

A stylized world map in shades of blue and white. The map is composed of cut-out shapes. A yellow location pin is placed over South America, with a red arrow pointing from it towards the left. A white location pin is placed over Europe, with a white arrow pointing from it towards the left. A white arrow also points from the top of the map towards the left. A white location pin is placed over Africa, with a white arrow pointing from it towards the left. A white arrow also points from the top of the map towards the left. A white arrow also points from the top of the map towards the left. A white arrow also points from the top of the map towards the left.

GRANADA

**7TH SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS**

8 – 10 November 2023

ABTA – The Travel Association

The power of people: using our experts to promote ABTA's services



**THE POWER OF PEOPLE:
USING OUR EXPERTS TO PROMOTE ABTA'S SERVICES**

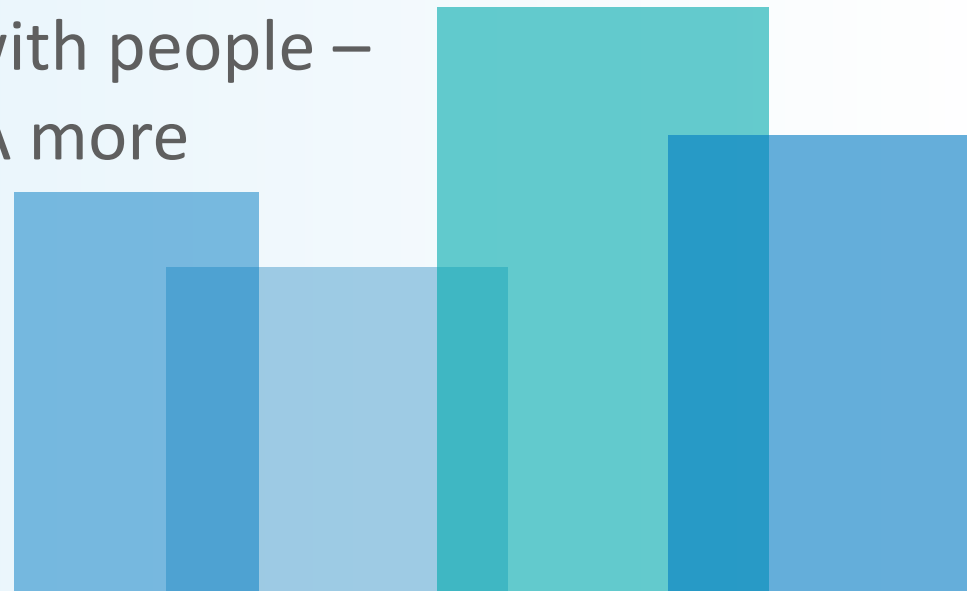
SIMON BUNCE, DIRECTOR OF LEGAL AFFAIRS
SUSAN DEER, DIRECTOR OF INDUSTRY RELATIONS

All about ABTA

- UK's largest travel and tourism trade association
- We have influence - the body most recognised by consumers, media and policymakers
- Nearly 75 years' heritage
- We help our members run successful travel businesses
- We provide their customers with advice, guidance and support – helping them travel with confidence

Context

- Like all trade associations, communication with members is vital for ABTA – but it's difficult to get right
- People like doing business with people – we need to 'humanise' ABTA more



Solution

- Suite of videos showing ABTA's people, and their expertise
- Flexible and adaptable – used:
 - In social media – especially member-facing channels
 - Recruiting and retaining members
 - At events
 - Supporting recruitment



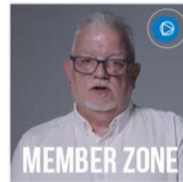
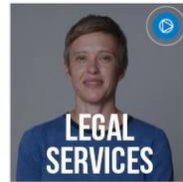
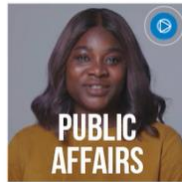
Making it happen

- Buy-in from senior leadership team
- Budget allocation
- Small internal project team agreed areas of focus and messages
- ‘Real people’ recruited to take part – all ABTA subject matter experts – who would feel comfortable in camera
- ‘Hero’ video provides an overview...
- ...shorter videos provide subject detail
- External video company’s expertise used

