

ABTA's Business Resilience Webinar Series

Consumer Sentiment Towards Travel

22 July 2020

10:30 – 12:00

10:30	Welcome from the moderator Eve Coburn , Head of Content - Conferences and Events, ABTA
10:35	How have customers responded to the travel industry's approach to the Coronavirus crisis? <ul style="list-style-type: none">• Results from the recent UKCSI - the national barometer of customer satisfaction• How did the travel sector compare to other industries during the Coronavirus crisis? Joanna Causon , CEO, The Institute of Customer Service (ICS)
10:55	Traveller trends and priorities <ul style="list-style-type: none">• Comparing April to July, how have customer attitudes to travel changed during the coronavirus pandemic?• Get the latest insights on what travellers want. Where, how, and why are people willing to travel?• Predictions for the next few months Stuart Baker , Business Director Travel, Leisure, Hospitality & Services, GlobalWebIndex
11:10	ABTA brand sentiment <ul style="list-style-type: none">• An update on how consumers perceive the ABTA brand• Learnings from brand management during the coronavirus crisis Shelly Beresford , Head of Brand and Marketing, ABTA
11:20	Adapting your marketing and communications <ul style="list-style-type: none">• Weaving in new customer priorities and trends• Demonstrating expertise and reassuring travellers through your marketing• Offering flexibility and understanding the change in customer needs Dru Bryan , Managing Director, Gosh PR
11:30	Your brand in the spotlight – building resilience <ul style="list-style-type: none">• Providing the right information via the media at appropriate times to build consumer confidence• Understanding how to adapt your messaging to include new customer priorities and how to protect your brand reputation Julian Fisher , Director of Media Output, markettiers4dc
11:40	Panel discussion: what steps can travel take to improve brand loyalty and build customer trust? George Hackett , Head of UK & I Sales, Freshdesk, Freshworks Dru Bryan , Managing Director, Gosh PR Julian Fisher , Director of Media Output, markettiers4dc
12:00	Close

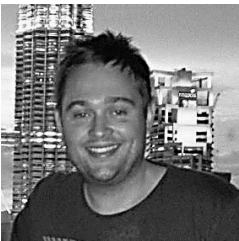


Speaker profiles



Joanna Causon, CEO, The Institute of Customer Service (ICS)

Joanna joined The Institute as its CEO in 2009. Over the last 10 years she has driven membership growth by 150 percent and established the UK Customer Satisfaction Index as the country’s premier indicator of consumer satisfaction, providing organisations with an indicator of the return on their service strategy investment. Jo brings a wealth of experience from the commercial sector, enabling her to put customer service at the heart of the Boardroom agenda. She has extensive experience in the financial services sector having previously been a Non-Executive Director to Aegon UK’s independent governance committee and having spent more than 11 years working for organisations such as Aviva plc. She has also held director roles in brand and business consulting, policy development and research for City and Guilds and the Chartered Management Institute. Jo focuses on demonstrating a clear link between employee engagement, customer service strategies and organisational performance. Working across the public, private and voluntary sectors she provides strategic advice to boardrooms to raise the standards of service provided by UK organisations and to provide evidence of the connection between customer satisfaction and operational efficiency and profitability. She has worked with politicians across all sides of the House focusing on the impact that service has on the UK economy and productivity. As a result, she is a regular commentator on national media and has been called to give evidence at the Public Administration Select Committee inquiry into complaints handling. Away from work Jo is a keen walker and traveller. She has travelled extensively around Europe and wider continents, using her experiences to draw parallels on service strategy which she believes UK organisations should adopt and adapt to enhance customer satisfaction in an increasingly global marketplace.



Stuart Baker, Business Director, Travel, Leisure, Hospitality & Services, GlobalWebIndex

Stuart has over 15 years’ experience in Market Research and Communications having worked with companies such as Coles Group, Sainsbury’s, dunnhumby, P&G, IRi, Shell, Ipsos and is currently leading the Professional Services business at GlobalWebIndex. He is passionate about helping companies make better decisions with data and prides himself on helping his clients link intuition and insight to create compelling data led propositions, campaigns and communications.



