

ABTA's Business Resilience Webinar Series

Consumer Sentiment and Holiday Habits

4 November 2020

10:30 – 12:00

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| 10:30 | Welcome from the moderator Eve Coburn , Head of Content – Conference and Events, ABTA |
| 10:35 | ABTA Holiday Habits Research <ul style="list-style-type: none">Insight into customer planning and booking trends and the impact of the Coronavirus crisis Emma Brennan , Head of Media & PR, ABTA |
| 10:55 | What is the booking data telling us? <ul style="list-style-type: none">The latest customer booking data insights Mal Barritt , CEO, Traveltek |
| 11:15 | Your marketing message <ul style="list-style-type: none">Tone of messagingInterpreting current consumer sentiment and adapting your communicationsRole of agile digital communications including social media Amy Skelding , Senior Partner, The Brighter Group , a Finn Partners company Natalie El Khoury , Strategic Account Director, MintTwist |
| 11:35 | Marketing strategies <ul style="list-style-type: none">Updating digital marketing campaignsSteps to be taking now Komal Helyer , VP of Marketing, Pure360 |
| 11:55 | Closing remarks |
| 12:00 | Close |



Speaker profiles



Emma Brennan, Head of Media & PR, 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.



Mal Barritt, CEO, Traveltek

Mal is a travel industry heavyweight with over 26 years in the industry spanning key areas including aviation, car hire, tour operating, cruise and technology. Throughout his career he has forged a formidable reputation as a results-driven, client-focused leader with strong strategic insight. In August last year Mal joined the Traveltek family as CEO, with the goal to strengthen the product and service offering and to expand into new markets. Mal joined Traveltek from the luxury travel company ITC Travel Group. Prior to ITC, he co-founded WTH UK Ltd which operators well-known travel brands Cruise118.com, SixStarCruises.co.uk and RiverVoyages.com. He has also held senior leadership roles at Destinology, Thomas Cook/MyTravel and Gold Medal.



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Amy Skelding, Senior Partner, The Brighter Group, a Finn Partners company

Amy Skelding is a senior partner at Brighter Group, a Finn Partners company, winner of Best PR Agency at the Travel Marketing Awards 2018, 2019 and 2020 and Best PR & Representation Agency at the TTG Awards 2019. She started her career in travel as a nine year old reporter for BBC Radio 4's Breakaway, was named one of TTG's Tomorrow's Travel Leaders in 2013 and now runs a busy PR, digital & rep team working on everything from press trips, TV programmes, influencer campaigns, crisis communications, press office activity, marketing, trade sales, pop up and big brand activations for a wide range of clients from tourism boards to hotel groups, tour operators and airlines. Her huge network of travel industry and media contacts know her for a no nonsense approach and her constant search for 'the story'.



Natalie El Khoury, Strategic Account Director, MintTwist

Natalie has experience in creating bespoke digital strategies for clients in various industries and of varying sizes – her forte is putting herself in clients and target audiences' shoes to create the most effective campaigns. Natalie has been a valued member of the team for over 3 years, and has worked on accounts such as the CMA, Italian Tourist Board and Polish Tourist Board



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Komal Helyer, VP of Marketing, Pure360

Recently awarded Corporate Business Woman of the Year at the Business Women's Excellence Awards, Komal brings 20 years of email and digital experience. She has a deep understanding of marketing strategy, a marketer's needs and how that translates into the use of marketing technology. She leads the Pure360 marketing team with a focus on market positioning, market growth strategies and customer lifecycle marketing. Komal has worked with global leading brands including HSBC, Carphone Warehouse and Black & Decker, helping them get the best results from their email and digital marketing. Komal is a DMA Email Marketing Councillor, the Chair of the DMA Email Council Outreach Hub and is also an awards judge at the DMA and eCommerce Awards.



Contributor profiles

Pure360

We provide the Travel industry with an all-in-one AI marketing platform and a Customer Success Team whose sole mission is to get you better results. We help our clients understand their audiences better, so they can increase sales, decrease churn and delight the consumer at every step in the life-cycle. Our unique combination of best of breed technology and our email maturity model allows us to work with travel marketers to take them on a journey of improving results through implementing cutting edge strategic automated campaigns. We work with over 1000 brands including Kuoni, Thomas Cook, Park Holidays, Woburn Safari Hotel and Visit Blackpool. <https://www.pure360.com/>

THE BRIGHTER GROUP



The Brighter Group, a FINN Partners company works across every segment of the travel and tourism sector. From inbound to outbound tourism, aviation to hospitality, car rental and trade associations, to ferry and cruise lines and from travel technology to travel insurance there is no area that Brighter hasn't undertaken a successful PR, digital and marketing campaign for a client. Made up of a team of dynamic experts, Brighter Group has been awarded Best PR Agency three years in a row and Best Representation Agency in 2019 & 2020 at the Travel Marketing Awards as well as Best PR Company & Best Representation Company in TTG's Awards and Best Digital Influencer Campaign and Best Tourism Marketing Agency at the ITTAs not to mention Best Digital Campaign at the Corp Comms awards. Brighter's ethos is to work dynamically and inclusively as an extension of a client's team to create compelling campaigns, win awards, generate inspiring coverage to ultimately gain market share and impact the bottom line.

<http://www.brightergroup.com/>



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For nearly 20 years, Traveltek has been the industry leader in providing cutting-edge technology to the travel industry. Traveltek's platform was the first technology solution to offer truly dynamic travel packages as well as the industry's first all-inclusive, fully dynamic cruise booking solution. Traveltek provides travel companies of all sizes with B2B, B2C, B2B2C solutions that are unparalleled in the industry in both designs, technological innovation, and efficiency. Traveltek's bespoke platform has been integrated within a robust and varied portfolio of clients including online travel agencies, tour operators, wholesalers, large multi-product retail travel sellers, and leading cruise lines throughout the world. With more than 200 API connections to travel suppliers, Traveltek offers clients the opportunity to access a wide range of travel products including flights, hotels, cruise packages, and ancillary services. Our focus on localization allows partners the ability to sell globally in multiple languages and currencies, taking advantage of the global marketplace available via the world wide web. With unlimited expansion goals, Traveltek is rapidly growing throughout the Americas as well as Asia Pacific, the Middle East, and new markets throughout Europe. In every region throughout the world, Traveltek has partnered with leading companies within the travel industry creating solutions that reduce costs, increase efficiency, reduce booking time, and ultimately lead to exponential revenue growth. <https://www.traveltek.com/>

Webinar partner profile



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. www.freshworks.com