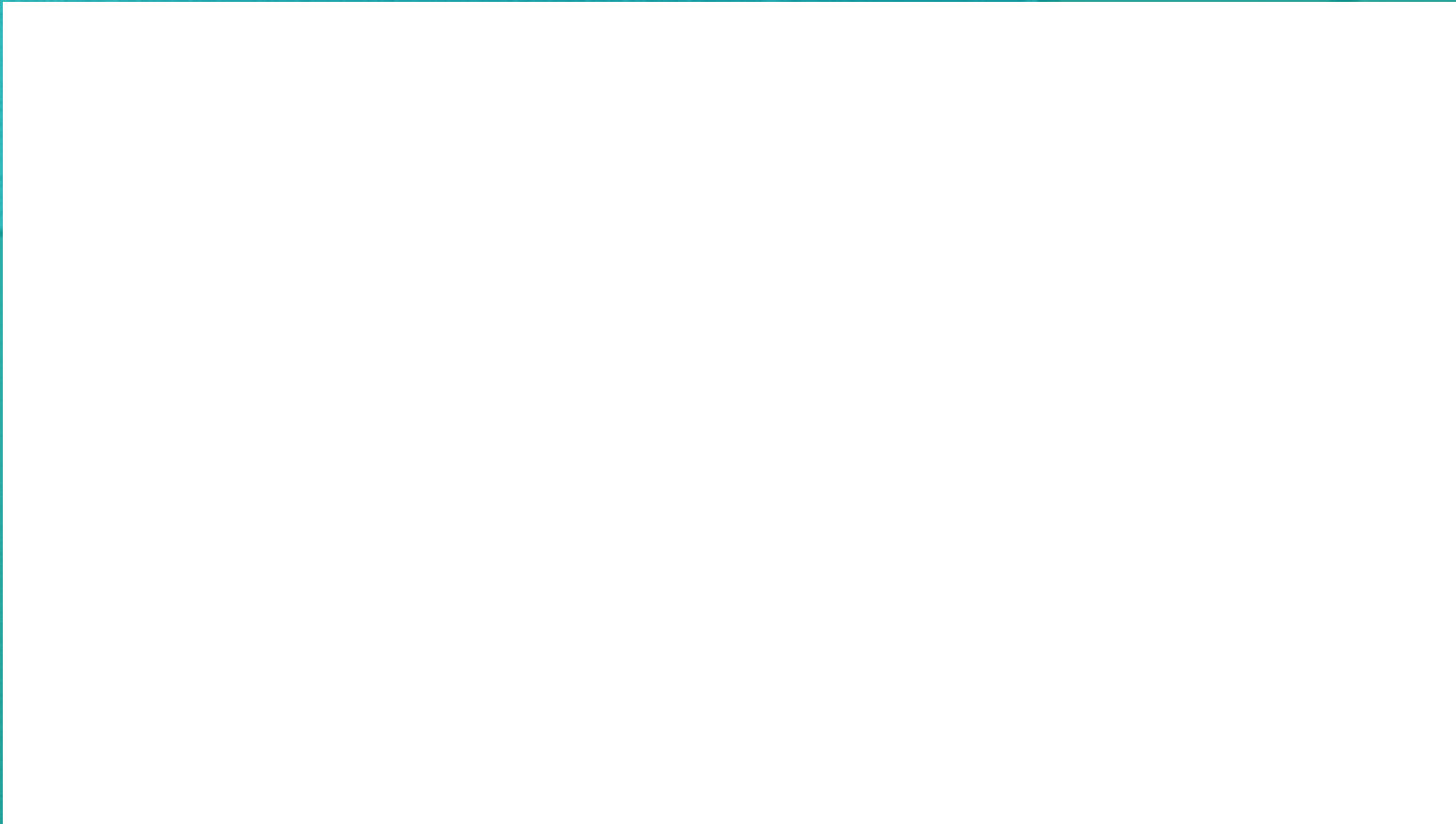
Our suite of videos – all available at abta.com

