

Registration, Informal Networking & GIC Welcome

08.30- 09.10

Morning Chairs' Opening Remarks

09.10- 09.20

Aizaz Sheikh, Head of Marketing UK & Canada, Travelzoo

Social Engagement Panel and Q&A

09.20- 09.50

Monetise The Latest Travel Social Media Insights & Drive Engagement On Every Platform With Targeted & Tailored Campaigns & Content Guaranteed To Sky Rocket Sales In The New World Of Digital Travel

- The emergence of new social! First-class tactics to create seamless campaigns which ensure you stay at the top of the feed and stand-out from competition
- TikTok, Instagram, Facebook... when different social channels capture different demographics, how can you create tailored content that works over a whole network of social networks?
- Prove social ROI by determining the highest performing channels to invest in today and successfully measure real, long-lasting results
- Platform choice is key: how can you perfect your platform mix and ensure you are putting your time and efforts in the right places, whilst still aligning with your brand and positioning?
- Social media influencers: are they a worthy investment for your travel brand and the key to drive reach and boost profit?

Dave Cain, Head of Digital Marketing, Arriva Group

Ross Matthews, Chief Sales & Marketing Officer, Eurocamp

Jack Humphreys, Global Brand Marketing Manager, Hostelworld Group

Multi-Channel Success – Perspective 1

09.50-10.15

Perfect Your Marketing Channel Mix With Refreshed Strategies To Keep Up With Rapid Digital Acceleration For Seamlessly Integrated & Engaging Communications Across Every Platform

- Social, blogs, TV, website, email... unlock the true potential of every channel to keep your strategies fresh and in line with changing consumer expectations by maximising the right content on the right channel at the right time
- Determine the different KPIs needed for each platform and broaden your audience base with a perfected channel mix which promotes loyalty and drives conversions

- With budget in mind, how can you create a multichannel marketing strategy that maximises ROI without breaking the bank?
- Capture the impact of your channel mix with up-to-date metrics and analytics which demonstrate both your successes and future points of improvement

Cian McDonagh, Director of Digital Strategy & Marketing, MHL Hotel Collection

Presentation By Conference Partner iCrossing

10.15-10.30

Focus On The Customer Experience - Take Your Customers On A Digital Journey They'll Never Forget

In an industry where brand allegiance is low, and consumers value price and ease of use over a sense of loyalty or commitment to a particular brand, customer experience (CX) is a vital opportunity for brands to re-engage with their existing customers, and to secure new ones.

Moreover, to build brand loyalty and trust it's crucial to understand the importance of ease of use, personalisation, and clear communication in your digital marketing. Digital interactions with consumers in the travel sector have increased dramatically, and brands embracing digital CX will lead the way in this constantly changing sector. Consumer demands are high and marketing costs are ever increasing, so ensuring CX is integrated from the outset maximises the effectiveness of your marketing strategy and helps to deliver a personalised, memorable customer experience.

- Understanding what consumers want and expect
- Personalisation of CX to make digital marketing work harder
- Focus on the full journey of the consumer, even after conversion

Lottie Namakando, Head of Paid Media and Planning, iCrossing

Morning Refreshment Break With Informal Networking

10.30-11.00

Customer Behaviours, Trends & Insights Panel and Q&A

11.00-11.30

Rebuild By Capitalising On The Latest Consumer Trends & Insights In Travel Today To Ensure Your Digital Strategies Achieve Optimum Engagement & Impact

- Bargain or bucket list, local or global, quantity or quality: what are the real consumer drivers for travel today, and how can you align your strategies to match these ever-changing needs?

- How have past and present worldwide events affected consumer confidence, purchasing, and research behaviours, and how can you future-proof your strategies for long-term success?
- Bridge the gap between those who are eager to travel again, and those who are hesitant to book, to effectively target your consumers and ultimately increase confidence and drive sales
- Leverage the role of social on consumer trends and travel decisions: what are the lingering effects on the travel industry, and how can you tailor your brand strategies to increase bookings?

