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 Social media today
- The latest trends
- Understanding the sales journey of the travel customer
- Facebook’s newsfeed changes
- Mobile first
- Stories growth
- Facebook messenger & bots
Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, Ginger Juice

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

11:40 Expert session: mastering video for social media in travel and tourism
- Video vs images
- The importance of video in social media
- Creating video for social media
- Case studies and examples
- Tips and tricks you can use for your own social media posts
Abby Holland, Head of First Impressions, What Marketing Company

12:00 Tea and coffee break

12:20 Breakout group activity – which is the best offer post and why?
In groups, critique real social posts
Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, Ginger Juice

12:40 Industry case study: Manchester Airport
- How does Manchester Airport use social media?
- Lessons learned: what has worked and what hasn’t?
- Targeting different demographics
- Using paid social media advertising
Seb Thompson, Press Office Manager, Manchester Airport

13:00 Lunch

13:50 Step two: eye-catching ads
- Social media advertising
- Targeting options
- Advert formats
- Management and analysis
Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, Ginger Juice

14:35 Step three: powerful follow-up
- Turn hot leads into sales
- Top tips to ensure you generate great ROI
Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, Ginger Juice

14:45 Getting Instagram working for your business
- Essential growth tips, hacks and strategies
Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, Ginger Juice

15:15 Making the most of LinkedIn
- Growing your personal profile
- Company profiles
- Groups
- Publishing content
- In-sourcing for success
- Advertising options
- Top tips
Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, Ginger Juice

15:25 Industry case study: Marketing Manchester
- Using social media for destination marketing: promoting Greater Manchester
- Collaborating with other brands
- Utilising social media influencers to help market your product
Stuart Aiken, Head of Digital, Marketing Manchester

15:45 Tea and coffee break

16:05 Tracking social media performance
- How to measure social media ROI
- Which stats are important?
- What does success look like?
- The hidden benefits of social media
- Reporting tips
Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, Ginger Juice

16:20 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
Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, Ginger Juice

16:40 Close of seminar
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, targeting different demographics and how to utilise social media influencers to help promote your product. There will be a focus on using video in social media in travel including tips you can use for your own social media posts.

Get inspiration from Manchester Airport and Marketing Manchester during two case study sessions. Understand how they use social media, what has worked for them and what hasn’t, how to promote your brand and what a successful social collaboration with other brands looks like.

**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 out of engagement opportunities and interactions

**Prices**
- ABTA Member/Partner: £235 plus VAT
- Non-Member/Partner*: £355 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.co.uk/abtaevents](http://abta.co.uk/abtaevents) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](http://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 consumers is high. 75% of people feel more confident booking with an ABTA Member.

**Upcoming events**
- **Search Marketing for Travel**
  16 October, London
- **Data Management and Protection in Travel**
  17 October, Manchester
- **Advanced Social Media in Travel**
  19 November, London