



WEBINAR PROGRAMME

"Leisure travel part 2: how to reach and engage your audience"

Tuesday, 12 July 2022 from 10.00–12:00 hosted on Zoom

DRAFT AGENDA

Description

This is the second of two webinars taking an in-depth look at leisure travel within the rail context. Together they will explore how community rail partnerships and groups can develop successful promotions and campaigns that target different audiences and encourage more people to take leisure journeys by rail.

Part 1 sets the scene by looking at how to take a strategic approach to planning a campaign, identifying your audience and working with partners. Part 2 leads on from that by focusing on how to communicate your promotions to a targeted audience. Our case studies will provide ideas and inspiration for how to engage leisure travellers through different channels and maximise the impact and reach of your campaigns.

This webinar is free for Community Rail Network members, corporate and industry partners, government and third sector partners.

Learning outcomes

- greater understanding of using different channels to market a leisure travel campaign to your target audience
- increased confidence to engage different audiences as part of a strategic approach to encouraging leisure travel
- awareness of how to work with a range of partners to amplify campaigns and maximise impact

Programme

09:55 – 10:00 Participants join webinar

Please allow plenty of time to connect via Zoom and check your set-up (*you will see a holding screen until the webinar opens ready to start at 10:00*)

10:00 – 10:05 Welcome and introductions

Host – Sarah Chilton (*Head of Communications & Policy*), **Community Rail Network**

- Brief run through of webinar format and housekeeping
- Introduction to the session and panellists

10:05 – 10:25 The TOC perspective: Northern's summer leisure travel campaign

Claire Rowland (*Head of Marketing*), **Northern Trains**

- 10:25 – 10:40 **CRP case study: “The website approach”**
Helen Wright (Community Rail Officer), High Peak & Hope Valley CRP
- 10:40 – 10:50 **Panel discussion & sharing ideas and examples**
- 10:50 – 11:00 **Tea/coffee break**
- 11:00 – 11:15 **CRP case study: “Posters to inspire”**
Sarah Newman (Community Rail Officer), Darent Valley CRP
- 11:15 – 11:45 **CRP case studies: “Two perspectives on social media”**
- *Ashley Morgan (Community Rail Officer), South West Wales Connected*
 - *Mike Parker-Bray (Marketing & Communications Officer) and Betsy Saunders (Social Media & Content Officer), Devon & Cornwall Rail Partnership*
- 11:45 – 12:00 **Panel discussion & sharing ideas and examples**
Panellists and participants
- 12:00 **Summary & close**
Sarah Chilton