

# Social & Digital Marketing

## in hospitality, event, travel and tourism sectors

How to use Social Media to grow your brand  
and customer base

23rd May 2017 | 9.00 – 16.30 | University of Surrey – Guildford

### OVERVIEW

Every day, significant technological changes impact the way media is produced, published and consumed. In our industry, Social Marketing is playing a leading role in connecting brands with customers and yet many organisations do not fully understand how to develop a strong Social Media strategy and how to harness the returns.

This interactive conference, designed for mid to senior level professionals in the hospitality and tourism industry, will help delegates define what Social Media means for their business, brand and future. They will be provided with practical tips and guidance on how to maximise the use of Social, biometrics, and data analysis to grow the right customer base. They will learn what it takes to run effective Social Media campaigns, hook new audiences and generate more bookings.

### PROGRAMME

#### 9.00 The Social Landscape

##### Anthony Rawlins, MD Digital Visitor

Anthony will take us through the Social Media landscape of today (live streaming, SEO, storytelling, Snapchat, Instragram, Facebook) explaining what is working for which kind of brands and how to get messages across clearly and effectively in the Social and Digital world.

#### 9.45 Holiday Trend 2017

##### Jon Young Research Director at BDRC Continental

Jon will present data on the intentions, motivations and influences of the British holidaymaker in 2017. He will provide insight on the 'decision-clinching' factors behind destination choice, highlighting the role of social media in the decision-making process.

#### 11.00 Social Media Strategy

##### Simon Quance, Head of Strategy Digital Visitor

Simon will share case studies from social strategies implemented in industry, using the Digital Visitor strategy framework. He will explore the benefits a good Social Media strategy can generate when intergrated to the business plan. He will challenge delegates to think about their own Social Media activities such as engagement strategies.

#### 13.00 Seminar choices 1 to 3

Select one of the sessions to attend

##### Seminar 1: Optimised content

##### Delivered by Our Guest Blogger

Content production and how to ensure PR and marketing messages reach the right audiences.

This session includes:

- Understanding SEO rankings and their affect on communication
- Best practice to optimise content for google search
- A process to structure content production
- How to use keywords, links and meta tags effectively
- Discussing approach to generate online 'word of mouth with influencers

##### Seminar 2: Paid strategies

##### Delivered by Anthony Rawlins, MD Digital Visitor

Much can be done using social without breaking the bank. This session explores customer attribution costs and the paid strategies that can generate instant bookings.

##### Seminar 3: Biosensor research to assess Social Media content

##### Dr Iis P. Tussyadiah and Dr Wen (Stella) Tian Researchers at the University of Surrey

An introduction to the School of Hospitality and Tourism Management Digital Lab and session about the power of biosensor research to assess Social Media content.

#### 14.00 Seminar choices 4 to 6:

#### Select one of the parallel sessions to attend

##### Seminar 4: Changing perceptions

##### Simon Quance, Head of Strategy Digital Visitor

This session explores the strategies used in industry to shift current perceptions and how to make customers realise that your organisation has so much more to offer. This technique can be used to re-build a customer base following a 'crisis'.

##### Seminar 5: Results – What needs to be measured?

##### Dr Jason Stienmetz, University of Surrey

What measureable KPIs can social deliver? How can brands achieve data acquisition, audience growth, web traffic and direct sales from Social? This session is about metrics, analytics, dashboard and KPIs.

##### Seminar 6: Building a Digital A team. Recruiting and training Social Media staff

##### Simon Jones, Digital Visitor Client Services Director

A HR discussion as part of a bigger conversation on integrating Social Media skills into the overall marketing team. It will highlight:

- What to look for in a Social Media recruit
- Pay expectations
- Professional development for Social Media practitioners
- Job scope accountability
- Role interaction

#### 15.30 Social Q&A: Highlighting the great ideas and the common pitfalls in our industry

Panel of Digital Visitor & School of Hospitality & Tourism Management experts

#### 16.00 Take your social strategy to the next level

##### Anthony Rawlins, MD Digital Visitor

Let's explore new innovative ways and trends to integrate Social Media into your overall business strategy. Where is Social Media going and how can you keep pace?

Refreshments and lunch included.



## KEY OUTCOMES



Demystify  
Social Media



Develop your  
confidence in the  
tools available



Think  
strategically



Integrate Social  
Media into  
your marketing  
strategy and  
overall business  
growth plan



Explore the  
current trends,  
best practice



Network with  
colleagues and  
subject matter  
experts, bringing  
your questions to  
the Q&A session



## WHO SHOULD ATTEND

All mid to senior Managers in the hospitality, travel and tourism industry, beginning to use social media or who wish to hear from our experts to help support and enhance your marketing strategy.

Novice, digital, social and marketing PR and communication professionals who wish to enhance their Social Media strategies.



## FACILITATORS

### Anthony Rawlins

Managing Director at Digital Visitor

Digital Visitor is an award-winning Social Media and Digital Marketing agency, specialising in travel and tourism working with a wide range of organisations across the sector.

### Simon Quance

Head of Strategy at Digital Visitor

### Simon Jones

Digital Visitor Client Services Director

### Jon Young

Research Director at BDRC Continental

### Dr Wen (Stella) Tian

Leading Biosensor research at University of Surrey

Social Media content through the Digital Lab

### Dr Jason L. Stienmetz

Leading Data Mining Analytics Research

### Dr Iis P. Tussyadiah

Leading research in Hospitality and Digital Experience



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## EARLY BIRD PRICE

£180

Valid until 17<sup>th</sup> April

Places are limited book now to avoid disappointment

## Standard price

£200

## Surrey Alumni and Digital Visitor friends price

£150

## Date

23<sup>rd</sup> May 2017

## Location

University of Surrey  
Guildford GU2 7XH