

20 SEPT

Heist Bank, London.

Described as 'the new playground for grown ups', Paddington's Heist Bank is the perfect stage for Digital Visitor's inaugural conference for destination marketers.

Learn from a social-first digital agency with 12 year's experience of the travel and tourism industry, supported by guest lecturers from international destinations.

Cost: £50+VAT, all profits to charity.

The Lineup

12.30pm - Conference Arrival

1.00pm - Welcome & Setting the Scene

1.15pm - Session 1

Over Tourism

The idea that a destination might attract too many tourists is an intriguing one. In this session we discuss how destinations can use social media to better distribute their visitors.

Social Media Strategy

It's often the case that we spend more time creating than planning social media content. We look to challenge that balance, arguing that strategy is just as important.

2.00pm - Break

2.15pm - Session 2

Perception Change

Every destination is perceived in a certain way by the public. Sometimes that perception is positive, but it can also hold destinations back. Used correctly, social media can change that.

Influencer PR

Influencer PR is certainly in-vogue across industries. We explore how destinations can use influencers to create a buzz and the types of content that outperform the rest.

3.00pm - Break

3.15pm - Session 3

Crisis Management

Safety is now consistently listed as a top concern for holidaymakers. But how are destinations combatting the negative effect of global crises?

Social Attribution

Social media has historically been seen as a little woolly. In this session we look at how new developments are making it easier to assign real value to social media marketing.

3.55pm

Closing Comments

4.00pm

Drinks & Networking