Shelly Beresford, Head of Brand and Marketing, ABTA

Shelly has almost 20 years’ experience in marketing communications and is Head of Brand and Marketing at ABTA. She leads the strategic development of ABTA’s advertising and marketing, website, social media, broadcast Member engagement and analytic initiatives. With a passion for developing brand strategy that is multichannel and informs and engages audiences.



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Drusilla Bryan, Managing Director, Gosh PR

Dru has worked across all disciplines in the travel industry including travel trade journalism, PR, marketing, sales and product for tour operators such as Airtours PLC and Delta Vacations, as well as for many large tourist boards before establishing Gosh PR in 2005. Dru understands how to build and pitch a story, create a product, develop sales channels, integrate communications and develop social media strategy. Outside of the office, Dru can be found braving the elements with her rowing crew, turning her son's piano down, or out exploring in her VW camper van.



George Hackett, Head of UK & I Sales, Freshdesk, Freshworks

George's career has focused on SaaS, he currently heads up the commercial sector in the UK across all Freshworks products. George has been at Freshworks for over 5 years and was the first salesperson hired into Europe where he's subsequently worked with most of the UK regions largest travel clients. Outside of work George loves his sport, trying to get out the house as often as possible to play tennis, squash, rugby or head into the countryside around London on his bike.



Julian Fisher, Director of Media Output, marktettiers4dc

After a decade working in TV news Julian has spent the past 25 years working in Broadcast PR. Since then he has been lucky enough to manage global broadcast and online PR strategies for a huge range of blue chip brands in every sector including transport, manufacturing, travel, consumer, corporate, pharma, tech and sport. His media relations teams have won numerous awards over the years for the coverage they have delivered. Over the years he has built up an extensive network of European, US, Asian and Middle East media and production contacts and loves the hands-on aspect of working with these contacts when working on campaigns. Julian also specialises in crisis communications consultancy and has led the broadcast team advising and delivering for the Civil Aviation Authority on its two greatest challenges in recent years; the collapses of Thomas Cook and Monarch airlines. He is passionate that brands utilise every possible broadcast medium to engage with their stakeholders including the latest in broadcast and social media techniques.



Contributor profiles



Founded in 2009, GlobalWebIndex's goal is to provide consumer insights at the deepest level, in the most accessible way. We are a market research firm, with technology at our core. The quality of our data can't be matched and our world-leading panel gives you the clearest possible understanding of consumer lifestyles, mindsets and habits. Our teams of analysts, researchers and industry experts keep up with worldwide and local trends and find out what it takes to make insight like ours work for your business.

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Gosh PR believes that tourism broadens horizons and deepens our understanding of the world. As a communicator for large and small travel & tourism brands, we evolved from a specialist travel and tourism public relations agency into a marketing communications company. Our clients benefit from our expertise on public relations, PR for SEO, social media management, content creation, influence relations and influencer marketing – we currently work with around 70 influencers a year and counting. Based in central London and founded in 2005, Gosh PR is an independently owned, boutique agency, providing highly responsive service through a closely-knit team that is small enough to be nimble but large enough to provide a wide range of in-house services.

www.goshpr.co.uk



Markettiers are the UK's leading broadcast PR agency, with more than 20 years' experience of producing market-leading, award-winning campaigns for anyone – from innovative start-ups to the world's biggest brands. Our creative multimedia campaigns generate local, regional, national and international coverage on modern channels, such as live streaming, mobile and social media as well as traditional media, such as TV and radio. With offices and studios in London, Dubai, Brighton and Manchester, our media, PR and marketing campaigns are generating coverage every day for clients all over the world.

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Contributor and webinar partner profile



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Traditional enterprise software is clunky, expensive and not focused on how you can wow your customers with the ultimate service and experience. At Freshworks, we believe that you deserve better- providing customer-for-life software that's modern, mobile and affordable- enabling you to deliver wow moments to customers all over the world. We work with industry leaders to streamline customer conversations, automate repetitive work and save time- ensuring that teams can collaborate to deliver world class customer engagement.

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