

Data Protection and Management for Marketing

18 October 2023

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

- 09:30 **Registration, tea and coffee**
- 10:00 **Welcome and introductions**
Moderator: Stuart Parker, Head of Operations and Delivery, **ABTA**
- 10:05 **Key regulations and compliance**
- Data protection regulations in the travel industry
 - UK GDPR, DPA, and PECR for compliance
 - Recent changes impacting travel marketing
- Stuart Parker**, Head of Operations and Delivery, **ABTA**
- 10:20 **Navigating post-brexit and post-covid data protection**
- Cross border data transfers
 - Staying compliant with other jurisdictions' privacy laws
 - Standard contractual clauses/addendum/IDTA
- Debbie Venn**, Partner, **DMH Stallard**
- 10:45 **Building a data privacy culture**
- Exploring strategies to raise staff awareness
 - Enhancing transparency in data handling practices
 - Developing concise and intelligible privacy notices
 - Ensuring customer trust and compliance
 - Adapting marketing practices accordingly
- Kate Bryan**, Director, **Data Driven Legal Services**
- 11:10 **Data security and ransomware protection**
- Protect data from supply chain disruptions
 - Safeguard against ransomware and other threats
 - Learn best practices for data security
 - Minimise risks and maintain data security
- Debbie Venn**, Partner, **DMH Stallard**
- 11:30 **Tea and coffee break**
- 11:45 **Ensuring transparency and data rights**
- Importance of transparency and data rights
 - Practical guidance on managing privacy notices
 - Responding to subject access requests (SARs)
 - Handling requests for data subjects, including the right to be forgotten
- Debbie Venn**, Partner, **DMH Stallard**
- 12:00 **Peer Discussion: data protection compliance checkup**
Enhance your travel business's privacy practices through interactive assessment and expert guidance on data protection, including data mapping and supply chain data security.
- Debbie Venn**, Partner, **DMH Stallard**
- 12:40 **Electronic marketing: best practices and compliance**
- Email marketing best practices for effective campaigns
 - Data protection laws for electronic marketing
 - Understanding consent requirements
 - Building an email list
- Andy Headington**, CEO, **Adido**
- 13:00 **Navigating 'cookieless' and first-party data**
- Understanding 'cookieless' data
 - The power of 1st party data
 - Utilising cookies and tracking technologies lawfully
 - Reducing the reliance on 3rd party data
- Andy Headington**, CEO, **Adido**
- 13:20 **Networking lunch**
- 14:20 **Marketing data management best practice**
- What does a good data set up look like
 - Managing and linking data silos
 - How to use data more effectively
- Andy Headington**, CEO, **Adido**
- 14:40 **Planning for and managing data incidents**
- Developing robust response plans for data incidents
 - Conducting data audits for preparedness
 - Establishing partnerships with 3rd party assistance providers
 - Engaging in practical exercises for incident management skills enhancement
- Debbie Venn**, Partner, **DMH Stallard**
- 15:00 **Managing AI in Marketing**
- Uses of AI for Marketing
 - The brilliance of AI
 - Possible risks
 - How to manage AI: get the most out of it
- Kate Bryan**, Director, **Data Driven Legal Services**
- 15:20 **Tea and coffee break**
- 15:35 **Data incident response and management – Case study and workshop**
Analyse a data breach case study to evaluate its impact on customer data, reputation, incident response strategy, and communication in any industry. Participants will gain expert insights on improving their incident response procedures, encompassing data audits, response teams, and communication protocols during a breach.
- Debbie Venn**, Partner, **DMH Stallard**
- 16:05 **Speaker Q&A**
Open Q&A with speakers.
Moderator: Stuart Parker, Head of Operations and Delivery, **ABTA**
- 16:35 **Summary and close of seminar**
Stuart Parker, Head of Operations and Delivery, **ABTA**

Event partners



Data Protection and Management for Marketing

18 October 2023

ABTA, 30 Park Street, London, SE1 9EQ



About the event

ABTA's practical training day on data protection and management has been specifically designed for marketers in the travel industry. Gain essential knowledge on **key data protection regulations, compliance strategies, and effective data management practices.**

Explore the intricacies of data protection in the travel industry, including the **UK GDPR, DPA, and PECR regulations**, as well as the **post-Brexit** and **post-Covid** landscape. Stay up to date with recent changes and gain insights into building a data privacy culture within your organisation. Learn how to navigate challenges such as **supply chain disruptions** and protect your business against **ransomware threats**. Discover best practices for ensuring transparency, managing privacy notices, and handling subject access requests.

Deep dive into electronic marketing and explore email marketing strategies, consent requirements, and the use of tracking technologies. Gain practical insights into planning for and managing data incidents, including data audits, response plans, and third-party assistance.

Engage in thought-provoking discussions and learn from industry experts and practitioners. Take part in interactive workshops, case studies, and exercises to enhance your skills and knowledge. Network with fellow professionals and gain valuable insights into future developments in data protection. An amazing opportunity to strengthen your understanding of data protection and management for marketing in the travel industry.

Benefits of attending

- Enhance your knowledge of **key data protection regulations** and recent changes.
- Ensure compliance with **UK GDPR, DPA, and PECR.**
- Improve your marketing strategies, including email marketing and consent management.
- Strengthen your data management practices and **response to data incidents.**
- Stay informed on **cross-border data transfers** and industry developments.
- Network with industry experts and gain valuable insights.

Who should attend?

This training event is ideal for professionals in the travel industry who are involved in marketing and data management, including:

- Marketing Managers
- Digital Marketing Specialists
- Data Protection Officers
- Compliance Managers
- Customer Relationship Managers
- IT Managers
- Legal and Regulatory Affairs Professionals

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!

Upcoming events

Consumer Law in the Marketing and Selling of Holidays
22 November 2023, London

A Complete Guide to Google Analytics 4 (GA4) for Travel
12 December 2023, London