

Email Marketing in Travel

26 March 2025

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

- 09:30 **Registration, tea and coffee**
- 10:00 **Welcome from the moderator**
Laura Stephen, Head of Brand and Marketing, **ABTA**
- 10:05 **Introduction to email marketing in travel**
- Overview of email marketing's importance in travel specifically
 - How email marketing fits with your marketing strategy
 - Steps to develop and implement an effective email marketing plan
- Speaker to be confirmed**
- 10:25 **Growing your audience: lead generation and nurturing**
- Explore the latest techniques to attract and convert leads
 - Learn how to identify and nurture potential customers through the buyer's journey using automation and data-driven strategies
 - Case studies: real-world examples showcasing successful lead generation campaigns and their results.
- Speaker from Force 24**
- 10:55 **Email design and content**
- Understand what makes an email design stand out in crowded inboxes
 - Discover how to craft engaging, value-driven content that resonates with diverse audiences across multiple channels.
 - Best practices for designing visually appealing email templates
- Speaker from Force 24**
- 11:20 **Tea and coffee**
- 11:45 **Reaping the benefits of AI**
- Learn how to use generative AI to write content
 - Understand the current limitations and issues with AI generated email content
- Speaker to be confirmed**
- 12:00 **Practical workshop: Analyse live email examples from real businesses**
Collaborate in small groups to brainstorm fresh ideas and innovative approaches to email marketing. Focus on identifying key elements of success and areas for improvement.
Facilitators from Force 24
- 12:40 **Lunch break**
- 13:40 **Personalisation and segmentation**
- Dive deep into the power of personalisation: why tailored messaging outperforms generic campaigns
 - Learn advanced segmentation techniques to target the right audience with precision
 - Group task: Work with your peers on real-life audience examples to brainstorm better segmentation approaches and craft hyper-personalised campaigns.
- Facilitators from Force 24**
- 14:15 **Email Deliverability**
- Gain a thorough understanding of the factors influencing email deliverability in 2025
 - Navigate new policies and algorithms to ensure your emails consistently reach the inbox
 - Tips and tools: discover tools and strategies to monitor and enhance deliverability rates.
- Facilitators from Force 24**
- 14:35 **Cross-Channel integration**
- See how email marketing fits into the bigger picture of a multi-channel marketing strategy
 - Learn to integrate email with social media, SMS, and paid advertising for cohesive and impactful campaigns
 - Real-life examples: analyse successful cross-channel campaigns and the role email played in driving results.
- Facilitators from Force 24**
- 15:00 **Tea and coffee**
- 15:20 **Measuring success**
- Gain a sound understanding of key metrics and analytics to help you measure the success of your campaigns
 - Hear best practice for reporting on progress and setting new goals.
- Speaker to be confirmed**
- 15:45 **Industry case study**
Speaker to be confirmed
- 16:05 **Open Q&A with experts of the day**
This is your opportunity to engage with our panel of experts – Adam, James and Sam - to get tailored advice for your unique business challenges and discuss specific scenarios, roadblocks and strategies.
Facilitators from Force 24
- 16:30 **Summary and key takeaways**
Laura Stephen, Head of Brand and Marketing, **ABTA**

Event partner

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AUTOMATION**

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About the event

With low cost and the ability to track, emails are **one of the most effective ways to engage with your customers**, develop a relationship and establish brand loyalty.

This training day will provide tips on **personalising your emails**, ensuring you send the right message at the right time and creating a diverse and engaging range of content.

Throughout the day, you'll discover how to create compelling **email campaigns, segment your audience** to send customer-specific emails, and ensure your email campaign integrates with the rest of your marketing strategy.

Learn how to **increase your open rates** from digital marketing experts who will guide you through the latest trends, technology and best practices in email marketing in the travel industry.

Gain a sound understanding of **key metrics and analytics** to help you **measure the success** of your campaigns, report on progress and set new goals.

Discover how to reap the **benefits and limitations of AI** and when and how to use generative AI to write content.

This training day, designed specifically for travel professionals offers practical insights and guidance to support you in creating engaging content, improving open rates and increasing ROI.

Benefits of attending

- Gain insights from experts who will share **proven strategies** and best practices tailored for the travel industry
- Keep your email marketing campaigns **innovative and effective** with up-to-date knowledge on trends and **technological advancements**
- Learn how to track and **analyse key metrics** to measure the effectiveness of your email campaigns and demonstrate ROI
- Understand **Data Protection** and **GDPR** Regulations to ensure your email marketing practices are compliant
- **Network** with fellow travel industry professionals, exchange ideas, and build valuable relationships.

Who should attend?

This training day is ideal for travel marketers and digital marketing professionals who are looking for new ideas, practical guidance and the latest best-practice in email marketing, including:

- Marketing executives, managers and team leaders
- Email marketing specialists
- Digital marketing teams
- Content marketing team

Prices

ABTA members/ABTA partners:*

- Early bird member rate – **£249 plus VAT**
- Standard member rate – **£279 plus VAT**

Non-members:

- Early bird non-member rate – **£389 plus VAT**
- Standard non-member rate – **£419 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

Early bird prices will expire on 21 February 2025.

Make payment by credit or debit card.

View our booking terms and conditions [here](#).

** 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.

Upcoming events

Travel Marketing Innovation

6 March 2025, Central London

SEO Strategies for Travel Marketers

26 June 2025, Central London