Cat Jordan, Communications Director, Travelzoo

Ronan Gay, Head of Digital, Black Tomato

Andre Rickerby, Chief Marketing Officer, Scott Dunn

Presentation By Conference Partner Iterable

11.30- 11.45

Win Customer Trust and Loyalty Using Always-On Adaptive Journeys : A Fireside Chat With Aurore Saint-Maurice, Head of CRM, HomeExchange

In this session, hear from hospitality and travel expert Aurore Saint-Maurice, Head of CRM at HomeExchange, how the first worldwide home exchange community win customer trust and loyalty with real-time cross-channel customer messaging.

Aurore Saint-Maurice, Head of CRM, HomeExchange

Murray Wright, Senior Customer Success Manager, Iterable

Data-Driven Campaigns

11.45- 12.05

Maximise The Impact Of Your Compliant Data Activities For Targeted & Personalised Campaigns Which Attribute Performance, Prove Value & Delivers ROI

- Examine best-in-class strategies to collect, analyse and action data and translate insights to drive efficient and effective digital travel campaigns
- Utilise data to tap into the heart of your consumer base in order to create authentic experiences which boost consumer loyalty and retention
- The art of social listening: examine the latest techniques to ensure your marketing strategies are in tune with what customers are really thinking in today's changing climate

- GDPR and an upcoming cookieless world? Navigate compliance restrictions and future-proof your data collection for long-term, data-driven campaign success

Chris Bowling, Head of Digital Marketing & Ecommerce, BWH Hotel Group Great Britain

Customer Retention

12.05-12.25

Recover & Secure Business-Critical Consumer Loyalty & Power Sky-High Conversions In A Competitive Environment Through Tailored, Customer-Focused Digital Travel Strategies

- It has been a turbulent time for the travel industry, and the world, resulting in a growing divide between those who eagerly want to travel again, and those who are still unsure. So, what are the best strategies to bring your customers back and regain and retain loyalty?
- Fully leverage your customer feedback and data to build products and services that customers remain loyal to

David Lee, Associate Director of Growth, Holiday Extras

Presentation by Conference Partner Verint

12.25-12.40

Now You're Talking: Adapting To An Increasingly Conversationally & Digitally Driven World

Join this fresh, insightful, and highly actionable session to discover how to blend social engagement with your traditional channel mix and drive sales conversations. Create the business case for this crucial next step in your strategy and walk away with 4 tips to:

- Create new acquisition channels (with minimal resource)
- Make it truly engaging and conversational
- Drive ad to sales funnel visibility
- Win engagement market share through being pre-emptive and proactive

Featuring case studies from leading travel brands and early adopters from the leisure sector – this promises to be an illuminating 15 minutes.

David Hoar, Account Director Digital First Engagement (Travel & Airlines), Verint

Lunch Break & Informal Networking

12.40-13.40

Informal Breakout Discussions – Peer-To-Peer Discussions

13.10-13.30

- A) TikTok
- B) Gen Z
- C) Climate
- D) Pricing

Afternoon Chair's Opening Remarks

13.40-13.50

Catherine Woolfe, UK Marketing Director, National Express LTD

Engaging Branding & Content Panel and Q&A

13.50-14.30

Cut-Through & Stand-Out With Attention-Grabbing Content Which Engages, Influences & Targets Consumers, Cements Your Brand Image & Boosts Commerciality In The New Digital Travel Realm

- Perfect your tone and message to convince customers to invest in your brand for ultimate conversions
- Harness your customer demographic for creative and targeted campaigns which resonate with your audience and boosts engagement
- From environmental sustainability to price transparency: win over consumers with engaging branding and digital travel marketing which accurately reflects consumers' values to boost engagement
- Content is key! Create standout campaigns and leading content for your target audience for seamless conversions and drive ROI

