



# Instagram for Travel

13 October 2020 • The Science Gallery, Great Maze Pond, London, SE1 9GU

## 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?
- Inspiring and engaging with travellers pre, during and post-holiday
- Increasing brand awareness and driving sales
- Instagram as part of your wider marketing strategy

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

- Opportunities for small and large travel businesses
- Support available for businesses on Instagram
- Advice for growing followers and increasing brand awareness
- Latest trends and features

**Josh King**, Client Partner Travel UK, **Instagram**

11:00 **Case study: why Instagram should be your number one social channel**

- Reaching your audience and raising awareness
- Setting objectives and measuring success
- Top tips for using stories, working with influencers and User Generated Content (UGC)

**Nick Smith**, Senior Social Media Manager, **VisitBritain**

11:20 **Tea and coffee break**

### Organic content

11:40 **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 UGC into your strategy
- Top tips for creating inspiring posts using videos and photos including use of software and equipment
- Captions – how important are they and how to use hashtags, geo and location tags

12:00 **Practical exercise: capitalising 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
- Supporting apps, software and equipment – photo editing, cameras and other equipment
- Creating content and managing your social accounts
- Maximising budget and utilising free tools

12:40 **Case study: leveraging UGC and social influencers**

- Boosting followers through influencer-led competitions
- Utilising UGC to expand content, enhance loyalty, and inspire bookings
- Optimising stories for paid advertising

**Ciara Fitzpatrick**, Marketing Community Manager, **Red Carnation Hotels**

13:00 **Lunch break**

### Social influencers

14:00 **Step-by-step guide to working with influencers**

- Addressing the demand for authenticity
- Micro and macro influencers
- Choosing the right influencers for your brand – who do your clients trust and follow?
- Spotting fake followers
- Negotiating fees, contracts and rights management
- Guidelines and disclosure rules for working with influencers
- Defining success and measuring ROI

14:30 **Case study: the future of travel influencer collaboration**

- Our Journey – from advertising to influencers
- How to create authenticity – the value of long term relationships
- Don't miss a trick – how to unlock full potential of content creators
- Justifying the campaign – defining objectives and measuring ROI
- Cut through the noise – tips for creating valuable content

**Charlie Wild**, Co-Founder, **The Travel Project**

**Jess Last**, Co-Founder, **The Travel Project**

14:55 **Case study: business case for investing more in Instagram**

- Where does Instagram fit in with wider marketing campaigns and why do we use it?
- Integration of Instagram with Facebook advertising campaigns – using tailored creative placements
- Aligning audience interest with brand messaging
- Identifying what makes a campaign stand out on Instagram
- Measuring the success of a campaign on Instagram

**Milly Youngman**, Social Media Manager, **Exodus Travels**

15:15 **Tea and coffee break**

### Paid advertising and wider strategy

15:35 **A guide to paid advertising**

- Understanding the different ad formats available and how to use them – photo, video, stories and carousel ads
- Targeting options
- Combining Facebook advertising with Instagram
- Maximising your spend
- Management and analysis

16:10 **ABTA case study: effective use of paid advertising**

- Strategy, objectives and how this fits into our wider campaign
- Building ads and managing spend
- Measuring success and delivering ROI

**Lizzie Andrews**, Digital and Marketing Executive, **ABTA**

16:30 **Strategy review and key takeaways**

*Key action points for improving your Instagram activity*

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

*Led by moderator and speakers from the day*

16:45 **Close of training**

# Instagram for Travel

13 October 2020 • The Science Gallery, Great Maze Pond, London, SE1 9GU



## About the event

**Do you have a strategy in place to optimise your paid, organic and influencer activity across Instagram?**

This practical one-day seminar will provide tailored advice for travel businesses of all sizes who want to develop an Instagram strategy, grow their following, raise brand awareness and increase sales. Developed by ABTA, this event is ideal for those responsible for marketing and branding with an interest in social media.

With one billion active users and 76% of leisure travellers using Instagram for travel-related activities\*, it is vital for travel brands to have a strategy for engagement across the platform. Whatever your budget, engagement across Instagram can be achieved in a number of ways, whether that is leveraging User Generated Content (UGC), effective paid social advertising, collaborating with influencers or engaging organic posts.

Attend this event to hear expert guidance from Instagram, agency speakers and industry representatives on how you can better use Instagram to connect with your audience and boost sales.

*\*Facebook IQ Understanding the journey of the connected consumer in leisure travel November 2018*

## 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**
- Find out 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 **£235 plus VAT**

Non-Member/Partner\* **£355 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](https://abta.com/join)*

## 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?

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 pay by credit card or request an invoice. Visit [abta.com/abtaevents](https://abta.com/abtaevents) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](https://abta.com/eventstermsandconditions)

## 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](mailto:events@abta.co.uk) for a bespoke discount.**

## Upcoming events

### Email Marketing in Travel

26 February, London

### The Travel Marketing Conference

5-6 May, London

### Youth Travel Conference

4 June, London

### Sustainable Travel Conference

17 June, London