

Crisis Communications in Travel

25 April 2024 • 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
Managing a remote team
Learnings and best practice

Lauren Khawam, Senior Communications Manager, **easyJet holidays**

10:40 **Preparing your spokespeople**

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

Grace Parker, Partner, **FINN Partners**

11:10 **Networking tea and coffee break**

11:30 **Panel: 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

Moderator: Amy Skelding, Managing Partner, **FINN Partners UK Travel Practice**

Oddný Arnarsdóttir, Head, **Visit Iceland**

Lea Gestsdóttir Gayet, Head of Public Relations for **Business Iceland**

12:00 **ABTA case study: the Greek wildfires**

Case study session looking at the role of the ABTA communications team in a crisis

Laura Jackson, Media and PR Manager, **ABTA**

12:20 **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

Lisa Minot, Head of Travel, **The Sun**

13:35 **Journalist Q&A**

Lisa Minot, Head of Travel, **The Sun**

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**

Sean Tipton, Media Relations Manager, **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

Anneka Roberts, Senior Vice President, **FINN Partners**

15:40 **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

Terri Bloore, Senior Partner,

FINN Partners Corporate Practice

Amy Skelding, Managing Partner,

FINN Partners UK Travel Practice

16:00 **Summary and round up**

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

16:05 **Close of seminar**

Event partner

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About the event

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

Attend this practical event and explore how best to communicate with your stakeholders in the event of a crisis including staff, customers, concerned family members and the media.

Recent years have seen complex global events and challenge including political tensions, terrorism, environmental threats and the COVID-19 pandemic, all highlighting 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 both face-to-face and online. 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, hear from a **national newspaper journalist** and a case study from **easyJet holidays**.

Benefits of attending

- Gain expert guidance on putting in place a crisis communications plan and the **role of the PR team**.
- Gain practical insights into **managing social media** and ensuring it works for you.
- Take part in a practical exercise to produce an effective media message, **prepare to speak on camera** and balance what the media want with **what the PR team can say**.
- Hear Lisa Minot, Head of Travel at The Sun give her perspective on **what the media wants from you when a crisis occurs and how to build relationships with journalists**.
- Hear an ABTA case study on the role of the communications team during the **Greek wildfires**.
- Ensure you continue to **communicate effectively** following a crisis to protect your brand and reputation.
- **Network with speakers and attendees** from ABTA, industry representatives and communication experts and take back practical tips to prepare you and your team should a crisis occur.

Upcoming events

PR in Travel

22 May 2024, London

Travel Marketing Conference

26-27 June 2024, London

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* **£259 plus VAT**

Non Member

£399 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!