



# Social Media in Travel

15 November 2018 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

## Agenda

09:45 **Registration, tea and coffee**

10:10 **Welcome from the trainer**

**Bruce Martin**, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

10:20 **Introduction to social media**

- What is social?
- Latest social media trends
- The sales journey of the travel customer
- Facebook's newsfeed changes
- Mobile vs desktop

10:50 **The three steps to successful social media**

### Step one: perfect posts

- Essential 'housekeeping'
- How to create perfect posts and the best time to post them
- Where to find content
- What organic content works and why?
- Vital tips when posting video content

11:30 **Tea and coffee break**

11:50 **Breakout group activity – which is the best promotional offer post and why?**

*In groups, critique real social posts*

12:10 **Step two: eye-catching ads**

- Social media advertising
- Targeting options
- Advert formats
- Management and analysis

12:50 **Travel case study one**

- Making the most of your social channels
- Having an effective social media strategy in place

**Ant Stone**, Marketing Director, **G Adventures**

13:20 **Lunch**

14:00 **Step three: powerful follow-up**

- Turn hot leads into sales
- Top tips to ensure you generate great ROI

14:15 **Other social channels**

- Twitter, Instagram, LinkedIn and Snapchat

14:45 **Tracking social media performance**

- How to measure social media ROI
- Which stats are important?
- What does success look like?
- The hidden benefits of social
- Reporting tips

15:00 **Tea and coffee break**

15:20 **Travel case study two**

**Representative from a travel organisation**

15:50 **Social media and customer service**

- What customer service do people expect via social media?
- Why is social media such an important service tool?
- Managing feedback and complaints

16:05 **Future trends**

- What's happening now and what's coming up?

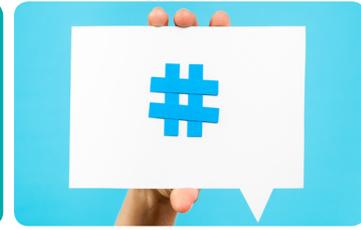
16:20 **Close of seminar**

**Contributor**



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## About the event

ABTA's practical **introductory** level training day has been designed specifically for tour operators and travel agents. The event will deliver **comprehensive guidance on the opportunities and challenges of social media for travel**.

Get practical advice on **advertising, selling, creating content and measuring the ROI** on a variety of channels including Facebook, Twitter, LinkedIn, Instagram and Snapchat.

Smart travel businesses are increasingly turning to social media advertising to help them **build credibility and generate enquiries**. Understand how to harness the power of social advertising to help you sell more and benefit from **updated guidance, practical activities and industry case studies**.

Hear **expert speakers** discuss topics such as **how to track social media metrics** to improve performance, **building brand loyalty** and the art of **selling on social**. There will be a focus on **future digital marketing trends** and the impact these could have on travel.

## Benefits of attending

- **Small groups** designed to encourage audience participation
- Benefit from **practical activities**, group work and industry case studies
- Check you are up to date with the **latest trends, techniques and platforms**
- Gain top tips to **build your brand**
- Take best practice advice on **advertising, selling and content creation**
- Learn how others are making the most of **engagement opportunities and interactions**

## 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](http://abta.com/join)*

## Who should attend?

This seminar is for those working in leisure travel, primarily tour operators and travel agents including:

- Marketing and product teams
- Digital marketing and social media teams
- Directors and senior managers from small businesses.

## Register now

You can book online and pay by credit card or request an invoice. Visit [abta.com/events](http://abta.com/events) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](http://abta.com/eventstermsandconditions)

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)

## 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. 76% of people feel more confident booking with an ABTA Member.

## Upcoming events

### The UK Holiday Market

13 November 2018, Birmingham

### Communicating FCO and other Travel Advice to Customers

15 November 2018, London

### The Over 50s Holiday Market

29 November 2018, London