



Social Media in Travel

6 March 2019 • Central Bristol

Agenda

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

10:10 **Welcome and opening remarks**

The training day will be delivered by **Bruce Martin**, Managing Director, **Ginger Juice** who is a social media consultant and travel specialist.

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

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 promoted post and why?**

In groups, critique real social posts and feedback your findings

12:15 **Travel case study one**

- Making the most of your social channels
- The importance of having an effective content strategy plan

Kathryn Davis, Head of Tourism, **Destination Bristol**

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

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

13:20 **Lunch**

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

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

14:15 **Twitter and LinkedIn**

- Understanding the essentials
- Top tips for using these channels
- Advertising examples

14:35 **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

14:50 **Tea and coffee break**

15:10 **Travel case study two**

Rhiannon Jenkins, Marketing and PR Manager, **Cardiff Airport**

15:40 **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

15:55 **Future trends**

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

16:10 **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

- Get top tips to generate great **ROI** and convert leads into sales
- Understand what makes **scroll-stopping content**
- Take part in an **interactive exercise** around which social posts work best
- Leave with practical guidance on how to implement an effective **social strategy for all budgets**
- Hear insights on how to use **Instagram** to its full potential and make it work for your travel brand
- Understand how you can use social media to effectively deal with your **customer complaints**

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**

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.

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 ABTA consumers is high. 76% of people feel more confident booking with an ABTA Member.

Upcoming events

Luxury Travel Conference

21 March 2019, London

Complaints Handling Workshop

21 March 2019, Manchester

Delivering Customer Service Excellence

15 May 2019, London