



# Instagram for Travel

27 June 2019 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

Event partner

**Populate.**

Co-sponsor

**goshpr**

## Agenda

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

### Instagram in travel

10:00 **Welcome and introduction from the moderator**

- Audience – why and how do holidaymakers use the platform?
- Instagram vs other social media platforms
- Inspiring and engaging with travellers pre, during and post-holiday
- Increasing brand awareness and driving sales
- Instagram as part of your wider marketing strategy

**Daniel Simmons**, Founder, **Populate Social**

10:20 **Instagram for the travel industry**

- Opportunities for small and large travel businesses
- Support available for businesses on Instagram
- Top tips and advice for growing followers and increasing brand awareness
- Latest trends and features – Instagram TV (IGTV) and shopping on Instagram

**Ali Busacca**, Product Marketing Manager, **Instagram**

10:40 **Q&A with Instagram**

10:50 **Travel industry case study**

- Business case for using Instagram and combining with your wider marketing strategy
- Campaign objectives and measuring success
- Successful campaigns from across TUI

**Rachel Morman**, Group Head of Social, **TUI Group**

11:10 **Tea and coffee break**

### Organic content

11:35 **Developing a strategy to utilise organic content**

- Setting objectives and measuring success
- Understanding the different types of organic content – images, videos, IGTV and stories
- Incorporating User Generated Content (UGC) into your strategy
- Top tips for creating inspiring posts using videos and photos, including the use of software and equipment
- Captions – how important are they? And how to use hashtags, geo and location tags

**Daniel Simmons**, Founder, **Populate Social**

12:00 **Case study: leveraging UGC to promote your destination and inspire new visitors**

- Defining objectives – what does success look like?
- Inspiring new travellers to visit Scotland
- Capitalising on national events and other social trends

**Jessica Macleod**, Social Media Editor, **Visit Scotland**

12:20 **Practical exercise: how can your business capitalise on organic content?**

*Consider and develop a strategy for using organic content for different types of travel businesses*

- Understanding how organic content can be used to meet your campaign objectives
- Communicating your brand's personality – GIFs, memes etc.
- Post schedules and content type

Led by **Daniel Simmons**, Founder, **Populate Social**

13:00 **Lunch break**

### Social influencers

14:00 **Working with influencers**

- Micro and macro influencers
- Choosing the right influencer for your brand
  - Who do your customers follow and trust?
  - Spotting fake followers
  - Aligning your brand with the right influencer
- Guidelines and disclosure rules for working with influencers
- Maximising authenticity to ensure the content compliments and boosts your brand

**Drusilla Bryan**, Managing Director, **Gosh PR**

**Barry Johnston**, Account Director PR, Content and Social Media, **Gosh PR**

14:40 **Tea and coffee break**

### Paid advertising and wider strategy

15:10 **Maximising the use of paid advertising**

- Understanding the different advert formats available: photo, video, stories, carousel ads
- Targeting options
- Combining Facebook advertising with Instagram
- Management and analysis

**James Hamilton**, Paid Social Manager, **Populate Social**

15:40 **Table discussions: strategy review and key takeaways**  
*Devise key action points for improving your Instagram activity*

- Combining organic content, paid advertising and influencer marketing to devise an effective Instagram strategy
- Ensure continuity across all social and marketing activity
- Top tips for turning followers into customers

Led by **Daniel Simmons**, Founder, **Populate Social**

16:25 **Key takeaways and close of seminar**

**Daniel Simmons**, Founder, **Populate Social**

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## About the event

With **one billion active users**, Instagram is undoubtedly a fantastic platform for travel businesses. It is essential to have a strategy in place to help you **grow your Instagram following, raise your brand awareness and increase sales**.

Developed by ABTA and tailored for the travel industry, attend this practical seminar to learn how to post **engaging and authentic content** and boost this activity with **paid advertising**. With new features being launched all the time, this seminar will provide an update and introduction to the latest features including **IGTV and Instagram Shopping**.

Attend to learn how identify and work with the right **influencers** for your brand, including best practice advice around disclosure rules and top tips for measuring success.

Hear from **marketing experts** and **travel industry peers** on the advertising options available, and how can you combine these with your current Facebook advertising.

## Benefits of attending

- Understand how you can use Instagram to **boost brand awareness, engage with clients and increase sales**
- Learn how to grow your Instagram following using both **paid advertising and organic content**
- Learn how to **measure success** and **prove ROI**
- Hear how industry peers are utilising the platform through a series of **travel case studies**
- Take part in **practical exercises** designed to help you develop an **Instagram strategy** for your business
- Check you are up to date with the latest **trends and features**
- Learn how to work with **Instagram influencers** effectively

## 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?

This seminar is for travel agents, large and small tour operators, destinations and the wider travel industry, tailored specifically for those responsible for marketing and branding with an interest in social media including:

- Marketing and product teams
- Digital marketing and social media teams
- Directors and senior managers from small businesses.

## Register now

You can book online and make payment by credit or debit card. UK VAT will be applied. ABTA Members can also request an invoice.. Visit [abta.co.uk/abtaevents](http://abta.co.uk/abtaevents) 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. 75% of people feel more confident booking with an ABTA Member.

## Upcoming events

### New Opportunities in the Solo Travel Market

5 June, London

### PR in Travel

6 June, London

### New to Travel Marketing

11 July, London