

Travel Marketing and PR Conference

10 March 2021

Agenda

09:00 Registration and networking

09:30 Welcome from the moderator

Graeme Buck, Director of Communications, ABTA

What do consumers want and what will travel be like in 2021?

09:40 Consumer sentiment, priorities and trends

- Impact of the Coronavirus pandemic on priorities and expectations
- Latest travel trends
- Confidence in travel

Stuart Baker, Business Director – Travel, GWI

10:00 Panel session: understanding traveller trends and sentiment

Emma Brennan, Head of Media and PR, ABTA

Stuart Baker, Business Director – Travel & Professional Services, GWI

Jules Ugo, CEO, LOTUS

George Kipouros, Editor-in-Chief & CEO, Wanderlust

How are customers consuming media and what role will it play in recovery?

10:40 How should changing consumer behaviour inform media strategy for travel brands?

- How are people currently consuming media and how can you reach them?

Rich Smith, Commercial Strategist, Global, The Media & Entertainment Group

10:50 Panel discussion: building confidence and assurance through agile communication strategies

- Interpreting current consumer sentiment and adapting your communications
- Role of agile digital communications including social media in building traveller confidence
- Dynamic marketing strategies
- Role of the media

Moderator: Trudi Beggs, Director, 8020 Communications

Toby Horry, Group Brand and Content Director, TUI

Susan Coghill, Chief Marketing Officer, Tourism Australia

Rich Smith, Commercial Strategist, Global, The Media & Entertainment Group

11:20 Networking break

11:40 Panel discussion: social media's role in recovery

- Social media signals – what can we learn?
- Planning spend and discovery commerce
- Brand reputation and responding to negative 'feedback'
- UGC and brand advocates

Moderator: Amy Skelding, Senior Partner, FINN Partners Travel UK

Andy Mallinson, Managing Director, Stackla

David Child, Head of Brand and PR, Thomas Cook

Mikey Sadowski, General Manager, Global PR

Intrepid Travel

12:10 Workshops – set one

- Role of brand advocates and UGC in recovery and assurance building
Andy Mallinson, Managing Director, Stackla
- PR and media strategies on a budget
Dru Bryan, Managing Director, Gosh PR
- Preparing for a cookie-less future
Farhad Divecha, Managing Director, AccuraCast

13:10 Lunch break

13:40 Meet new suppliers at the virtual exhibition

Your digital strategies in focus

14:00 The changing face of online behaviour in travel

- How have customers' priorities changed?
- How to capitalise, innovate and be distinct through your website and other owned channels
- Personality, trust and engagement in a varied purchase journey

Tom Dunn, Strategy Director, Wild Dog Design

14:15 Panel: maximising spend on smaller budgets

- PPC vs SEO
- Defining your audience
- Data management and engagement strategies

Moderated by: Andy Headington, CEO, Adido

Richard Baker, Chief Commercial Officer, Inspiretec

Alex Seigel, Director, The Dragon Trip

14:40 'Get Carried Away' - Kuoni's turn of the year campaign

Dean Harvey, Marketing Director, Kuoni

Future proofing

14:55 Panel: the future of the marketing team – in house vs agency

Moderator: Graeme Buck, Director of Communications, ABTA

Dru Bryan, Managing Director, Gosh PR

Cat Jordan, Senior Communications Manager, Travelzoo

Erin Johnson, Marketing Director, Tailormade - Sovereign, Citalia

15:30 Networking break

16:00 Workshops – set two

- SEO and PPC optimisation – finding the balance and keeping your brand alive
Andy Headington, CEO, Adido
Tom Crewe, Head of SEO, Adido
David Berendt, Head of Paid Media, Adido
- Using data to build back better
Jules Ugo, CEO, LOTUS
Luke Francis, Head of Product, Inspiretec
- Email strategies and tactics to accelerate recovery
Jack Clay, Principal Solutions Consultant & Account Director, Pure360
- How marketing and PR can work more closely than ever before
Debbie Flynn, Managing Partner and Global Travel Lead, FINN Partners Travel UK

17:00 Final chance to meet the exhibitors

17:15 Close of conference

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Workshop sponsors



Travel Marketing and PR Conference

10 March 2021

The conference

More than half of people say that, following the suspension of international travel, their holidays are either as important, or more important to them than before*. It is vital that you have the right marketing and communication strategies in place to proactively engage customers and convert bookings as travel restarts.

