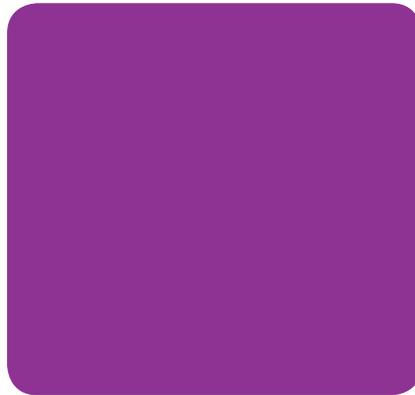


The Travel Marketing Conference

1 May 2019 • Google, 1-13 St Giles High St, London, WC2H 8AG



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Agenda

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

09:50 **Welcome from the moderator and setting the scene**

- Growing markets and trends
- Changing customers and their behaviours

Dean Harvey, Marketing Director, **Kuoni**

Your brand

10:00 **Keynote: your brand, your story**

- Your story and brand identity
- Growing your brand; next steps including sonic identities
- Building your business with your brand as your most powerful asset

Manfred Abraham, CEO and Founding Partner, **BrandCap**

10:15 **Industry case study – developing a content marketing strategy**

Suzanne Korff, Director, UK Marketing Communications, **Princess Cruises**

10:30 **Panel session: does your content strategy reflect your brand?**

- Aligning content marketing strategy with wider strategy and brand USP's
- Is it engaging, inspiring, educating, convincing?
- Standing out from the crowd and connecting inspiration to conversion
- Matching customer's desires and content best practice at different stages of the customer journey
- Creating a content strategy to compete with larger budgets and external agencies

Moderator: Victoria Bacon, Director of Brand and Business Development, **ABTA**

Stephanie Mitchell, Content Strategist

Suzanne Korff, Director, UK Marketing Communications, **Princess Cruises**

Anna Fawcett, Global Head of Marketing, **Topdeck Travel**

11:00 **Networking tea and coffee**

Choosing your channels

11:30 **Panel session: choosing the best methods and media to tell your story**

- Client/creative relationship
- In house vs external creative agencies: working with all budgets
- Channels, measurement and ROI – role of traditional print vs digital
- Media planning and planning your advertising spend
- The power of sound and evolving role of radio

Moderator: Dean Harvey, Marketing Director, **Kuoni**

Victoria Bacon, Director of Brand and Business Development, **ABTA**

Jane Atkins, Managing Director, **Shearings**

Jo McCrostie, Creative Director, **Global, The Media & Entertainment Group**

Alan Thorpe, Managing Director, **Bray Leino CX**

12:05 **Industry case study – Beyond Borders**

A video and programmatic case study that delivered a 9x revenue uplift

Guy Fowles, Marketing Director – EMEA, **Intrepid Group**

12:20 **Email automation – adopt, evolve & excel**

- Segmentation and personalisation
- Re-building your database post GDPR – new contacts and enriching what you still have
- Creativity and interactivity – techniques to make your campaigns stand out

Gavin Laugenie, Head of Strategy and Insight, **dotdigital**

12:45 **Networking lunch**

13:45 **Panel discussion: influencers and user generated content**

- Organic and user generated content: customer and staff engagement, social media take-overs, competitions
- Working with bloggers and influencers
- Debunking myths and picking the right strategies around influencers/bloggers

Moderator: Jennifer Morris, News Editor, **TTC**

Anna Fawcett, Global Head of Marketing,

Topdeck Travel

Lucy Walker, Audience Director, **eight&four**

Yaya and Lloyd, Founders and Authors, **Hand Luggage Only**

Andy Mallinson, Managing Director, **Stackla**

14:15 **Case study – working with digital influencers**

- Co-creating meaning with influencers and audiences
- Moving “beyond UCG”
- Storytelling vs storyliving

Anna Fawcett, Global Head of Marketing, **Topdeck Travel**

14:25 **Panel discussion: search and digital journeys**

- Understanding your customer; intent-based targeting and watching behaviour
- Mobile experience – how best to reflect vision, services across platforms, mobile accelerated pages, in browser experience, apps
- SEO and maximising return on PPC
- Google analytics – your company's digital footprint

Moderator: Dean Harvey, Marketing Director, **Kuoni**

Nadia Sotiropoulou, Measurement and Experiments Specialist, **Google**

Jeremie Roblin, Head of Search, **Secret Escapes**

Andy Headington, CEO, **Adido**

Marketing innovations and future trends – what's new?

14:55 **Thriving in the new age of customer experience led competition**

- The CMO role in the era of brand (desired perception) and experience (actual perception)
- How the CMO can galvanise the organisation around understanding, innovating and delivering desirable customer experiences
- What this means for marketing team structures and resources; investing in your team
- How Brittany Ferries is addressing this challenge

Caroline David, Head of Global Marketing, **Brittany Ferries**

Alan Thorpe, Managing Director, **Bray Leino CX**

15:20 **Networking tea and coffee**

15:45 **Artificial intelligence: a focus on voice**

- What does the future of interactions look like?
- The potential of voice within travel
- Machine learning applications in travel on all budgets

Finnbar Cornwall, Industry Head – Travel, **Google**

16:10 **Advanced TV for all**

- Key insights into the changing TV landscape
- The power of TV advertising to supercharge brands and deliver profit to the bottom line
- Building bespoke and relevant audiences through addressable TV

Matt Hill, Research & Planning Director, **Thinkbox**

Dan Stephenson, Head of Sky AdSmart, **Sky Media**

16:40 **Summary and closing remarks from the moderator**

- Industry round up and future trends

Dean Harvey, Marketing Director, **Kuoni**

16:50 **Close of conference and networking drinks**

The conference

Designed for advanced-level travel marketing professionals, ABTA's Travel Marketing Conference brings together key names in the travel industry and reputable marketing experts.

Learn how to reach your customers at the right time, via the right channels, and with the right messages to ensure your customers book with you and not a competitor.

In the competitive travel market, your brand is your biggest asset. Successful travel marketing tells the story of your brand in a way that appeals to your target audiences. Booking travel is also fuelled by emotion and this poses a unique opportunity for travel marketers to inspire and engage customers.

The way that customers are finding and engaging with brands is evolving – they are interacting on new channels and demonstrating new behaviours. The challenge is to keep up to date with the latest trends in TV, audio, digital, print and advertising and to implement strategies that work for your brand.

Attend ABTA's advanced-level conference to hear from a broad range of speakers who will discuss and debate different trends and strategies around how to tell their brand 'stories', which channels they use and why.

Benefits of attending

- Be informed on the latest marketing **trends and techniques**
- Get inspiration from marketing experts whose insights will **inform and improve your marketing strategies**
- Hear **travel industry case studies** and the strategies behind award winning campaigns
- **Discuss and debate** with peers, **network** and build industry connections with senior marketing peers
- Get up to date, stay one step **ahead of your competitors**

Who should attend?

The conference is designed for those with an interest in brand development and marketing from large, medium and small travel companies, including:

- Senior marketing professionals
- Customer insight teams
- CRM and data teams
- Communications and PR teams
- Senior managers.

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How to register

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

Prices

ABTA Member/Partner **£249 plus VAT**

Non-Member/Partner* **£369 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*

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

Contributors



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