

PR in Travel Seminar

29 June 2023

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

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

10:00 **Welcome from the moderator**

- Evolving media landscape
- The importance of good PR and what the future holds post-Covid
- Managing media and PR within your organisation

Emma Brennan, Head of Media and Communications, ABTA

10:15 **Planning your campaign and understanding your goals**

- What is your story? What are you trying to achieve?
- Knowing your audience and planning your messages
- Identifying opportunities and best channels for your brand/campaign
- Working with agencies; how to write a good agency brief
- Setting budgets
- How to manage campaign success

Phil Bloomfield, former Head of Communications & PR, dnata Travel Group, Founder, **Bloom Communications**

10:45 **Industry case study**

Phil Bloomfield, former Head of Communications & PR, dnata Travel Group, Founder, **Bloom Communications**

11:05 **Tea and coffee break**

11:25 **Strategic media relations**

- Working with journalists to get the best cross platform distribution
- Building relationships
- Risk management and negotiations
- What makes a good press release and a high impact news campaign?

Emily Olsen, Associate Director, **Lotus**

11:45 **Journalist Q&A**

Understand first-hand what sets pitches and press releases apart and hear real-life anecdotes of what works and what doesn't

Chris Leadbeater, Travel Correspondent, **The Telegraph**

12:15 **Social media and digital PR: how has it evolved and what can we expect in the future?**

- Benefits and risks
- Differences and strengths of both digital and traditional
- How to balance the two for successful integrated campaigns
- Identifying the right influencers and celebrities; negotiating contracts including fees and content rights

Jess Markwood, Chief Operating Officer, **The Fifth**

12:45 **Lunch break**

13:45 **Right press trip, right media, right audience**

- Press trips for different types of press; national or local papers, bloggers and influencers
- Working with destinations
- Responding to media requests for press trips

Lydia Matthews, Account Director, **Lotus**

14:15 **Telling your sustainability story**

- How does sustainability influence customer behaviour and booking
- Factoring sustainability into your PR campaigns – opportunities and risks
- What sustainability credentials are the press looking for

Kate McWilliams, Managing Director, **Lotus**

14:40 **Industry case study: diversity and inclusion in travel PR campaigns**

- Why should you make sure your campaigns are diverse and inclusive?
- Setting ethical marketing guidelines and targets and measuring success
- Ensuring diversity in press trips

Chloe Berman, Head of PR & Communications EMEA, **Intrepid**

15:05 **Tea and coffee break**

15:20 **Panel discussion: PR insights from industry**

- Travel PR through the cost of living crisis
- Social media and meeting the demand for authenticity
- Managing a small budget: prioritising ambition and reality

Chloe Berman, Head of PR & Communications EMEA, **Intrepid**

Kate McWilliams, Managing Director, **Lotus**

Phil Bloomfield, former Head of Communications & PR, dnata Travel Group, Founder, **Bloom Communications**

15:40 **Working with the trade press**

- What do the trade press want from the PR team?

Jules Ugo, CEO, **Lotus**

Sophie Griffiths, Editor and Chief Purpose Officer, **TTG Media**

16:05 **Key takeaways and close**

Emma Brennan, Head of Media and Communications, **ABTA**

16:10 **Networking drinks**

Event partner



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About the event

Now, more than ever, PR is an integral part of a travel businesses communication strategy. As travel continues to face challenges, this seminar will guide you through the evolving media landscape including producing effective digital and social media campaigns as well as using the more traditional print and broadcast outlets.

Attend to get the latest guidance on how to plan and deliver a successful PR campaign on all budgets; including building relationships with journalists, social media PR and factoring sustainability in your campaigns and broadcast interviews.

Moderated by ABTA's Head of Media and Communications, Emma Brennan, attend this event to get up to speed on all the latest developments and opportunities in PR as well as how to overcome emerging issues facing the industry.

Takeaway useful tips and guidance from industry experts on the most appropriate PR channels for your organisation and how you can best support your sales strategies in your PR and communications role.

Hear case study presentations from industry representatives, receive guidance from PR experts and hear first hand from a journalist on what they want from the PR team and what sets stories apart.

Benefits of attending

- Discover **trends and tools** to create effective PR campaigns.
- **Put your questions to a travel journalist** and find out what they want from press releases and stories.
- **Hear the strategies behind successful PR campaigns** from within the travel industry.
- Understand how to **factor sustainability into your PR campaigns**.
- Gain insights into how **social media and digital PR has evolved**.
- Understand the importance of **diversity in your campaigns** and hear examples of when this was done well.
- **Network with other communications and PR professionals** from travel and share solutions to common challenges.

Who should attend?

This training day is designed for those responsible for, and have experience in, PR and brand communications across travel business of all sizes, including:

- Communications teams
- PR teams Senior managers and team leaders
- Marketing teams
- Directors

Prices

ABTA Member / ABTA Partner* **£235 plus VAT**
Non Member **£355 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

**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*

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 for a bespoke discount.

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Upcoming events

A complete guide to Google Analytics 4 (GA4) for Travel

28 June 2023, London