

# IATA SOCIAL MEDIA STRATEGY FOR TRAVEL INDUSTRY



 **+971 4 223 5818**  **+971 56 688 0576**

# 304, Al Safa-C Building, Next to Max Fashions, Burjuman Metro Station Exit 1,  
Khalid Bin Al Waleed Road, Bur Dubai - United Arab Emirates

E-mail: [iatatraining@yourowninstitute.com](mailto:iatatraining@yourowninstitute.com) | [www.yourowninstitute.com](http://www.yourowninstitute.com)

## ABOUT IATA:

The International Air Transport Association (IATA) is the trade association for the world's airlines, representing some 290 airlines or 82% of total air traffic. IATA supports airline activity and helps formulate industry policy and standards. It is headquartered in Montreal, Quebec, Canada.

## COURSE DESCRIPTION:

Learn how to define your marketing goals and target audience, create engaging content, determine your social media marketing budget and promote your travel business. This would allow you to focus your efforts on the right social media platforms and convert leads into sales. Also explore how to create social media content that is consistent, meaningful, & reaches the desired audience across different platforms.

## WHAT WILL YOU LEARN

- Create a customized social media strategy
- Differentiate between major social media channels such as Facebook, Instagram, LinkedIn, Twitter, Pinterest and YouTube
- Create engaging content to market your products and services
- Determine budget for your social media marketing activities
- Interpret analytics to track social media marketing progress

## COURSE CONTENT

- Step-by-step guidance to create a social media strategy
- Creating your keywords and hashtags to be discoverable
- Developing a branding guide to create brand awareness
- Social media platform tips and best practices
- Developing customized content
- Analytics and ROI

## WHO SHOULD ATTEND?

**This course is recommended for:**

- Anyone who would like to start their career in Aviation, Travel and Tourism Industry
- Students of travel and tourism courses
- Independent & home-based travel agents
- Agent working for small to large travel agencies
- Tour operators



## WHY YOU OWN ?

- Online and on-site classes
- Structured 20 hours of classes that covers the entire syllabus
- Full-time IATA Certified and Experienced instructors
- Regular practice tests in the class
- Personalised doubt clearing sessions with the Trainer
- Full Mock tests
- Pass guarantee (on regular attendance)
- Free seminars and workshops
- Free CV Writing and Interview Technique Classes
- Complete exam support
- Clear doubts with trainers via dedicated WhatsApp groups
- Attempt online tests and assignments with trainer feedback
- Full exam support
- Identify weak areas per topic that require additional practice with the help of performance metrics & reports
- Free Demo classes

## LOOKING FOR CORPORATE TRAINING?

We design all of our programs to meet our client's particular challenges by gaining an in-depth understanding of an organization's culture and derive at most-suited delivery mechanisms - through collaborative customization. **Contact us for a customized training**

## ABOUT US

Greetings from Your Own Institute of Training and Professional Development; Your Own Institute of Training and Professional Development is established in 2021 with the approval from DED and KHDA- Dubai.

A set of experienced Educational Experts, world class Trainers and Professional consultants who know the need and pulse of the working force, are behind this venture. This Institute is developed after going through immense market survey from the working force and the Corporates. We collected feedback from them and realised what they want exactly to upgrade in their professional career.

As the name suggests it is 'YOUR OWN INSTITUTE'. We are committed to 100% Customer happiness. Excellent consultation, career counselling based on TNA and world class training are our highlight.

We at YOI, offer you a wide range of Professional courses. Whichever field you are working, we have a course for your Professional Development. We provide complete exam preparation for Professional courses like ACCA, CIMA, CMA, CPA, CIA, CFE, CAMS, IATA courses, international HR Certifications, PMP, Six Sigma, FIDIC, NCMA certified Contract Management Courses, IFMA certified Facility Management courses and many more. Besides these, we have KHDA certificate programs on Airline and travels, Accounting and finance, Engineering, IT, Languages, Logistic and Supply chain and courses related to Management. All these courses are approved globally and attracts employment opportunities from Multinational companies.

We at Your Own Institute also provide excellent coaching and training for the Corporates. We have a team of Professionals who can create tailor-made and customized programs for you in a very affordable budget. We guarantee your satisfaction as an end result. We also offer you one day and two-days workshops to upgrade the skills of your employees.

We are offering both Online and on-site classes. We are open to conduct the classes at our premises, your company premises, Hotels or any venue according to your convenience. We guarantee on quality and satisfaction on every situation.