



WEBINAR PROGRAMME

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

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

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 set 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 of campaigns by working with partners.

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 **Webinar opens**

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 **"Encouraging leisure travel - Go Do Your Thing with Northern"**

Beverley Kerr (*Senior Marketing Manager - Campaigns*), **Northern Trains**

- The 'big picture' - leisure travel from a TOC perspective
- Think National. Act Northern. Deliver local.
- Working together to enhance campaigns

10:25 – 10:40 **Case study 1 - “[peakdistrictbytrain.org](https://www.peakdistrictbytrain.org)”**

Helen Wright (Community Rail Officer), **High Peak & Hope Valley CRP**

- Using your website as part of your marketing strategy
- Making your website appeal to leisure travellers
- Working with partners and platforms to enhance content and widen your reach
- Reviewing and building

10:40 – 10:50 **Panel discussion & sharing ideas and examples**

Panellists and participants

10:50 – 11:00 **Tea/coffee break**

11:00 – 11:15 **Case study 2 - “Celebratory posters to inspire travel by train”**

Sarah Newman (Community Rail Officer), **Darent Valley CRP**

- The Darent Valley context
- Increasing local and leisure travel: target audiences
- Inspiration for the Darent Valley Line poster idea
- Creating the posters and sales: process
- What next?

11:15 – 11:45 **“Two perspectives on social media”:**

Case study 3 - “Promoting leisure travel: knowing your audience and their perceptions in a social media world”

Ashley Morgan (Community Rail Officer), **South West Wales Connected**

- Targeted areas on how to make a difference
- Brand awareness & establishment
- Laws of the virtual world
- Interpersonal outreach
- Timings
- Sneaky peek of what we’ve done

Case study 4 - “Promoting leisure travel on social media: what works and what next?”

Mike Parker-Bray (Marketing & Communications Officer) and **Betsy Saunders** (Social Media & Content Officer), **Devon & Cornwall Rail Partnership**

- What we've learned – top tips and tactics
- Shifting age profiles on social networks
- TikTok – a "how to" guide

11:45 – 12:00 **Panel discussion & sharing ideas and examples**

Panellists and participants

12:00 **Summary & close**

Sarah Chilton