

ABTA's Webinar Series

Careers, Recruitment and Future Talent in Travel

15 March 2022

10:30 – 12:30

10:30	Welcome from the moderator Vicki Wolf , Education Manager, ABTA
10:35	Update on the travel market <ul style="list-style-type: none">• Current travel market update – featuring insight from new ABTA's consumer sentiment research• How has the travel industry changed from Covid-19 Emma Brennan , Head of Media and Communications, ABTA
10:45	The travel talent landscape Claire Muge , Sales Director, Travel Trade Recruitment
11:05	Starting a career in travel <ul style="list-style-type: none">• Apprenticeships within the travel industry• Insight in starting a career in travel• Skills development Caitlin Allcock , IT Apprentice Project Manager, Jet2.com & Jet2holidays
11:20	Utilising apprenticeship schemes to help your business <ul style="list-style-type: none">• How different types of apprenticeships can assist with talent issues• Case studies from within travel Katrina Shawcross , Divisional Manager- Business Development, Damar Training
11:40	Panel session: cross sector insights into travel careers <ul style="list-style-type: none">• Talent strategies across different sector careers• Skill gaps in travel• Transferable skills within different paths of the travel industry Moderator: Danny Waine , Head of Membership, ABTA James Lawrence , Director, Peregrine Katie Crowe , Director of Communications, Battleface Kelly Wooffitt , Head of Direct Contracting, Thomas Cook Katrina Shawcross , Divisional Manager- Business Development, Damar Training
12:30	Summary and close Vicki Wolf , Education Manager, ABTA



Speaker profiles



Vicki Wolf, Education Manager, ABTA

Vicki is ABTA's Education Manager and has worked at ABTA – The Travel Association, in various roles since the end of 2000. Vicki's main responsibilities include managing ABTA's education work including our online training portal – The ABTA Knowledge Zone as well as our 14 ABTA Education Partners (12 universities and 2 colleges). This includes ABTA's internship and our ABTA Student Representatives programme. Vicki also represents ABTA on the Travel Apprenticeship Board and the Aviation Skills Board. Previous to working at ABTA she worked for the National Department of Transport in South Africa as a policy advisor. Vicki has a Joint Honours degree in Journalism and Politics from Rhodes University in South Africa.



Emma Brennan, Head of Media and Communications, ABTA

Emma is responsible for developing and delivering PR and communication strategies to support ABTA's work on behalf of its Members – from lobbying on policy matters to encouraging customers to book with an ABTA Member. Her role also oversees ABTA's busy press office, which is often the first port of call for journalists about a travel-related story or crisis. Prior to working at ABTA Emma has led the PR teams in national organisations including Citizens Advice and Keep Britain Tidy.



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Claire Muge, Sales Director, Travel Trade Recruitment

Claire began her travel career in 2000 after graduating from University of Leicester with a History degree. Knowing she wanted to travel herself, she took a job with a Tour Operator, working in various departments, before taking a year out to Travel. On returning, she intended to return to the Industry but having registered with Travel Trade Recruitment, she took a job as a Trainee with them in 2004. She became Sales Director in 2009 and remains hands-on recruitment. She supports her teams on recruitment for various different regions of the UK, although her specialist area is The Midlands.



Caitlin Allcock, IT Apprentice Project Manager, Jet2.com & Jet2holidays

Caitlin is an IT Apprentice Project Manager at Jet2.com and joined the business in September 2021. Before joining Jet2.com, Caitlin is a travel and tourism graduate, was a Regional Student Representative for ABTA, Student mentor, Assistant Project Manager at The Elvaston Castle and Garden's Trust and an Apprentice Ambassador at Yorkshire and Humber Apprenticeship Network.



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Katrina Shawcross, Divisional Manager (Business Development), Damar Training

Kat joined Damar in October 2016 with just over 10 years' experience in business development, specialising within the education sector. Having started her own career as an apprentice back in 2000, she is very passionate about helping employers and apprentices benefit from the value and impact apprenticeships have to offer.



Danny Waine, Head of Membership, ABTA

Danny is Head of Membership at ABTA – The Travel Association, Board Director at the Institute of Travel & Tourism, Co-founder of the 'ITT Future You' careers initiative and Non-Executive Director at wellbeing social enterprise Talent Courtyard. Before joining ABTA in October 2020, Danny a travel & tourism graduate, was Commercial Manager at Switzerland's Hotelplan Group Holiday Home Division (HHD), International Business Development Manager at Italian fashion and design school Institution Marangoni and Co-founder & Director at overseas wedding specialist, Perfect Weddings Abroad.





James Lawrence, Director, Peregrine

James is a Director of Peregrine Risk Management, a chartered security professional with over 25 years' international security and risk management experience, and has worked extensively in complex and high-risk regions. Specialising in the delivery of strategic risk management solutions that encompass crisis and emergency planning, travel risk management, hotel security and corporate risk consultancy. James has developed and implemented travel safety programmes across many sectors which has enabled safe and secure travel around the world. James was involved with the security, transportation and incident management chapters within the ABTA Tourism Accommodation Health & Safety Technical Guide. With a Master's Degree in Risk, Crisis and Disaster Management he possesses vast expertise in the delivery of global risk management and security services.



Katie Crowe, Director of Communications, Battleface

With over twenty years of communications experience both in-house for a FTSE 250 and agency side, Katie has worked on some of the world's most exciting brands, on both global and local levels. At Battleface, Katie implements her global expertise in strategy and messaging development, PR planning, media relations, crisis and issues support, content creation, executive profiling, event management and international hub management to help structure company growth. Whilst Katie's fluency in French and Spanish builds connections 9-5, it also fuels her desire for traveling, and connecting with people, worldwide. Katie's passions include leading an active, healthy lifestyle and sport: swimming, sailing, scuba diving and skiing. She also enjoys getting out for dog walks with her 14 month old Labrador, Benji.





Kelly Wooffitt, Head of Direct Contracting, Thomas Cook

Kelly is the Head of Direct Contracting for Thomas Cook, a commercial expert with over 20 years experience in the travel industry. Kelly has a wealth of knowledge and experience within travel. Kelly started her career as a rep in 1999 and continued to work overseas for 12 years within various Customer Operations and Purchasing roles. Since moving back to the UK in 2011, Kelly has worked in Group Purchasing, Cruise & Retail.

Contributor profile



Damar Training is a leading provider of business and professional apprenticeships across England. We provide apprenticeships in travel consultancy, business admin, customer service, legal, accountancy, and management to bring fresh talent into your business or upskill existing employees. With a 40 year history, we have an experienced team of coaches, technical specialists and business development managers who are there to guide and support you and your apprentice, to not just achieve the qualification, but to have an impact on your organisation now and in the future.