Find out about our fantastic member benefits

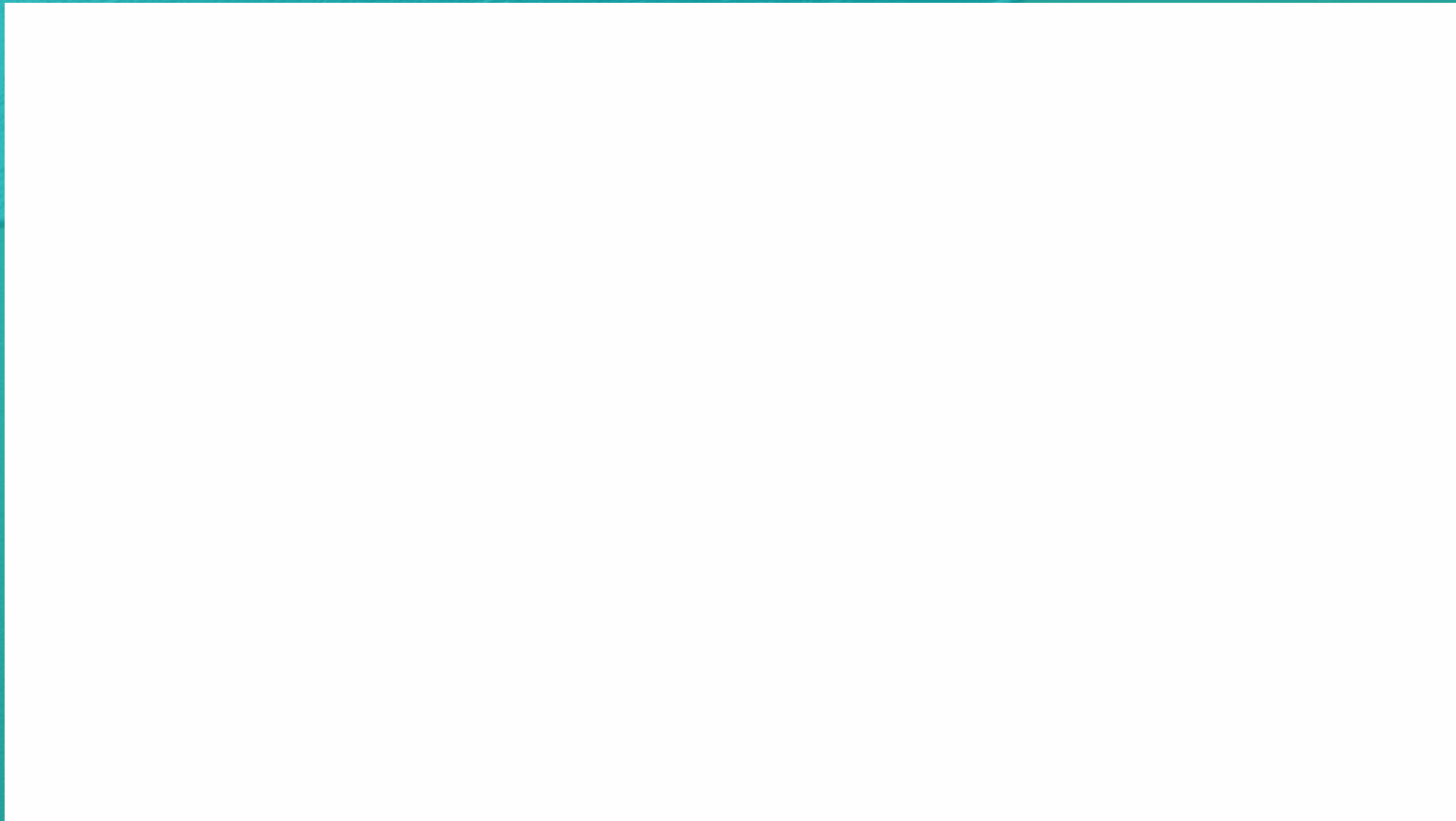
Simply click on the images below



Our hero video



'To camera' videos - sustainability



THANK YOU. ANY QUESTIONS?

**SIMON BUNCE, DIRECTOR OF LEGAL AFFAIRS
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