



Advanced Social Media in Travel

20 September 2018 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

Agenda

- 09:30 **Registration, tea and coffee**
- 10:00 **Welcome from the moderator**
Kath Ludlow, Managing Director, **Four Engage**
- 10:10 **Social media overview**
- The latest social media trends
 - Emerging social media trends within travel
 - Market analysis
- Megan Butler**, Planning Director, **Four Engage**
- 10:30 **Your social media strategy**
- The importance of having a social media policy for employees
 - Integrating your strategy and aligning it with the overall marketing plan
 - How to maximise engagement with your customers
- Kath Ludlow**, Managing Director, **Four Engage**
- 10:55 **Gathering social channel insights**
- Follower and fan base analysis
 - Engagement versus followers – what's best?
 - Segmentation and audience targeting
- Mark Opie**, Senior Insights Analyst, **Four Engage**
- 11:20 **Tea and coffee break**
- 11:45 **Making social media work for your brand**
- Creating an insight-informed social media strategy and KPIs
 - Tailoring your content to each social channel
 - Building engaging content that gets results
 - Understanding paid and organic content
 - Promotions, giveaways and competitions
 - User generated content
- Kath Ludlow** and **Megan Butler**, **Four Engage**
- 12:15 **Working with social influencers**
- How influencers can help grow your business
 - Choosing the right influencer for your brand
 - Co-creating engaging campaigns
- Debbie Hindle**, Managing Director, **Four Travel**
- 13:00 **Lunch**
- 13:50 **Welcome back**
- 13:55 **Risky business? Managing the risks in social media**
- Content is currency: good and bad
 - Identifying potential risks in social media
 - Ideas to mitigate these risks
 - Embedding social risk awareness
- Graham Turner**, Social Media Manager, **Caravan and Motorhome Club**
- 14:20 **Connecting with a B2B audience through your social channels**
- The benefits of engaging with this group
 - Using LinkedIn and Twitter to your advantage
- Kath Ludlow** and **Mark Opie**, **Four Engage**
- 14:35 **Travel industry case study**
Nathan Misailidis, Online Marketing Specialist, **MSC Cruises**
- 14:55 **Social platform focus: Instagram**
- Why this is a popular channel in the travel industry
 - Using Instagram to reach a new audience and increase your customer base
 - How travel companies have successfully used Instagram to promote their trips
- Megan Butler**, Planning Director, **Four Engage**
- 15:15 **Tea and coffee break**
- 15:40 **How Facebook algorithms work**
- What do the news feed changes mean for your brand?
 - How to use these to your advantage
 - Tracking the algorithms
- Emily Jones**, Content Executive, **Four Engage**
- 16:00 **Tracking your ROI from your social media platforms**
- Getting to grips with the most effective ways of measuring your online impact
 - Why use Google Analytics?
 - Which tools are most useful for your company?
- Mark Opie**, Senior Insights Analyst, **Four Engage**
- 16:20 **Social media surgery**
- Put your questions to our panel of experts
- 16:40 **Close of seminar**

Event partner



four · engage

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About the event

Many travel organisations have used basic social media but how can you use it more effectively to set yourself apart from competitors?

This advanced level social media seminar is for those who have completed ABTA's Social Media in Travel course, or those who have a good understanding of social media platforms.

A number of social channels will be covered in-depth with a strong focus on **Twitter and Instagram**. Hear industry examples on how these channels are used and how to make them work for you. Understand how **connecting with a B2B audience** through social can be beneficial to your business.

You will learn the **importance of having a social media strategy** for your customers and your employees. There will be discussion on **how valuable social influencers can be to your brand**. Learn how to choose the right travel influencer to connect with your target audience.

Understand **how Facebook algorithms work** and get to grips with the most effective ways of **managing your online impact**. This event will show you how to **track your ROI from your social media platforms**.

Benefits of attending

- Receive advanced and in-depth guidance on making the most of your social media channels
- Understand the benefits to your brand of working with social influencers
- Take away key tips on how to use LinkedIn, Instagram and Twitter and learn the benefits of using them
- Hear from social media experts as well as travel industry organisations on best practice for social media

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*

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.

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 business.

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

Want guidance on your marketing strategy and enhancing your brand?

Attend ABTA's new training seminar **Essential Guide to Travel Marketing** the day before, 19 September 2018, and receive a 20% discount on each event if you register for both.

Please email events@abta.co.uk to get your 20% discount code.

Upcoming events

Essential Guide to Travel Marketing

19 September 2018, London

Group Travel and Escorted Tours Conference

26 September 2018, London

Social Media in Travel

15 November 2018, London