

PR in Travel

22 May 2024

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

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

10:00 **Welcome and setting the scene**

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

INTEGRATED CAMPAIGN PLANNING

10:10 **Strategic campaign planning**

- Insights into effective campaign planning
- Importance of understanding and aligning with campaign goals
- Actionable tips for PR professionals

Trudi Beggs, Director, **8020 Communications**

10:30 **Industry case study: small team, big impact**

- Practical application of strategies and concepts
- Learning from real world examples
- Delivering integrated PR

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

WORKING WITH THE MEDIA

10:50 **Navigating media relationships**

- Building effective relationships with the media
- Key strategies for successful media interactions

Julia Farish, Director, **8020 Communications**

11:10 **Tea and coffee break**

11:25 **Q&A: inside a journalist's mind**

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

Moderator: Trudi Beggs, Director, **8020 Communications**

Liz Edwards, Assistant Travel Editor, **The Times and The Sunday Times**

11:55 **Collaborating effectively with trade press**

- Understand the trade press perspective
- Why build mutually beneficial relationships
- How to tailor content to trade press preferences

Robin Murray, News Editor, **Travel Weekly**

12:20 **Networking lunch**

TALKING TACTICS

13:20 **Making press trips work for your brand and budget**

- Making your press trip stand out
- Balancing journalists and influencers
- Press trips in a time of eco conscious travel

Laura Davies, Senior Account Manager, **8020 Communications**

13:45 **Dialling up digital: maximising your online footprint**

- Leveraging digital platforms for PR and marketing campaigns
- Insights into effective social media and digital communications strategies
- Marketing vs PR – whose responsibility is it?

Chiara Balachandran, Digital Account Director, **8020 Communications**

14:10 **Masterclass: influencer collaboration strategies**

- Identifying the right influencers for your brand
- Negotiating contracts and building authentic relationships

14:40 **Workshop: designing compelling campaigns**

- Identifying your unique story
- Knowing your audience and crafting targeted messages
- Measuring success: ROI metrics and justifying campaign spend

15:10 **Tea and coffee break**

GETTING CREATIVE

15:25 **Industry case study: creative PR**

Explore Princess Cruises successful 'Cost of Loving Crisis' PR campaigns, emphasising innovative strategies, effective communication tactics, and measurable outcomes.

Suzanne Korff, Marketing and Communications Director, **Princess Cruises UK & Europe**

15:50 **Panel discussion: PR insights from industry**

- Telling your organisation's authentic story
- Integrating sustainability and diversity into PR plans
- Proactive and reactive reputation management
- Using PR to boost recruitment

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

Chiara Balachandran, Digital Account Director, **8020 Communications**

Alastair Clifton, Director, International Communications, **Royal Caribbean Group**

Lorraine Bryant, Senior PR Manager, **TUI**

16:20 **Summary and close**

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

16:25 **Networking drinks**

Event partner



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About the event

ABTA's training day 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 expert guidance on the changing media landscape and the latest challenges and opportunities in travel PR.

Now, more than ever, PR is an integral part of a travel businesses communication strategy. 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; from identifying your aim to pitching your story to the press and delivering 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 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.
- 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 * **£259 plus VAT**
Non Member **£399 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*

REGISTER NOW!

Upcoming event

Travel Marketing Conference

26-27 June 2024, Central London

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.