

# Crisis Communications in Travel

27 April 2023

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 **Preparing your spokespeople**

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

**Trudi Beggs**, Director, **8020 Communications**

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

11:10 **Crisis management, planning and execution:  
the role of the PR team**

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

11:30 **Industry case study: 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

**Amy Dowling**, Senior PR Manager, **TUI**

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

**Sean Tipton**, Media Relations Manager, **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

13:35 **Q&A with a journalist**

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 & Digital Marketing Specialist, **8020 Communications**

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

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

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

**Marc Cornelius**, CEO & Founder, **8020 Communications**

16:20 **Summary and round up**

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

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

Event partner



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## About the event

Recent years have seen complex global events including political tensions, terrorism, environmental threats and the COVID-19 pandemic, all of which 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 event for 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 Communications, get an insight into what journalists want from the PR team and hear case studies from travel businesses.

## Benefits of attending

- Gain expert guidance on putting in place a **crisis communications plan**.
- Discover how to **build a crisis communications team**.
- Gain practical insights into **managing social media** and the immediate response to a crisis.
- Learn how to build and maintain **good relationships with the media**.
- Take part in a **practical exercise** to produce an **effective media message** and **prepare to speak on camera**.
- Hear **first-hand experience** from travel companies how they communicated throughout a crisis.
- Ensuring you continue to communicate effectively following the crisis to **protect your brand and reputation**.
- **Network with industry colleagues** and explore how to work in partnership with key stakeholders across the travel industry.

## 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 *	<b>£235 plus VAT</b>
Non Member	<b>£355 plus VAT</b>

*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

### Creating Content for Travel Marketing Campaigns

20 April 2023, London

### PR in Travel

29 June 2023, London