Andrew Sanderson, Senior Marketing Manager, Addison Lee

Erin Johnson, Marketing Director – Tailormade, Travelopia

Alice Aubrey, Content Director & Co-founder, Lovetovisit.com

Simon Llanos, CMO, Contiki

Laura Paterson, Senior Marketing Manager, Skyscanner

Multi-Channel Success – Perspective 2

14.30-14.50

Marketing Effectiveness – Lessons from the Edge

- A unique perspective on how to create a multichannel marketing strategy that maximises ROI?
- The secrets of setting marketing spend levels and mix in a way that kick-starts the virtuous cycle of business and marketing growth
- How to capture the impact of your channel mix with up-to-date metrics and analytics that reveal the power of your marketing strategy

Andy Crang, Marketing Director, Exodus Travels Ltd

Presentation By Conference Partner DotDigital

14.50- 15.05

Using Data To Create Personalised Experiences For Travellers

Toby Godfrey, Professional Services Principal Consultant, DotDigital

Digitally Focussed Customer-Centric Strategies

15.05-15.30

Showcase Success By Maximising Consumer-Led Insights For Truly Customer-Centric Digital Travel Marketing Strategies Which Reignite Consumer Confidence & Boost Bookings

- How can your marketing strategies be driven by the customer to match their ever-changing travel expectations?
- Tailor content, messaging, and platforms to suit and match different demographics to harness consumer interest and drive sales
- How can you utilise consumers' online, purchasing, and research behaviours for adapted and purposeful digital travel strategies?

Simon Llanos, CMO, Contiki

Afternoon Refreshment Break With Informal Networking

15.30-16.00

Presentation By Conference Partner Infinity

16.00-16.15

From calls to lapping waves - every moment matters

The pandemic turned the travel industry on its head. Fortunately, lockdowns have lifted, and a pent-up desire to get away has seen more would-be holidaymakers picking up the phone and making bookings with travel companies. Things are looking up. But travel brands face a new challenge that they'll need to overcome if they want to rebound and send bookings skywards. Holidaymakers want

to embrace adventure without friction. They want zero turbulence from booking to baggage collection.

In this session, Oyin Bamgbose, VP of Sales at Infinity explains how you can deliver friction-free experiences by:

- Uncovering your customers' true thoughts and feelings, at scale, without the need for surveying
- Plotting the end-to-end customer journey, identifying key touch points and what steps you can take to improve them
- Put an end to negative reviews that damage your reputation and make potential customers look elsewhere

Oyin Bamgbose, VP of Sales, Infinity

Sustainability – New Hot Topic!

16.15-16.35

Utilise Digital Travel Marketing As A Tool For Demonstrating Your Sustainability Commitments To Exceed Consumer Expectations & Stand-Out In A Competitive Space

- COP26 Insights! Customers are even more conscious of their purchasing choices today, so how can you prove the green and climate transformation credentials to satisfy consumer expectations and increase loyalty?
- Maximise the potential and power of digital marketing campaigns to demonstrate your responsibility to the environment and your duty of care to secure customer engagement and drive bottom-line results

Andrew Steward, Head of Digital Transformation, Explore Worldwide

The Rise of Video

16.35-16.55

Cut-Through The Noise With Trailblazing Visual Content, Timings & Roll-Outs & Continue To Harness The Power Of Video In A New Digital Era For Travel

- From logo placing to URLs: establish and execute the golden rules for leading video campaigns which will make your audience stop in their tracks for boosted brand engagement
- Every campaign has a budget! First-class techniques for creating effective video campaigns which draw your audience in without breaking the bank

- Explore and examine in-house success stories which translate curiosities into commitment for ultimate sales
- From 10-second social snaps to TV campaigns: adapt your videos to suit every channel opportunity and maximise audience engagement effectively

Rebecca Williams, Photography & Video Product Manager, Content Marketing & Customer Experience, TUI GROUP

Afternoon Chair's Closing Remarks & Official Close Of Conference

16.55-17.00