

Consumer Law in the Marketing and Selling of Holidays

8 December 2021



Agenda

10:00 Welcome

Moderator: Matt Gatenby, Senior Partner & Head of Litigation, **Travlaw**

10:05 Recap on consumer protection regulation

- Package Travel Regulations 2018, Consumer Rights Act 2015, CPRs, consumer contracts, Equality Act
- ABTA's tools and guidance

Paula Macfarlane, Senior Solicitor, **ABTA**

10:30 Latest changes to consumer law impacting travel

- Update on the latest CMA guidance and investigations into travel
- Post Brexit changes to consumer law
- PTRs and ATOL consultation
- The impact of the pandemic on consumers' understanding of their rights

Stephen Mason, Senior Counsel, **Travlaw**

11:00 Focus on flexible booking policies

- Ensuring T&Cs are fair
- Using ABTA's model documents
- Making your customers aware of obligations

Paula Macfarlane, Senior Solicitor, **ABTA**

11:25 Break

11:55 Pricing – the legal perspective

- Promotional marketing and pricing advice
- Top tips for keeping your sales promotions compliant
- Competitions

Monica Kainja, Solicitor, **Travlaw**

12:15 Latest ASA guidance for travel advertising

- Referencing price, refund and cancellation policies, and promotions in your advertising post COVID-19
- Ensuring you are not misleading about restrictions
- Advertising responsibly – CAP and BCAP codes
- ASA action against travel businesses

Nick Parkinson, Senior Associate, **Travlaw**

12:40 Lunch

13:40 Welcome back

Moderator: Matt Gatenby, Senior Partner & Head of Litigation, **Travlaw**

13:45 Compliant digital marketing practices

- Latest ICO guidance
- Digital marketing do's and don'ts
- Data protection for marketing: recap of the GDPR and PECR

Iain B Bourne, Head of Personal Information and Privacy, BRS, **Grant Thornton UK LLP**

14:05 Government consultation: reforming competition and consumer policy

- Focus on consumer protection online
- Crack down on fake reviews
- Drip pricing

Meera Tharmarajah, Solicitor, **ABTA**

14:25 Break

14:50 Panel discussion: advertising and marketing holidays

- Promotional marketing and pricing advice
- Green claims – avoiding misleading environmental pledges
- Social media and influencer marketing

Moderator: Matt Gatenby, Senior Partner & Head of Litigation, **Travlaw**

Paula Macfarlane, Senior Solicitor, **ABTA**

Jennifer Guilfoyle, Legal Director – Corporate, Commercial & Technology, **Virgin Atlantic**

Stephen Mason, Senior Counsel, **Travlaw**

15:30 Close

Event partner



Consumer Law in the Marketing and Selling of Holidays

8 December 2021



About the event

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

The virtual event will walk you through existing regulations – what the law says, how it applies to the travel industry and examples of compliant selling and marketing practices, as well as advice for a post-pandemic industry.

The COVID-19 pandemic has put consumers' rights more in the spotlight than ever before. As we look forward to spring/summer 2022 and brands build consumer confidence through flexible booking policies and enticing deals, it is vital that you understand your obligations around consumer rights and your marketing campaigns.

Speakers will cover topics including digital marketing practices, the impact of the PTRs on cancellations, refunds and compensation as well as the Consumer Rights Act. Also included will be a recap on the UK's advertising rules, the BCAP and CAP Codes.

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 on the day.

Benefits of attending

- Get an update on **consumer protection law** and how it applies to the travel industry.
- Understand how to implement **flexible COVID-19 policies** in a fair and transparent manner.
- Hear the **latest ASA advice** for advertising, including guidance on **pricing** and **promotions**.
- Ensure your **digital marketing** remains **legally compliant**.
- Hear an update on the latest **Government consultations** and discuss potential changes in consumer law.

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.

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.

Prices

ABTA Member/Partner **£125 plus VAT**
 Non Member* **£175 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*

REGISTER NOW!

For information on sponsorship and exhibition opportunities please contact
Matt Turton on **07766 517 611** or email mturton@abta.co.uk