



TRAVEL &
TRANSPORT

FUNDAMENTALS: COMMUNICATION – HOW TO ENGAGE TRAVELLERS AND STAKEHOLDERS

Business Travel Show



SLIDO QUESTION

Do you think your current communication strategy is effective?

1. It's perfect!
2. It's working but there's more to be done
3. It's okay
4. I've started but there's a long way to go
5. I'm not happy with it right now
6. I don't know where to start



**Nikki Fox, Global Travel Manager,
Royal Bank of Canada**



**Amanda Greenwood, PR and
Digital Marketing Specialist,
Travel and Transport**

IT'S GOOD TO TALK

- » Why is communication important?
- » Consider objectives/what you want to achieve
- » Think about company culture
- » What tools are in place/already used and what help or resources might you need?



4 Ws and a H

- » Who
- » Where
- » What
- » How
- » When



WHO

- » Engage stakeholders
- » Databases/lists
- » Know your audience
- » Build relationships



WHERE

- » Consider your channels
- » Utilise what other departments use
- » Face-to-face
- » On the road



SLIDO QUESTION

What is your primary communication channel?

1. Email
2. Intranet/travel hub
3. Workshops/clinics
4. One-on-one meetings/phone calls
5. Social media e.g. LinkedIn
6. Instant messaging or SMS e.g. WhatsApp, Slack, Teams

WHAT

- » Levels/categories
- » Can you automate?
- » Face-to-face formats
- » Surveys



HOW

- » Consider style, tone, language
- » Consistent layout – headings, bullet points
- » Subject lines
- » Global vs local



WHEN

- » Frequency
- » Timing and timezones
- » Relevance





AND FINALLY

Get feedback from your stakeholders!



ANY QUESTIONS?



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**Contact me for a communications cheat sheet!
agreenwood@tandt.com or on Twitter [@AJ_Greenwood](https://twitter.com/AJ_Greenwood)**