



Essential Guide to Travel Marketing

19 September 2018 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

Agenda

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

10:00 **Welcome from the trainer**

- Setting the scene
- Delegate introductions

James Massey

Your brand

10:10 **Developing your brand**

- What goes into a brand and why is it central to the business?
- Role of brand guidelines

James Massey

10:50 **Interactive session: defining your brand**

Delegates will divide into groups to answer the following questions. This will be used to form a matrix to refer back to throughout the day and base further learnings and strategies on.

- What brands do you admire and why?
- Why do you do what you do?
- What are your core values?

James Massey

11:25 **Tea and coffee break**

Marketing channels

11:50 **Email**

- How to create engaging content
- Targeting the right audience and personalising your message
- Data management and profiling
- Inspirational travel email campaigns from 2017 and 2018

Komal Helyer, Marketing Director, **Pure360**

12:15 **Web and mobile**

- Personalisation
- Monitoring the customer journey
- Improving conversions and customer loyalty
- User experience and web performance across devices

Richard Baker, Chief Commercial Officer, **Inspirtec**

12:35 **Video**

- Using video to maximise engagement across channels
- Making video content for online marketing, social media, internal communications
- Good and bad examples

Speaker from a video production company

13:00 **Lunch**

14:00 **Direct mail and brochures**

- Aligning imagery with brand
- Role of traditional marketing material including print and sales support literature
- Getting your brochures right!

James Massey

14:25 **Public relations**

- How to get your message out there and the benefits of good PR
- How to respond in a crisis
- Working with the press and media briefing

Richard Moss, CEO, **Good Relations**

14:50 **Social media**

- Creating an effective social media strategy
- How to measure social success
- Working with influencers

Rebecca Jones, Senior Account Manager, **VCCP**

15:05 **Group discussion – choosing the right channels for your brand**

- What do you currently do?
- What channels work for you and your services?

Including Q&A with speakers from the day

15:20 **Tea and coffee break**

Reviewing strategy and your customer journey

15:45 **Improving digital marketing strategy**

- Understanding the value of SEO
- Reviewing strategies – making the most of Google analytics on all budgets

Rebecca Jones, Senior Account Manager, **VCCP**

16:05 **Your customer journey**

- How do your various marketing initiatives feed into the customer journey?
- Reviewing your strategy
- Measurement
- Internal marketing

James Massey

16:30 **Key takeaways**

Delegates will record their key learnings from the day, referring back to their original brand definition.

16:40 **Close of seminar**

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About the event

ABTA's practical one-day essential marketing seminar has been designed specifically for travel companies of all sizes including small and medium organisations.

The day will deliver comprehensive guidance on how to develop your brand and define the best marketing methods to meet your customer needs and drive sales. In this competitive market, **building brand loyalty is crucial**. Since the overhaul of data protection regulation in May, many marketers have taken the opportunity to streamline their data and reassess their existing marketing strategies. As a result, many are choosing to rely on alternative channels for communicating their services, with some placing more focus on personalisation and some reverting to more traditional methods. This seminar will help delegates assess **their current marketing strategies and review the channels available to them**. Expert speakers will explore the basics of branding, exploring how to ensure your brand is central to everything you do. Attendees will be provided with the key tools needed to understand what channels work best for their brand, how to reach more customers and how to **optimise the performance of their marketing strategies**.

Benefits of attending

- Understand how to enhance your brand through practical workshops
- Understand the journey of your customer and how you can align messaging and brand at every contact point
- Understand what channels work best for your brand and services to get the most return on investment
- Practical guidance and activities around some of the latest marketing trends including video
- Expert guidance on direct marketing and copy content

About the trainer

James Massey runs his own marketing consultancy and has many years experience of working in travel with brands such as TUI, BA, Monarch and more recently at easyJet. His passion is branding and getting companies to understand 'why' they do what they do and to make the brand central to everything they do – internally and externally. He runs brand workshops for local Government enterprises and lectures on brand management at Universities in the South West on behalf of the Institute of Marketing.

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*

Who should attend?

This seminar is for those working primarily in leisure travel, including:

- Marketing teams including offline marketing teams
- Product teams
- Social media and digital marketing teams
- Comms and PR teams
- Directors and senior managers from small businesses.

Special offer

ABTA's Advanced Social Media Travel seminar will take place the following day on the 20 September 2018. We are pleased to offer a **20% discount on each event** if you register for both.

Please email events@abta.co.uk to get your discount code.

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email mturton@abta.co.uk

Register now

You can book online and pay by credit card or request an invoice. Visit abta.com/events to book.

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