

CRM and Data Management for Travel

13 September 2022

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

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

10:00 **Welcome from the moderator**

Richard Baker, Chief Commercial Officer, **Inspiretec**

10:05 **Understanding CRM and getting your data foundations in place**

- What is good CRM?
- Defining your own CRM strategy
- How to apply CRM – what it could do for you
- From zero to hero – step by step guide

Richard Baker, Chief Commercial Officer, **Inspiretec**

Maria Heckel, Marketing Director, **Inspiretec**

10:30 **Using your CRM to build customer relationships and loyalty**

- Improving customer acquisition and retention
- Encouraging customer engagement
- Using customer feedback and data to create loyalty

Samuel Ricard, Commercial Director, **Pure360**

10:55 **Tea and coffee break**

11:15 **Legal challenges: GDPR and PECR**

- Update on data protection - where are we now?
- Potential changes in the Data Reform Bill including the role of the ICO
- Cross border challenges

Debbie Venn, Partner, **DMH Stallard**

11:45 **Strategies to replace third-party cookies**

- How the removal of third-party cookies will impact your CRM and data collection
- Alternative ways to collect customer data – first party data, customer trust and user control
- Managing customer identities correctly to build meaningful connections

Farhad Divecha, Managing Director, **AccuraCast**

12:10 **Lunch break**

13:15 **Welcome back**

Richard Baker, Chief Commercial Officer, **Inspiretec**

13:20 **Industry panel: creating value from your CRM strategy**

Guy Proddow, Director and Co-founder, **Golfbreaks**

Jessica Pitman, Brand and Marketing Manager, **Discover Adventure**

Farhad Divecha, Managing Director, **Accuracast**

13:45 **Integrating CRM with different data platforms in your organisation**

- Using your CRM to provide a better customer service and increase sales
- Ensuring all teams work together with the same customer information
- Avoiding handling double data

Maria Heckel, Marketing Director, **Inspiretec**

14:15 **Tea and coffee break**

14:45 **Using data to capitalise on the latest social media trends**

- Which channels for which messaging?
- Engaging with customers via social media alongside traditional forms of engagement
- Using data for targeted and personal campaigns

Jessica Pitman, Brand and Marketing Manager, **Discover Adventure**

15:05 **Measuring the success of your marketing campaign**

- How to use CRM for campaign analytics
- Analysing how many sales the data has driven

Maria Heckel, Marketing Director, **Inspiretec**

15:30 **Summary and close of seminar**

Event partner



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About the event

With customer habits continually changing post COVID, are you still utilising your data for marketing effectively? Do you know what a good CRM looks like for your business?

Attend this brand new training day to grow your CRM skills, **improve your customer acquisition and retention, lead generation and utilisation**. Get an update on legal requirements including **GDPR** and **PECR** and an understanding of the impact of the **removal of third-party cookies** on your marketing campaigns.

Hear all the latest guidance on using your data and ensuring its quality and accuracy whilst complying with current legislation.

Join industry colleagues to explore how to **improve your CRM and data strategies** to optimise your campaigns, spend and reach.

This training day will include practical sessions on the latest tools and techniques for ensuring accurate data, building customer relationships and gaining loyalty in both large and small organisations.

Benefits of attending

- Receive expert guidance on **managing your CRM** and customer data
- Learn how to decide who receives which communications at what time and **nurture leads and existing relationships**
- Discover how to **create value** from your CRM strategy
- Reassess what a good CRM looks like for your business and **get insight into what is working for industry peers**
- Get top tips on the **latest trends** using social media
- Ensure you are compliant with current **GDPR and PECR legislation**
- Hear **real-life examples** of effective CRM strategies within the travel industry

Who should attend?

The event is ideal for anyone working in the travel industry including large and SME firms, including:

- CRM and data teams
- Marketing professionals
- Customer insight teams
- Digital marketing and social media teams

Prices

ABTA Member / ABTA Partner*	£235 plus VAT
Non Member	£355 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.

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Upcoming events

An Essential Guide to Campaign Tracking and Google Analytics 4 (GA4)

5 October 2022, London

Data Protection and Cyber Security in Travel

20 October 2022, London