



Consumer Law in the Marketing and Selling of Holidays

26 September 2019 • etc.venues, Prospero House, London, SE1 1GA

Agenda

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

10:00 **Welcome from the moderator**

Matt Gatenby, Senior Partner, **Travlaw**

10:05 **Setting the scene on consumer protection regulation**

- General consumer protection legislation – PTRs, Consumer Rights Act 2015, CPRs, consumer contracts, Equality Act, 1 April ATOL changes
- PSD2 update: new verification requirements
- Implications of leaving the EU on consumer protection regulation
- ABTA's tools and guidance

Paula Macfarlane, Senior Solicitor, **ABTA**

10:30 **Recapping on recent CMA guidance changes and work with the travel industry**

- Results of the CMA's investigation into online booking sites and subsequent guidance
- Top tip for avoiding misleading content
- How does the CMA investigate cases and what powers do they have?

Niki Sharp, Assistant Director, Consumer Protection, **Competition and Markets Authority (CMA)**

10:55 **Advertising guidance for travel**

- ASA rulings and advice on creative amendments
- Remit and social media
- Responsible advertising – CAP and BCAP codes

Jacob Hatton, Investigations Executive, **Advertising Standards Authority (ASA)**

11:20 **Networking tea and coffee break**

11:50 **Pricing – the legal perspective**

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

Stephen Mason, Senior Counsel, **Travlaw**

12:05 **Panel discussion: adapting to pricing and advertising**

- Put your questions to the experts and regulators
- Moderator: Matt Gatenby**, Senior Partner, **Travlaw**
Niki Sharp, Assistant Director, **CMA**
Jacob Hatton, Investigations Executive, **ASA**
Stephen Mason, Senior Counsel, **Travlaw**
Paula Macfarlane, Senior Solicitor, **ABTA**

12:45 **Case study: getting your advertising right and responding to investigations**

- Virgin Holiday's experience of responding to investigations from the ASA/CMA
- Internal guidance and communications

Romana Szyber, Legal Services, **Virgin Holidays**

13:00 **Networking lunch**

14:00 **Compliant digital marketing practices**

- The ICO guidance on cookies – is this really the game changer for digital marketing?
- The ICO report in to AdTech, what are the new risks for brands?
- Social media – how responsible are you for what Facebook does with your customers' data?
- Email and SMS marketing – what has changed under GDPR?
- Ethics in marketing – just because we can; should we?
- Recap on privacy notices

Tim Roe, Compliance and Deliverability Director, **RedEye**

14:30 **Industry case study: getting your website right**

- Complying with regulation
- Cookies, privacy notices and pricing transparency

Joe Kochanski, Regulatory Manager, **Gold Medal Travel Group**

14:50 **Fair terms and conditions**

- Which T&Cs do you need?
- Making sure they apply
- What the CMA unfair terms campaign means for Members
- ABTA model T&Cs

Paula Macfarlane, Senior Solicitor, **ABTA**

15:05 **Networking tea and coffee**

15:35 **The Package Travel Regulations: recap and looking at outstanding questions**

- Issues around package plus
- Transfers and tourist services
- Cancellation rights, compensation, alternative travel arrangements and providing assistance
- Accessibility information requirements

Stephen Mason, Senior Counsel, **Travlaw**

16:00 **Surgery session – compliant selling and marketing practices**

- Submit your questions in advance for our panel of marketing and industry experts

Facilitated by Matt Gatenby, Partner, **Travlaw** with speakers from the day

16:30 **Summary and close of seminar**

Event partner

Travlaw

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About the event

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

The event will walk you through new and existing regulations – what the law says, how it applies to the travel industry and examples of compliant selling and marketing practices.

Since our last seminar in November 2018, there has been a renewed focus on consumer rights within travel. The Competition and Markets Authority has published new guidelines on hotel booking sites and unfair contract terms, and 1 April saw the release of the CAA's changes concerning the information that ATOL holders must display when advertising ATOL flights and holidays.

Hear from the experts on how travel businesses have adapted to these changes alongside existing regulations including the Consumer Rights Act and the outstanding questions around the new Package Travel Regulations including package plus, tourist services and transfers.

Ensure you are complying with digital marketing and advertising practices, including web cookies, the BCAP and CAP Codes and take a deep dive into pricing guidance.

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.

Benefits of attending

- **Understand the regulations**, why they are important and how they apply to you
- Ensure your **terms and conditions** are up to date
- **Submit your questions** to our travel law experts
- Hear **best practice examples** from the travel industry
- Hear tips for **compliant digital marketing**
- Learn how to **protect your business** from the costly reputational and financial consequences of non-compliance

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*

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email mturton@abta.co.uk

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.

Register now

You can book online and pay by credit card or request an invoice.

Visit abta.co.uk/abtaevents to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

Group booking discounts

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

This discount will be automatically applied when you book online.

Upcoming events

Search Marketing for Travel

16 October, London

Data Management and Protection in Travel

17 October, Manchester

Mental Health and Wellbeing in the Workplace

15 November, London

A Definitive Guide to the Package Travel and ATOL Regulations

20 November, London

Contributors

