

Digital Marketing Masterclass for Travel

7 April 2022

ABTA, 30 Park Street, London SE1 9EQ



Agenda

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

10:00 **Welcome from the moderator**

Jasman Ahmad, Strategy Director, **Accord Marketing**

10:15 **How has the traveller's path to purchase changed?**

- Understanding the customer journey and how they move across the various touchpoints before ultimately making a purchase
- Exploring how the pandemic has digitised behaviours and how multi-channel interaction drives the overall customer experience - including case study examples

Jasman Ahmad, Strategy Director, **Accord Marketing**

10:45 **Injecting creative strategies into your digital marketing including video and social media**

- Getting your digital strategy on point – why creative is just as important as Google Analytics
- How to maximise your company's use of creative assets when building campaigns

Simon Horton, Senior Brand Designer, **Accord Marketing**

11:15 **Tea and coffee break**

11:30 **SEO and PPC – how an integrated approach can successfully unite two sides of the same coin**

- The strengths and weaknesses of PPC and SEO – understanding the relationship between them and avoiding operating in silos
- Case study examples

David Taylor, Chief Digital Officer, **Accord Marketing**

12:00 **Out of Home and online working together**

- Rapid versioning tool
- Dynamic OOH content and why it's relevant including RSS feeds, social feeds, live updates, time of day, day of week
- What's new for 2022

Dan Dawson, Chief Creative Officer for Grand Visual, **Talon Outdoor**

12:30 **Lunch break**

13:45 **Welcome back from lunch**

Jasman Ahmad, Strategy Director, **Accord Marketing**

14:00 **The right way to measure your digital marketing using practical examples**

- Ensuring you measure and reward the right data
- Accurately measuring metrics that matter and impact the business

David Taylor, Chief Digital Officer, **Accord Marketing**

14:30 **Practical guidance on top 10 Google features you should know about**

Adam Hetherington, Agency Development Manager, **Google**

15:00 **Panel discussion: digital predictions and how to gain a competitive edge**

Discussion on how to gain a competitive edge, where marketers should be focusing their efforts, what strategies are getting the best results, get up to speed with the latest industry insights, trends and predictions for 2022

Including expert speakers from the day

15:50 **Close of day and networking drinks**

About the moderator:

Jasman Ahmad

After having worked in various management roles since joining Accord in 2006, Jasman was appointed Strategy Director in April 2018. In this position he is responsible for combining creative thinking with the factual and statistical data to plan and propose effective marketing strategies that solve clients' biggest challenges. His role involves using specialist media tools to undertake forensic research and performance analysis to uncover trends, distill insights and identify growth opportunities.



Event partner



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About the event

ABTA's advanced level training day will explore the latest strategies, tactics, tools, tech and trends in digital marketing – including SEO, PPC, social, content and video.

Learn how to devise and deliver successful online campaigns that **drive traffic, deliver leads and boost sales**.

Travel marketing is constantly evolving. Every day there are new ways to engage, connect and influence via new channels, opportunities and tactics. **Ensure you know which platforms to utilise and how to make the most of your digital presence.**

- Do you fully understand the post-pandemic traveller's path to purchase?
- Do you know how travellers are consuming content, how they deal with information overload and what makes them take action?
- How often do you find yourself using the same tried and tested approach?
- Is your content unique and engaging?
- Are you measuring your digital activity in a way that clearly illustrates return on investment?

Hear a series of presentations from Accord's digital experts on topics including the big issues affecting the travel industry, **best practice approaches to measurement and reporting**, the **creative strategies that are shaping the digital landscape**, and **top tips on how to get the best ROI for your budget**. Moderated by Accord's Strategy Director, Jasman Ahmad, also hear from a panel of experts including industry peers on how to gain a competitive edge, where marketers should be focusing their efforts, what strategies are getting the best results, and get up to speed with the latest industry insights, trends, and predictions for 2022.

Benefits of attending

- Discover **new ways to engage, connect and influence** via new channels.
- Understand how travellers are consuming content and **what makes them take action**.
- Learn how to **enhance your digital presence**.
- Gain practical insights into how to be **more creative with your digital marketing strategy**.
- Discover how to **repurpose your digital assets for out of home**.
- Hear **first-hand from Google the features that you should know about**.
- Take part in a panel discussion on how to **gain a competitive edge** and find out **where marketers should be focusing their efforts for best results**.

Who should attend?

This seminar is ideal for travel marketers and digital professionals with an understanding of the different marketing channels and who are looking for practical guidance around SEO, PPC and content marketing, including:

- SEO and content specialists
- Marketing managers, directors and team leaders
- Digital marketing and social media teams
- Content marketing teams
- Directors and senior managers from small businesses.

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

Crisis Communications in Travel

30 March 2022, London

Travel Marketing Conference

4-5 May 2022, London

Complaints Handling Training for Travel

11 May 2022, London