

# PR in Travel Training

29 June 2022

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

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

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 Communications, **ABTA**

10:30 **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 the best channels for your brand/campaign
- Working with agencies: how to write a good agency brief

**Amy Skelding**, Senior Partner, **FINN Partners**

11:00 **Tea and coffee break**

11:20 **Returning to press trips and destination partnerships**

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

**Melissa Donnelly**, Vice President, **FINN Partners**  
**Chloe Berman**, Senior PR Manager, EMEA, **Intrepid**

11:50 **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?

**Carly Reed**, Partner, **FINN Partners**

12:15 **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.*

**Jacob Lewis**, Freelance Travel Journalist and former Deputy Travel Editor, **The i and The Sun** newspaper in conversation with **Emma Brennan**, Head of Media and Communications, **ABTA**

12:35 **Lunch break**

13:35 **Industry case study: building consumer trust**

- What, and who, do consumers trust?
- Overcoming challenges of digital PR and transparency in the era of fake news
- Social media and meeting the demand for authenticity

13:55 **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

**Anneka Roberts**, Vice President, **FINN Partners**

14:10 **Influencer led campaigns**

- Role of influencers and celebrities; negotiating contracts including fees and content rights

**Kylie Bawden**, Vice President, **FINN Partners**

14:35 **Sustainability and PR**

- 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?

**Rachel O'Reilly**, Director of Communications, **Kuoni**

14:55 **Tea and coffee break**

15:20 **How to measure campaign success**

- Did the campaign achieve what you want?
- Monitoring

**FINN Partners**

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

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

**James Chapple**, News Editor, **TTG Media**

16:05 **Key takeaways and close**

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

16:10 **Networking drinks**

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## About the event

Now, more than ever, PR is an integral part of a travel business' communication strategy. As travel resumes, 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 this practical training day 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.

Moderated by ABTA's Head of Media and PR, Emma Brennan, and with presentations from PR experts at FINN Partners and leading industry experts, attend this event to get up to speed on all the latest developments and opportunities in PR, and explore how to overcome emerging issues facing the industry.

Hear case study presentations from a range of travel businesses on what made their campaigns successful and put your questions to a travel journalist to hear first-hand what they want from the PR team and what sets stories apart.

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

## 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.**
- Learn how to **influence editorial and product placement** in broadcast partnerships.
- Gain insight into successfully **working with influencers.**
- **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](http://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](mailto:events@abta.co.uk) for a bespoke discount.**

**REGISTER NOW!**

## Upcoming event

**Travel Matters**

22 June 2022, London