



# Advanced Social Media in Travel

21 November 2019 • Arundel House, Temple, London, WC2R 3DX

## Headline sponsors

**ADIDO**  
THE ATTENTION AGENCY

**goshpr**

## Agenda

- 09:30 **Registration, tea and coffee**
- 10:00 **Welcome from the moderator**  
**Andy Headington**, CEO, **Adido**
- 10:10 **Social media overview**
- What social media looks like in 2019 and what this means for your business
  - Social media trends and innovations in travel
  - What does the future of social media look like?
- Andy Headington**, CEO, **Adido**
- 10:30 **Your social media strategy**
- How does social fit into the customer's purchasing journey?
  - Integrating your strategy and aligning it with the overall marketing plan
  - How to increase engagement with your social channels
  - Managing your social channels during a crisis
  - Communicating with customers under GDPR
- Dru Bryan**, Managing Director, **Gosh PR**  
**Barry Johnston**, Account Director, **Gosh PR**
- 11:05 **Tea and coffee break**
- 11:30 **Social media advertising**
- Paid vs organic advertising – which works better?
  - Follower overview for Twitter, Instagram, Facebook and other platforms
  - Does YouTube advertising work?
  - Segmentation and audience targeting
  - Social media strategies for boosting website traffic
  - Tips, tricks and tools for gathering insights to suit all budgets
- Robin Brookes**, Paid Social Media Manager, **Adido**
- 12:00 **Industry case study – using social media to connect with a B2B audience**
- What works and what doesn't?
  - The difference between B2B and B2C
  - Segmentation and groups
- John Birch**, Digital Marketing Executive, **Advantage Travel Partnership**
- 12:25 **Building social media into your content marketing process**
- Understanding what content is needed for each social media platform
  - Creating engaging, authentic and relevant content
  - Tailoring your content to each social channel
  - Using memes and GIFs
- Dru Bryan**, Managing Director, **Gosh PR**  
**Barry Johnston**, Account Director, **Gosh PR**
- 12:50 **User Generated Content (UGC)**
- How to ensure UGC works for your brand
  - Creative examples of UGC
- Lottie Norman**, Head of Content, **Contiki**
- 13:05 **Lunch**
- 13:50 **Welcome back**
- 13:55 **Facebook and Instagram – the next level**
- Advanced travel ad solutions
  - Creative inspiration across the Facebook Family of apps
- Sorcha Diggin**, Travel Account Manager, **Facebook and Instagram**
- 14:20 **Panel discussion – using Instagram to its full potential**
- Why this platform is relevant to the travel industry – case study examples
  - Connecting with the right audiences and choosing the right content for your brand
  - Instagram stories and IGTV
  - Examples of effective campaigns outside of the travel industry
- Rachel Flynn**, Global Head of Digital, **Topdeck Travel (Global Touring)**  
**Robin Brookes**, Paid Social Media Manager, **Adido**  
**Sorcha Diggin**, Travel Account Manager, **Facebook and Instagram**
- 14:50 **Working with social influencers**
- Why work with influencers?
  - Setting up an influencer strategy
  - Choosing the right influencer for your brand and how to find them
  - The CMA's new influencer guidelines and what these mean for travel companies
- Dru Bryan**, Managing Director, **Gosh PR**  
**Barry Johnston**, Account Director, **Gosh PR**
- 15:10 **Tea and coffee break**
- 15:35 **What influencers are looking for from travel brands**
- How influencers choose which brands to work with
  - What a successful campaign looks like – a content creator's perspective
  - Examples of influencer social campaigns
- Kim Leuenberger**, Travel Content Creator
- 15:55 **Tracking the ROI from your social media platforms**
- How to measure your online impact
  - Working with free and paid analytical tools
  - Google Analytics – how does it work and why should you use it?
  - Evaluating the success of your social campaigns
- Andy Headington**, CEO, **Adido**
- 16:10 **Industry case study – engaging digitally native millennials and GenZ's on social media**
- Three Cs – content, context and commerce
  - Chatbots are back – using Facebook Messenger to drive engagement and real-time conversation
- Rachel Flynn**, Global Head of Digital, **Topdeck Travel (Global Touring)**
- 16:30 **Close of seminar**

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## About the event

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

You will learn the **importance of a good social media strategy**, both for your customers and your employees. Hear how you can **harness the power of your current social media platforms**. Instagram is a place where customers share emotional travel experiences and get inspired by destinations whilst Twitter and Facebook are primarily used for leaving reviews and seeking recommendations from other travellers. Ensure you can **effectively tailor your content** to fit the purpose of each platform.

It's integral that you understand **how social fits into the travel customer's purchasing journey**. Engaging customers whilst they are looking for a holiday plays an important part in your social strategy however it's key that you maintain the conversation once they've purchased too. Encouraging customers to share when they've booked with you can result in positive brand awareness. **Do you have a strategy for using social to communicate with customers post-holiday?** This can motivate customers to book with you again and leave recommendations for other travellers.

Listen to 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. Get guidance on the **new CMA guidelines** for working with influencers.

Hear fresh approaches to **inspire and revamp your current social media strategy** in order to stay ahead of your competitors. Develop a further understanding of how to **build, maintain and engage an audience** on social media.

## Benefits of attending

- Receive **advanced and in-depth guidance** on making the most of your social media channels
- Learn how to effectively measure the results of your social media campaigns
- Master advanced skills including **ROI tracking**, working with **Facebook algorithms** and **gathering social insights**
- Take away practical tips on how to leverage your current social tools and hear **insights into new platforms** that you could be using
- Listen to **social media experts as well as travel industry organisations** on social media best practice

## 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](http://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 business.

## 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](http://abta.co.uk/abtaevents) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](http://abta.com/eventstermsandconditions)

## Group booking discounts

Book **three places** and get **50% off the third place**

If you are looking to book for a larger group please contact [events@abta.co.uk](mailto:events@abta.co.uk) for a bespoke discount.

For information on sponsorship and exhibition opportunities please contact [Matt Turton](mailto:mturton@abta.co.uk) on **020 3693 0194** or email [mturton@abta.co.uk](mailto: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

### Adventure Travel Conference

19 November, London

### Travel Trends 2020

25 November, London

### Crisis Communications

5 December, London