

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 *	£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

Creating Content for Travel Marketing Campaigns

20 April 2023, London

PR in Travel

29 June 2023, London