

# Creating Content for Travel Marketing Campaigns

20 April 2023

ABTA, 30 Park Street, London, SE1 9EQ



## Agenda

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

10:00 **Moderator's opening remarks**

**Jules Ugo**, CEO, **Lotus**

10:10 **Panel: is content still king and why does it matter?**

*Discussion on the importance of good content in travel campaigns including best practice examples.*

**Lottie Norman**, VP Marketing, Engagement and Innovations, **The Travel Corporation**

*plus additional industry experts*

10:30 **Identifying channels to engage with new audiences**

- What are the trends?
- What new channels are working best for travel brands?
- How to trial new channels

**Frances Tuke**, Account Director, **Lotus**

11:00 **The continued rise of video**

- Consumer appetite for snackable video in a post-Covid world
- Why all brands should be producing compelling video as part of their marketing mix
- Top tips on how to get your video content right

**Emily Olsen**, Senior Account Director, **Lotus**

11:30 **Tea and coffee break**

11:50 **The role of content in traditional media**

- What does a travel journalist want to see?
- How to get your content noticed

**Jules Ugo**, CEO, **Lotus**

Travel journalist, **The Times**

12:10 **Creating unique content for social channels and maximising UGC (User Generated Content)**

- How to find the right influencer for your brand and destination
- Can influencers drive sales?
- How to measure influencer results
- Maximising engagement with your customers to deliver content
- Building loyalty and customer experiences into your content marketing activities

**Kate McWilliams**, Managing Director, **Lotus**

12:50 **Lunch**

13:50 **Case study: paid media vs. owned channels**

- How to get the right balance
- Sourcing the right paid opportunities
- Using innovations and tech developments to reach and engage with new audiences

**Christiana Tunnah**, General Manager Global Brands, **World Nomads**

14:20 **Practical tips for creating effective content on a small budget**

- Minimum resources needed for a comprehensive content strategy
- Techniques for generating high-quality content ideas

**Phill Clark**, Owner and Creative Director, **Kemosabe**

14:35 **Tea and coffee break**

14:55 **Practical workshop: content creation**

*Attendees will receive top tips from a travel content creator and will have the opportunity to put them to the test through a series of practical exercises.*

15:30 **Tracking and measuring the success of your campaign**

- Setting goals for content performance
- The most cost effective metrics to track and measure the impact of your content
- Communicating your content's performance across the business

16:00 **Close of seminar**

## Event partner



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## About the event

This practical training day will provide a deep-dive into **creating valuable, relevant and consistent content** for effective marketing campaigns.

Hear fresh approaches to **inspire and revamp the content of your current marketing strategy** in order to stay ahead of your competitors. Develop an understanding of all the latest innovations, technologies and platforms to engage with an audience in both traditional and digital media.

Expert speakers will guide you through building a content marketing strategy from **selecting the right channels, creating engaging content and ensuring the best methods of distribution.**

The day has been designed with all budgets in mind and will demonstrate **creative solutions for small budgets.**

## Benefits of attending

- Receive advanced and in-depth guidance on **creating content across different channels.**
- Understand **what makes a successful content marketing strategy.**
- Discover **creative solutions for small budgets.**
- Get expert advice on **owned content vs. paid content.**
- Take away practical tips for **creating successful videos.**
- Learn how to effectively **measure the results** of your marketing campaigns.

## Who should attend?

This seminar is for travel agents, tour operators and the wider travel industry including:

- Marketing and product teams
- Digital marketing and social media teams
- PR teams
- Directors and senior managers from small businesses

## Prices

ABTA Member / ABTA Partner\* **£235 plus VAT**  
Non Member **£355 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](https://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](mailto:events@abta.co.uk) for a bespoke discount.**

**REGISTER NOW!**

## Upcoming events

### Crisis Communications in Travel

27 April 2023, London

### Travel Marketing Conference

17-18 May 2023, London