

Crisis Communications in Travel

30 March 2022

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

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

10:00 **Welcome and introduction from the moderator**
Graeme Buck, Director of Communications, **ABTA**

10:20 **Crisis management, planning and execution: the role of the PR team**

- Preparing for a crisis and ensuring your communications plan is fit for purpose
- Learnings and best practice

David Sanders, Director, **PR42**

10:50 **Networking tea and coffee break**

11:10 **Preparing your spokespeople**

- Identifying and allocating roles
- Common errors to avoid
- Important tips for spokespeople

Trudi Beggs, Director, **8020 Communications**

11:30 **Managing the immediate response when a crisis hits**

- Honesty and transparency: sharing information in a timely fashion
- Identifying what information to share and what not to share
- Lessons to be learnt when your response doesn't go according to plan

Simon Llanos, Chief Marketing Officer, **Contiki**

11:50 **ABTA case study – the role of the ABTA communications team in a crisis**

Emma Brennan, Head of Media and PR, **ABTA**

12:10 **Networking lunch**

13:10 **Interview with a journalist**

Hear a journalist's perspective on exactly what the media want from you when a crisis occurs.

- Top tips for working with the media in times of crisis
- What to do as soon as crisis hits
- Building relationships and working with journalists before, during and after a crisis

Ben Clatworthy, Transport Correspondent, **The Times**

13:35 **Journalist Q&A**

13:45 **Practical exercise: producing an effective media message**

- Balancing what the media want with what the PR team can say
- Preparing to speak on camera and virtually via video conferencing
- Best practice case studies

Graeme Buck, Director of Communications, **ABTA**

15:00 **Networking tea and coffee break**

15:20 **Making social media work for you**

- Do's and don'ts during a crisis
- Using social media as part of your wider crisis communications response
- Overcoming the challenges that social media can bring
- Effectively and quickly handling social media backlash when a crisis goes viral

Chiara Lawrance, Account Director, **8020 Communications**

15:40 **The CEO's perspective**

- Understanding what the CEO wants from the comms and PR teams

Chris Wright, Managing Director, **Sunvil Group**

16:00 **Maintaining communication during a crisis and post-crisis recovery**

- Continuing to get your message across during an ongoing crisis
- The role of post-crisis comms to prevent further damage to your brand and ensure a positive outcome

Kate Beveridge, Operations Director, **8020 Communications**

16:20 **Summary and round up**

Graeme Buck, Director of Communications, **ABTA**

16:30 **Close of seminar and networking drinks**

Event partner


8020[®]
communications

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About the event

ABTA's popular one-day Crisis Communications in Travel event delivers practical guidance from PR professionals, industry peers, journalists and ABTA experts to help you plan and update your crisis communications strategy.

Complex global events and challenges including political tensions, terrorism, environmental threats and the COVID-19 pandemic have highlighted the need for travel companies to be able to **respond quickly and communicate effectively** during a crisis. When disaster strikes customers expect a rapid and honest response.

Attend this practical training day and explore how best to **communicate with your stakeholders** in the event of a crisis including staff, customers, concerned family members and the media. Discuss lessons learnt from the past two years and **ensure your communications plan is still fit for purpose** for any form of crisis.

Assess the **impact of remote working** on your crisis plans and the communications team, identifying key roles and preparing spokespeople. Get guidance on what to do as a crisis unfolds including practical exercises on how to **manage the media** plus top tips on how to conduct interviews and press enquiries on Zoom and Teams. Understand how to effectively manage and monitor your **social media** accounts and maintain your online reputation and get advice on post-crisis communications to **protect your brand**.

Moderated by ABTA, get guidance from communication experts, 8020, listen to new case studies from travel businesses, including Contiki and dnata Travel Group, and hear from a leading travel journalist on their top tips on working with journalists before, during and after a crisis.

Benefits of attending

- Ensure you are fully prepared to **communicate with stakeholders** and the media if a crisis occurs.
- Understand how to plan, respond to and recover from a crisis with **effective PR handling**.
- Discover how to overcome **problems brought about by the pandemic** including teams working remotely.
- Gain practical insights into **managing social media** and the immediate response to a crisis.
- Learn what the media are really looking for **from a journalist's perspective**.
- Hear **first-hand experience from travel companies** on how they communicated throughout a crisis.
- Gain new ideas for **updating your organisation's crisis communications strategy**.

Who should attend?

The event is designed for large and small companies, including the following teams:

- Directors, CEOs and senior managers
- Communications and external affairs and PR teams
- Emergency planning and crisis management teams.

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*

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!

Upcoming events

Health, Safety and Security in Travel

23 – 24 March 2022, London

Travel Marketing Conference

4 – 5 May 2022, London