



Animal Welfare in Tourism Training

28 February 2018

ABTA, 30 Park Street, London, SE1 9EQ

09:30	Registration, tea and coffee
10:00	Welcome from the moderator and setting the scene <ul style="list-style-type: none">• An introduction to animal involvement in tourism and understanding associated risk• Identifying, measuring and managing the impacts of your activities on animals and the natural environment Daniel Turner, Director, Animondial
10:15	ABTA's Global Welfare Guidance for Animals in Tourism <ul style="list-style-type: none">• Introduction to guidelines, what is in it and how to use it• Benefits to your business• How companies are implementing guidance Clare Jenkinson, Senior Destinations & Sustainability Manager, ABTA Hugh Felton, Senior Sustainable Tourism Executive, ABTA
10:40	The business case for implementing animal welfare strategies <ul style="list-style-type: none">• Adopting ABTA's Global Welfare Guidance• Challenges and barriers• Changes in customer awareness and how this can support the business case David Vile, Group Sustainability Manager, Thomas Cook
11:00	Q&A
11:10	Tea and coffee break
11:30	Developing and establishing an animal welfare policy and working with suppliers <ul style="list-style-type: none">• Establishing an animal welfare policy in retail• Assessing compliance with ABTA's Global Welfare Guidance across numerous products and suppliers• Implementing the minimum requirements for animal welfare Emma Snipp, Head of Safety and Responsible Travel, STA Travel
11:50	Developing policy and influencing change <ul style="list-style-type: none">• The Virgin Pledge on Sea Mammals and position statement on captive whales and dolphins• Issues faced and challenges overcome Rachel McCaffery, Sustainable Tourism Consultant, Virgin Atlantic Airways
12:10	Developing your communications to incorporate animal welfare policies <ul style="list-style-type: none">• Identifying stakeholders and securing internal support and direction• Ensuring organisation wide consistency in marketing and product materials• Handling targeted campaigning and public complaints• Public perceptions – managing brand integrity and reputation• Educating colleagues, suppliers and the public Helen Usher, Director, Animondial
12.30	Q&A
12.40	Networking lunch



13:40 **Welcome back**

13:45 **Practical workshop: identifying, managing and minimising associated risk**

Attendees will be divided into groups and will participate in scenario based activities

- Influencing internal company policy and support
- Public assumptions and expectations
- Supplier auditing, execution and engagement
- Cultural differences between inbound and outbound operators
- Maintaining excellence and managing failure

Led by Daniel Turner, with experts from the day facilitating discussion and exercises

15:30 **Tea and coffee break**

15:55 **Panel discussion: an industry wide approach to animal welfare**

- Working together to constantly maintain and improve industry standards
- Transparency and audit sharing – helping smaller businesses to improve animal welfare standards
- Innovation – investing in, and driving credible alternatives to current attractions

Moderator: Daniel Turner, Director, Animondial

Panellists: Rachel McCaffery, Sustainable Tourism Consultant, Virgin Atlantic Airways

David Ville, Group Sustainability Manager, Thomas Cook

Emma Snipp, Head of Safety and Responsible Travel, STA Travel

Clare Jenkinson, Senior Destinations & Sustainability Manager, ABTA

16:30 **Closing remarks from the moderator**

16:40 **Close of training**

[Register now](#)

Media partner

TTG MEDIA



Animal Welfare in Tourism Training

28 February 2018

ABTA, 30 Park Street, London, SE1 9EQ

ABTA's new one day training course will provide practical guidance on how to improve animal welfare standards across your organisation. How can you ensure that you meet your customer's expectations and protect your business' reputation?

Animal attractions and experiences are now a common part of many holidays, but while animal attractions are undoubtedly popular with customers, they want to be assured of good animal welfare standards. A 2017 ComRes survey found that **71% of respondents would be more likely to buy from a travel company that cares for animals****.

Your approach to animal welfare will help you to **attract new customers, reduce complaints** and **avoid costly reputational damage**.

This training day will provide an introduction to **ABTA's Global Welfare Guidance for Animals in Tourism**, with practical advice on how and where to begin when addressing animal welfare concerns within your businesses. Understand how to embed an organisation-wide approach, from communications through to marketing and product strategies. Learn through practical sessions and workshops how to audit and manage suppliers effectively, minimise risk and find credible alternatives.

** ComRes poll, commissioned by Born Free Foundation, April 2017

Sessions include

- **ABTA's Global Welfare Guidance for Animals in Tourism** and the business case for implementation
- Developing your **communications** around animal welfare, and how to handle **targeted campaigning** and **complaints**
- How to **embed animal welfare awareness** into all functions within your organisation
- **Auditing and supplier management**, dealing with a negative audit, working with suppliers to eradicate unacceptable practices
- **Transparency and audit sharing** – helping smaller businesses to improve animal welfare standards
- **Innovation** – investing in, and driving credible alternatives to current attractions

Benefits of attending

- **Get an update on** how animals are involved in tourism activities and the key issues of concern
- **Hear** the business case for establishing safeguards
- **Learn** about ABTA's Global Welfare Guidance for Animals in Tourism and supportive tools for your business
- **Understand** how to market and communicate products relating to animals
- **Network** with peers who have undertaken this process, and hear about the challenges they faced
- **Useful advice** on where to start and real-life industry examples
- **Practical workshops** on how to audit, manage suppliers effectively and improve standards

Who should attend?

This seminar is designed for tour operators, agents, destinations and others working in the area of animal welfare, specifically those working in:

Product development and operations teams | PR and marketing teams | Sustainability and responsible tourism | Corporate Social Responsibility (CSR) teams.

Prices:

- ABTA Member/ABTA Partner rate: £225 plus VAT
- Non-Member rate: £345 plus VAT

Group booking discount:

- Book three places and get 50% off the third place
- Book five places and get the fifth place free

The event is open to ABTA Members, non-Members and the wider travel community. ABTA Members and Partners receive discounts to attend. *Please note, group booking discount will be automatically applied when you book online.*

Register now