



# Crisis Management Communications

31 October 2018 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

## Agenda

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

10:00 **Welcome from the moderator**

**Victoria Bacon**, Director of Brand and Business Development, **ABTA**

10:05 **Media management in a crisis**

- The changing nature of media: social media and citizen journalism
- The role of the PR team and media relationships
- Proactive and reactive media
- How ABTA works with Members during a crisis and the role of FCO travel advice

**Victoria Bacon**, Director of Brand and Business Development, **ABTA**

10:40 **Crisis management – planning and execution**

- Preparing for crisis – process and practice
- Crisis response – transparency and news management
- Learnings and best practice

**Rachel O'Reilly**, Head of Communications, **Kuoni**

11:10 **Tea and coffee break**

11:35 **Making social media work for you**

- Dos and don'ts during a crisis
- What does good look like?
- The challenges that social media can bring
- Top tips for managing your online reputation

**Phil Bloomfield**, Managing Partner, **Siren Comms**

12:00 **Case study: dealing with social media backlash**

- How to respond when your crisis goes viral
- Managing the public's perceptions of the story
- Challenges faced and lessons learnt

**Richard Scott**, Director of Corporate Affairs, **Virgin Trains**

12:25 **Preparing your spokespeople**

- Identifying, preparing and rehearsing
- Common errors to avoid
- Important tips for spokespeople

**Phil Bloomfield**, Managing Partner, **Siren Comms**

12:55 **Lunch break**

13:55 **Welcome back**

14:00 **What the media are looking for**

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

- Advance planning
- When a crisis hits

**Matthew Hampton**, Freelance Writer & Editor and former Deputy Travel Editor, **The Sun**

14:35 **Practical exercise: effective media message development**

- Get to grips with a possible real-life scenario
- Balancing what the media want with what the PR team can say

**Victoria Bacon**, Director of Brand and Business Development, **ABTA**

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

15:20 **Tea and coffee break**

15:45 **Message development in practice**

- Test your interview skills in an interactive role-play situation

**Matthew Hampton**, Freelance Writer & Editor and former Deputy Travel Editor, **The Sun**

**Victoria Bacon**, Director of Brand and Business Development, **ABTA**

16:40 **Summary and round up**

**Victoria Bacon**, Director of Brand and Business Development, **ABTA**

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

16:55 **Closing remarks from the moderator**

Headline sponsor

**siren comms**

# Crisis Management Communications

31 October 2018 • ABTA Ltd, 30 Park Street, London, SE1 9EQ



## About the event

**If a natural disaster, terrorist attack, sickness outbreak or other crisis happens tomorrow, are you prepared?**

The past few years have shown that a crisis can happen at any point. Travel organisations of any size can be affected by a crisis and an immediate response is required.

**Do you have an effective strategy in place to manage the media and keep key stakeholders up to date?**

This one-day event delivers practical guidance from PR professionals, industry peers, journalists and ABTA experts to help you plan and update your crisis communications strategy.

With social media facilitating the rise of citizen journalism, it is vital to have a **clear online presence during a crisis**. Attend this event to hear **best practice examples** for leveraging social media and top tips to **manage your online reputation**.

This **interactive and skills-based seminar** will provide you with insights and techniques to help you manage your business pre, during and post crisis, and all content is tailored for the travel industry.

## Benefits of attending

- Ensure you are fully prepared to communicate with stakeholders and the media if a crisis occurs
- Learn what the media are really looking for from a journalist's perspective
- Hear best practice advice on how to plan and execute your crisis management response
- Gain new ideas for updating your organisation's crisis communications strategy
- Understand how ABTA works with Members during a crisis and the role of FCO advice

## Prices

ABTA Member/Partner     **£229 plus VAT**  
Non-Member/Partner\*     **£349 plus VAT**

*\*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](http://abta.com/join)*

## Who should attend?

Travel professionals who are likely to have a role in communicating with the media in a crisis. The seminar is designed for large and small companies, including the following teams:

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

## Register now

You can book online and pay by credit card or request an invoice.

Visit [abta.com/events](http://abta.com/events) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](http://abta.com/eventstermsandconditions)

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email [mturton@abta.co.uk](mailto:mturton@abta.co.uk)

## ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes. ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 76% of people feel more confident booking with an ABTA Member.

## Upcoming events

### Claims Handling in Travel

31 October 2018, central Manchester

### Consumer Law in the Marketing and Selling of Holidays

8 November 2018, central London

### Communicating FCO and other Travel Advice to Customers

15 November 2018, central London