



# New to Travel Marketing

11 July 2019 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

## Agenda

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

10:00 **Welcome from the trainer**

- Audience introductions

*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.*

10:05 **The travel landscape: ABTA's 2019 Travel Trends**

- Latest insight from ABTA

**Emily Jones**, Media and PR Manager, **ABTA**

10:20 **Knowing your customer**

- Customer insight and current trends
- How are consumers interacting with travel brands and what can travel marketers learn from this?

**Jennifer Beard**, Analytical Consultant, **Google**

### Your travel brand

10:40 **Understanding the ingredients to building a competitive brand strategy in the digital world**

- Your brand purpose
- Your brand values
- Your brand personality
- Your brand and the customer journey

**James Massey**

11:00 **Practical: how to find your brand's unique proposition**

*Delegates will take part in practical exercises to map their brand strengths, weaknesses and core values.*

**Led by James Massey**

11:30 **Tea and coffee break**

### Key marketing focuses

11:50 **Personalisation in travel marketing**

- Why personalise? Challenges and opportunities
- Email and web – how to create engaging and personalised content
- Targeting the right audience and delivering the right message
- Data management and profiling
- Travel examples

**Komal Heyler**, Marketing Director, **Pure360**

12:20 **Your content strategy**

- Lessons learnt from the successes and failures of content marketing
- Sourcing UGC video for social

**Glyn Owen**, Head of Marketing, UK, **Travelzoo**

12:45 **Getting your videos right**

- Top tips and real-life examples of successful video campaigns

**Andrew McClenaghan**, Executive Producer, **Destination Film**

13:00 **Lunch**

14:00 **Social media: brand storytelling and developing your strategy**

- Getting content right for your brand/audience and measuring success
- Brand consistency across social channels
- Future relationship around social media and mobile bookings
- Practical examples

**Ben Briggs**, Senior Marketing Manager, **Abercrombie & Kent**

14:25 **Case study: optimising search and driving traffic to your website**

- SEO vs PPC
- Role of content in improving SEO and top tips
- Making the most of your spend on all budgets

**Jeremie Roblin**, Head of Search, **Secret Escapes**

14:50 **How to use direct mail and brochures as part of your travel marketing mix**

- The future of print and its role in travel marketing
- Getting your brochures noticed

**Louisa Hull**, Brand Marketing Manager, **Mr & Mrs Smith**

15:10 **Building your relationship with travel agents and communicating your brand**

**Suzanne Korff**, Director, UK Marketing Communications, **Princess Cruises**

15:25 **Tea and coffee break**

### Improving your strategy

15:50 **Practical: your marketing strategy**

- How effective are your current communication channels and what do you need to change?
- How will you change your strategy?

*Delegates will look at their marketing strategies and map against their customer journeys, applying key information from the day and identifying solutions to pain points within the customer journey.*

**Led by James Massey**

16:25 **Panel discussion: what's next?**

- What future marketing trends and innovations should you be aware of?

**With speakers from the day**

16:45 **Key takeaways**

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

16:50 **Close of seminar**

### Headline sponsor



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## About the event

Designed for those who are new to the travel industry or new to their marketing roles, ABTA's newly updated practical training day will provide insight and guidance on the key areas of travel marketing and brand development.

Get an introduction to the latest consumer trends impacting marketing techniques and take away top tips and practical marketing guidance that can be applied across the entire customer journey, whatever the size of your company.

Can you and your brand keep up with fast pace of modern marketing? As consumer expectations grow, it is essential that you are equipped with the latest tools required to deliver personalised interactions across the whole customer journey, from pre-booking to post-holiday. Are you aware of all the marketing tools available to you? Learn how to balance modern techniques with more traditional methods to ensure you are delivering the right message, in the right way, at the right time.

Get comprehensive guidance from marketing experts on how to improve your current strategies and ensure your brand is central everything you do. Take inspiration from industry case studies to ensure that you stay ahead of the competition and hear first-hand what works and what doesn't for a range of different brands and budget sizes.

## Benefits of attending

- Discover **how to build a successful brand**
- Learn what **marketing tools** are available to you and assess which work best for your brand
- Hear the latest trends on **how customers are interacting with brands** to ensure you are up to date
- Learn how to excel in your role – take part in **interactive workshops** and put your questions to marketing experts
- Assess how your current marketing strategies are reflected in your customer journey – identify the **areas of improvement and strategies** to address them
- **Network** with industry peers and hear **inspirational case studies**

## 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 **£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](http://abta.com/join)

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)

## Who should attend?

This seminar is for those working in brand and marketing roles primarily in leisure travel, including:

- Marketing teams including offline marketing teams
- Product teams
- Social media teams
- Comms teams
- Digital marketing 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)

## 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

### New Opportunities in the Solo Travel Market

5 June, London

**PR in Travel**

6 June, London

**Instagram for Travel**

27 June 2019, London