



Communicating FCO and other Travel Advice to Customers

15 November 2018 • Central London

Agenda

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

10:00 **Welcome from the seminar moderator**

Claire Mulligan, Partner, **Kennedys Law**

10:10 **Introduction**

- The types of travel advice – FCO, general, levels of advice, threat levels
- ABTA's role in communicating travel advice
- How ABTA puts together its operational bulletins and the importance of these
- ABTA's role in working with the FCO

Angela Hills, Senior Destinations Manager – Health, Safety, Crisis & Operations, **ABTA**

10:40 **Foreign and Commonwealth Office travel advice**

- Why FCO travel advice exists and the role it plays
- How travel advice is formulated
- How does the FCO decide when to update it?

A representative from the FCO

11:10 **Tea and coffee break**

11:30 **Duty of care to customers**

- Your legal responsibilities and what happens if you don't comply with them
- What you are liable for if the advice changes pre and post-booking or whilst customers are in resort
- What are the challenges of the FCO advice not changing during a crisis situation?

Claire Mulligan, Partner, **Kennedys Law**

12:05 **Health advice**

- How NaTHNaC formulate health advice and work with the FCO
- How they put together health messages within travel advice

Vanessa Field, Deputy Director, **NaTHNaC**

12:30 **Communicating changes within your business**

- Ensuring you have a procedure in place internally and externally
- What triggers do you have within your organisation to implement this plan?
- Reality vs perception

Angela Hills, Senior Destinations Manager – Health, Safety, Crisis & Operations, **ABTA**

13:05 **Networking lunch**

13:50 **Welcome back**

13:55 **Communicating travel advice: pre and post-booking**

- ABTA's Code of Conduct and guidance
- What do you need to tell your customers?
- What is the best way of communicating these messages?
- What are the risks?

Paula Macfarlane, Senior Solicitor, **ABTA**

14:15 **Industry case study: communicating travel advice**

- How to ensure customers are kept informed about the advice
- Top tips for communicating travel advice without losing a sale
- How we use the ABTA guidance such as operational bulletins

Georgina Hunt, Legal Executive – Customer Support, **Kuoni**

14:35 **Practical exercise: communicating travel advice without losing a sale**

Delegates will take part in a role-play exercise looking at a number of real life scenarios

15:25 **Tea and coffee break**

15:50 **Notifying customers of changes post-booking and in resort**

- The importance of building relationships with suppliers
- Having a system in place to notify you of changes e.g. building regulations and strikes

A representative from an ABTA Member

16:15 **Retention of information**

- Why is it important?
- What information do you need to keep a record of when the advice changes?
- What historical information is available from the FCO?
- Examples of cases where records have had to be used

Claire Mulligan, Partner, **Kennedys Law**

16:40 **Ask the experts**

- Dedicated session for you to ask questions about your products and services

Speakers from the day

17:05 **Close of seminar**

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About the event

It is vital that travel organisations have a procedure in place to receive travel advice and to communicate this advice to customers. This one-day event will look at the best ways of informing customers about the advice pre and post-booking as well as what to do if the advice changes whilst customers are in resort.

Delegates will create a toolkit for communicating travel advice to customers. The event will also highlight the importance of having a procedure in place for considerations outside of FCO travel advice, such as building regulations and strikes.

Attend to gain an understanding of how you can talk about travel advice and hear examples of organisations that do this effectively. This event aims to raise awareness of the different elements within travel advice. Delegates will hear about ABTA's role in working with the Foreign and Commonwealth Office as well as how ABTA builds and gets evidence for its operational bulletins.

Benefits of attending

- Take part in an interactive role play exercise on how to communicate potentially negative travel advice without losing a sale
- Hear from the Foreign and Commonwealth Office and NaTHNaC about why travel and health advice exists
- Have the chance to ask questions about your products or services in our dedicated 'ask the experts' session
- Network with industry colleagues and understand how they share travel advice with their customers

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*

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email 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.

Who should attend?

The event is ideal for tour operators and travel agents of all sizes including the following teams:

- Managing directors and senior managers
- Marketing, PR and sales teams, product managers
- Operations teams, customer service and customer experience teams
- Health and safety and legal teams.

Register now

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

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

Upcoming events

Claims Handling in Travel

31 October, Manchester

An Introduction to Customer Health and Safety Management

29 November 2018, London

Advanced Crisis Management in Travel

5 December 2018, London