

Consumer Law in the Marketing and Selling of Holidays

22 November 2023

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

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

10:00 **Welcome and introductions**

Moderator: Paula Macfarlane, Senior Solicitor, **ABTA**

10:05 **Evolving consumer protection regulation**

- Overview of Consumer Rights Act, Package Travel Regulations 2018, Consumer Protection Regs, the Equality Act and more
- Leveraging ABTA's tools and guidance for compliance and customer protection

Paula Macfarlane, Senior Solicitor, **ABTA**

10:25 **Hot topics and upcoming changes to consumer law**

- How Brexit and the pandemic have affected the landscape
- "Green" or environmental claims made in your advertising
- New rules to speed up enforcement of consumer law
- Action to outlaw fake online reviews

Mark Smith, Partner, **Purdy Smith**

10:45 **Ensuring fair terms and conditions**

- Strategies for fairness in terms and conditions
- Utilizing ABTA's model documents for clear customer communication
- Best practices for making customers aware of their obligations

Paula Macfarlane, Senior Solicitor, **ABTA**

11:05 **Tea and coffee break**

11:25 **Pricing and promotions**

- The Trading Standards Guidance for Traders on Pricing Practices
- Applying the regulations to help with promotional marketing and pricing compliance
- E.g. Sale prices, promotions, special offers
- Examples of good and not so good practice

Sylvia Rook, Lead Officer for Fair Trading,
Chartered Trading Standards Institute (CTSI)

12:00 **Online booking practices and your website**

- Cookies and similar tracking technologies
- Privacy notices
- Online booking practices

Mark Smith, Partner, **Purdy Smith**

12:30 **Lunch**

13:30 **Data privacy and GDPR compliance**

- Understanding the significance of data privacy in the travel industry and its impact on consumer trust
- Navigating customer consent and data protection rights in marketing and sales activities
- Ensuring transparency in data collection and processing to build strong customer relationships
- Data Protection and Digital Information (No. 2) Bill

Mark Smith, Partner, **Purdy Smith**

14:00 **Understanding the Competition and Markets Authority's role**

- Gaining insights into CMA investigation processes and their powers
- Recent action in the travel industry
- Possible future areas of work
- What you need to know about the Green Claims Code

Paula Macfarlane, Senior Solicitor, **ABTA**

Meera Tharmarajah, Solicitor, **ABTA**

14:30 **Tea and coffee break**

14:50 **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

Mark Smith, Partner, **Purdy Smith**

15:20 **Marketing law – social media and data protection**

- The increasing use of social media advertising and the legal implications for misleading marketing
- Data protection and GDPR update

Mark Smith, Partner, **Purdy Smith**

15:50 **Ask the experts – interactive Q&A session**

Engage in a live Q&A with the expert speakers, clarify doubts and gain additional insights

16:10 **Seminar close**

Moderator: Paula Macfarlane, Senior Solicitor, **ABTA**

Event partner

**PURDY
SMITH**

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About the event

ABTA's popular training day returns, updated to include guidance on the latest consumer protection legislation surrounding the marketing and selling of holidays including the **ASA's advertising codes** and the **CMA's Green Claims Code**. Industry experts will walk you through existing regulations – what the law says, how it applies to the travel industry and examples of **compliant and transparent selling** and **marketing practices**.

As consumers are more aware of their rights, 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**, **UK advertising rules**, 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 Advertising Standards Authority's **BCAP** and **CAP Codes** as well as guidance on greenwashing and green claims in accordance with the Green Claims Code.

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

- Gain a comprehensive understanding of the travel industry's **core principles and regulations**.
- Receive updates on the latest **consumer protection legislation**, including marketing and selling of holidays.
- Learn **compliant selling and marketing practices** to ensure adherence to industry regulations.
- Access advice and guidance for the **post-pandemic travel industry**, empowering you to **navigate challenges** effectively.
- Understand your obligations around consumer rights and marketing campaigns.
- Discover **best practices for digital marketing**, UK advertising rules, and the impact of PTRs on cancellations and refunds.
- Learn about the **Green Claims Code** and its relevance to greenwashing and sustainable travel.
- Access support and guidance from **legal, marketing, and policy experts** to address any specific queries.
- Network with industry peers and experts, fostering valuable connections within the travel sector.

Upcoming events

An Essential Guide to the PTRs

13 September 2023, London

A Beginners Guide to Travel Law

7 February 2024, London

Who should attend?

This training is open to ABTA Members and the wider travel industry, welcoming professionals from various departments, including:

- Legal teams
- Marketing teams
- Product teams
- Digital/online teams
- Customer service teams
- Sales functions
- Claims teams

Prices

ABTA Member / ABTA Partner* **£259 plus VAT**

Non Member **£399 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.

REGISTER NOW!