



Social Media in Travel

30 April 2019 • 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 media?
- The latest social media trends
- The sales journey of the travel customer
- Facebook's newsfeed changes
- Mobile vs desktop
- Instagram's success story

10:50 **The three steps to successful social media**
Step one: perfect posts

- Essential 'housekeeping'
- What organic content works and why?
- How to create perfect posts
- Where to find content
- The power of video
- Instagram and Facebook stories

11:40 **Tea and coffee break**

12:00 **Breakout group activity – which is the best offer post and why?**

In groups, critique real social posts

12:15 **Travel case study one**

Emanuele Rossi, Head of Social, **Lastminute.com**

12:40 **Step two: eye-catching ads**

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

13:20 **Lunch break**

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

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

14:15 **Twitter and LinkedIn**

- Essential summary, top tips and advertising examples

14:35 **Travel case study two**

Ciara Fitzpatrick, Social Media Manager, **Red Carnation Hotels**

15:00 **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

15:20 **Tea and coffee break**

15:45 **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

16:00 **Future trends**

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

16:20 **Close of seminar**

About the trainer



Ginger Juice delivers social media strategies, community management and smart social advertising services for a wide range of businesses including tourist boards, tour operators, hotels and attractions. Bruce Martin has over 20 years' travel industry experience; previously working within travel agent eLearning, recruitment and tour operations. Bruce provides down-to-earth social media training workshops for travel businesses and is a regular speaker at events around the world. Bruce is also the co-founder of 'Travel Gossip', the UK's largest and most active online community for the travel industry.

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About the event

ABTA's practical **introductory** one-day seminar 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 and Instagram.

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 away best practice 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*

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 to book.

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

Group booking discounts

- Book **three places** and get **50% off the third place**
- **If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.**

This discount will be automatically applied when you book online.

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email 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 Travel Marketing Conference

1 May 2019, London

Delivering Customer Service Excellence

15 May 2019, London

New Opportunities in the Solo Travel Market

5 June 2019, London

Instagram in Travel

27 June 2019, London