2021 will still not be 'business-as-usual' for travel companies, **agile marketing and PR strategies will be required**. News of the vaccine, FCDO advice and Government restrictions continue to impact booking patterns and demand. Now, more than ever, you will need to be able to adjust, flex and adapt your marketing and PR plans and continue to keep your marketing communications relevant.

For some travellers, who are not yet ready to book, they are fact finding and dreaming of future trips. Many customers are leaving it later to book, and others are actively searching to buy and book now. People spend more time on their phones, interact with brands online and rely on technology more than ever. Your marketing and PR strategies must appeal to all of these audiences. Learn how to harness this appetite and rebuild trust among consumers. Ensure you are taking into account more polarised audiences and changing media consumption.

* ABTA's Holiday Habits Research 2020.

Prices

ABTA Members & Partners

Individual rate: **£125 plus VAT***
Business rate: **£399 plus VAT***

Non-Members

Individual rate: **£199 plus VAT***
Business rate: **£599 plus VAT***

Our new business rate allows you to train your whole team digitally in a cost effective manner. It includes five digital log ins and on demand content can be shared amongst your team.

Team discounts available with our new business rates

*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

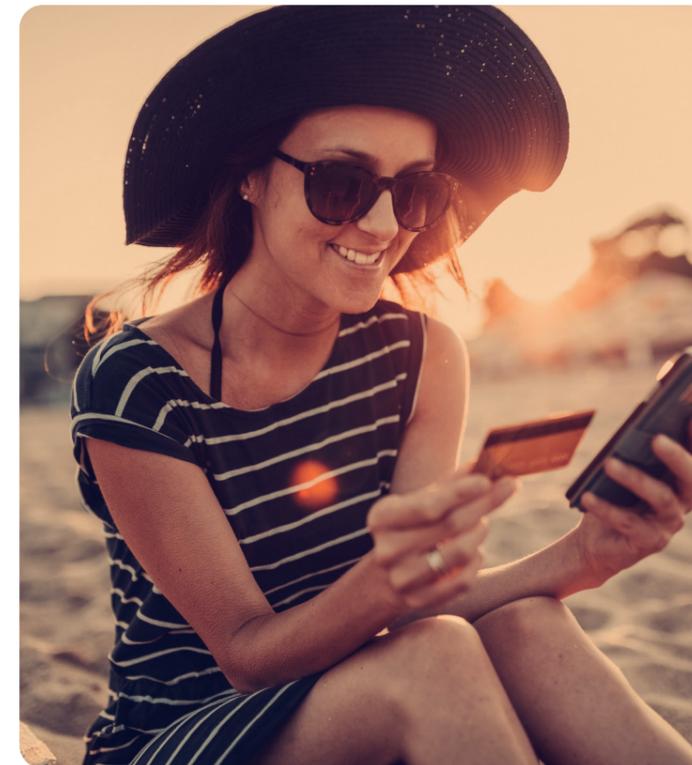
- Marketing professionals of all levels
- PR and communications professionals of all levels
- Customer insight teams
- CRM and data teams
- Senior managers and team leaders
- Digital marketing teams
- Social media teams
- Brand teams
- IT and transformation teams

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **07766 517611** or email mturton@abta.co.uk

Event format

The event will be brought to you digitally, in a one-day format.

- Professionally edited content will be streamed live via a custom event platform.
- Interactive workshops and online training sessions for smaller groups.
- Submit your questions in advance or during the conference.
- Network on the platform via chat or arrange 1:1 video meetings.
- Visit sponsor hubs for exclusive content, guidance and resources.
- Watch content after the event on demand.
- Support and tutorials will be available.



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Inspiretec Customer-first technology | LOTUS

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