

AMEX GBT

Consulting

Upgrading traveller engagement

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Effective communications to support your travel programme and goals



Who?

Understand your booker and traveller types



How?

Use the minimum number of popular channels



Why?

Why is this relevant to the booker and traveller?
What's in it for them?



When?

Establish a regular cadence?



Keep it simple

Be concise
Avoid Jargon
Use bullet points and paragraphs



Call to action

Clearly highlight any action required by the booker or traveller



Brand it

Create a recognisable identity



Personalise & Localise

Give it a personal touch
Translate where it is culturally important



Make it accessible

Fonts
Colours
Descriptions



Continuously Improve

Set success metrics
Review and respond to KPIs
Test, Learn, Adapt
Listen, Act, Listen

For more information on how to embed effective communication in your travel programme contact **Michelle Wakelin**

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