educating team members
- Consumer contracts
- Keeping customers informed of changes and delivering new information

Kim Daplyn, Customer Relations Manager, **Travel Republic**

12:35 *Questions and discussion with speakers*

12:45 **Networking lunch**

13:45 **Travel advertising guidance**

- Responsible advertising – CAP and BCAP codes
- Promotional marketing and pricing advice
- ASA rulings and advice on creative amendments
- Remit and social media

Celia Howarth, Complaints Executive, **Advertising Standards Authority (ASA)**

14:15 **The CMA and the travel industry**

- Update on the ongoing investigation into online booking sites
- The CMA's work into online reviews and car hire brokers
- Avoiding misleading content
- How does the CMA investigate cases and what powers do they have?

Cecilia Parker Aranha, Project Director, Consumer Enforcement, **Competition and Markets Authority (CMA)**

14:45 *Q&A with speakers*

15:00 **Networking tea and coffee**

15:30 **Compliant digital marketing practices**

- Privacy notices and compliant data collection methods
- Cookies and tracking
- Email marketing campaigns and regulation
- Multi-channel campaigns – which channels relate to which laws
- Case studies and examples from travel and beyond
- Beyond GDPR and onto e-privacy – how to prepare for 2019

Tim Roe, Compliance Director, **RedEye**

16:15 **Credit card payments**

- Impact of PSD2 on the retail sector
- Update on the work of ABTA in relation to the PSR consultation into the supply of card acquiring services

Luke Petherbridge, Senior Public Affairs Manager, **ABTA**

16:35 **Surgery session – compliant selling and marketing practices**

- Submit your questions in advance for our panel of marketing and industry experts

Facilitated by **Matt Gatenby**, Senior Partner, **Travlaw** with speakers from the day

17:00 **Summary and close of seminar**

Event partner

Travlaw

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About the event

ABTA's one-day seminar provides practical guidance for travel businesses on the latest consumer protection legislation surrounding the marketing and selling of holidays.

2018 has been an exceptional year for new travel legislation with a renewed focus on consumer rights. Travel businesses have seen the implementation of the new Package Travel Regulations (PTRs), Payment Services Directive II (PSD2) and GDPR.

The event will walk you through the regulations – what the law says, how it applies to the travel industry and examples of compliant selling and marketing practices. Speakers will cover topics including **digital marketing practices, card payment costs and reviews of card acquiring services, the impact of the new PTRs, Consumer Rights Act and the BCAP and CAP Codes.**

Hear from the regulators about how they investigate cases and what powers they have. Learn about the support and guidance that ABTA can provide. Legal, marketing and policy experts will be available to **answer any outstanding questions you have.**

Benefits of attending

- **Understand the regulations**, why they are important and how they apply to you
- Ensure your **terms and conditions** are up to date, including **compensation, alternative travel arrangements, cancellation rights and provisions ahead of Brexit**
- **Submit your questions** to our travel legal experts
- Hear **best practice examples** from the travel industry
- Hear tips for **compliant digital marketing**
- Learn how to **protect your business** from the costly reputational and financial consequences of non-compliance

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*

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.

Event partner

Travlaw

Contributors



Who should attend?

ABTA Members and the wider travel industry including:

- Legal teams
- Marketing teams
- Digital/online teams
- Customer service teams
- Sales functions
- Claims teams.

Register now

You can book online and pay by credit card or request an invoice. Visit abta.com/events to book.

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

Upcoming events

The Package Travel Regulations: Preparing for 2019

30 October 2018, London

Claims Handling in Travel

31 October 2018, Manchester

Communicating FCO and other Travel Advice to Customers

15 November 2018, London

Delivering Customer Service Excellence

28 November 2018, Manchester