



PR in Travel

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

Event partner

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Agenda

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

10:00 **Welcome from the moderator**

- Evolving media landscape; digital vs print
- Why good PR?

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

Resource management and wider PR strategy

10:10 **Managing media and PR within your organisation**

- Establishing a media handling process and putting a team together
- Setting budgets and planning resources; agency, freelance, permanent staff
- Tactical and strategic campaigns; PR tools and opportunities for companies of all sizes/budgets

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

10:40 **Industry case study**

- Insight into the strategies and resources behind TTC's successful campaigns

Caroline Calvert, UK PR Director, **The Travel Corporation**

11:00 **Industry case study: #Avocard**

- Strategy behind Virgin Trains' award-winning campaign success and the wider impact of the campaign
- How Virgin Trains utilised social media to become a major talking point

Emma Martell, Head of Social Content, **Virgin Trains**

11:15 **Tea and coffee break**

Planning and delivering a campaign

11:40 **Planning your campaign**

- 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

Debbie Flynn, Managing Partner, **Brighter Group, a Finn Partners Company**

12:10 **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?

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

12:35 **Q&A with a travel journalist**

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

Lisa Minot, Travel Editor, **The Sun** in conversation with **Emma Brennan**, Head of Media and PR, **ABTA**

13:00 **Lunch break**

13:50 **Social media and digital PR**

- How social media has become a major player in PR
- Benefits and risks
- Differences and strengths of both digital and traditional
- How to balance the two for successful integrated campaigns

Anneka Roberts, Associate Vice President – Digital, **Brighter Group, a Finn Partners Company**

14:05 **The role of influencers**

- Role of influencers and celebrities; negotiating contracts including fees and content rights
- Getting the balance right for your campaigns – how can influencer marketing and PR work together?

Emily Olsen, Senior Account Manager, **Brighter Group, a Finn Partners Company**

To be joined by Instagram influencer **Rich McCor, Paperboyo**

14:40 **Press trips and destination partnerships**

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

Darrin des Vignes, Vice President Representation, **Brighter Group, a Finn Partners Company**

representing Jordan Tourism Board, Discover Dominica Authority, Taiwan Tourism Bureau, St Helena and Belize Tourism Board

To be joined by an industry representative

15:00 **Tea and coffee break**

15:25 **Delivering interviews**

- Planning key messages for different channels and who should deliver them
- How to prepare for a successful interview
- Tips for delivering interviews across broadcast and print TV, radio, video online

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

15:50 **Practical exercise**

Interactive session looking at how to deliver messages across key media channels

Led by Kate O'Brien, Vice President, **Brighter Group, a Finn Partners Company**

16:20 **How to measure campaign success**

- Did the campaign achieve what you want?
- Monitoring

Sarah Long, Partner, **Brighter Group, a Finn Partners Company**

16:45 **Key takeaways and close of seminar**

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

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About the event

ABTA's new training is designed for public relations and communications professionals from travel companies of all sizes. The one-day event will provide insight into how to plan effective strategic PR campaigns and optimise PR tools to promote and protect your travel brand.

PR is an integral part of a travel business communication strategy. With the evolution of the digital landscape, PR professionals now find themselves in a role that requires them to juggle traditional channels such as radio and print with new platforms such as social media and influencer marketing. Are your PR strategies still fit for purpose? Are you using the opportunities posed by newer PR methods to reach broader audiences?

Attend to get the latest guidance on how to plan and deliver a successful PR campaign on all budgets; from identifying your aim to pitching your story to the press and delivering broadcast interviews. You will hear from a range of travel businesses on what made their campaigns successful as well as guidance from ABTA's own Head of Media and PR and other PR experts. You will also have the chance to put your questions to a travel journalist and hear first-hand what makes them tick and sets stories apart.

Benefits of attending

- Hear the strategies behind successful PR campaigns from within the travel industry
- Learn how to improve media relations and optimise relationships for you and your brand
- Understand how to find the balance between digital and traditional PR
- Learn how influencer marketing and PR can work together – negotiating contracts, incorporating into wider strategies
- Take away guidance on how to deliver key messages through interviews and build your confidence through practical exercises
- Network with other communications and PR professionals from travel and share solutions to common challenges
- Put your questions to a travel journalist and find out what they want from press releases and stories

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.com/events to book.

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

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.

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/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

Upcoming events

Crisis Management in Travel Conference

24 April 2019, London

Travel Marketing Conference

1 May 2019, London

New Opportunities in the Solo Travel Market

4 June 2019, London

Instagram for Travel

27 June 2019, London