

# Exploring Online Marketing

## DATE:

**Wednesday  
8 June  
2005**

## VENUE:

**Business  
Design  
Centre**

**52 Upper Street  
Islington  
London  
N1 0QH**

**Nearest  
Underground:  
Angel  
(Northern Line)**

TTI Forum's are interactive events where delegates get the opportunity to discuss and debate topics with the presenters and panellists. Exploring Online Marketing will be your opportunity to gain a better understanding of what is needed to succeed in raising your Web site's profile in the increasingly crowded market for online travel.

The three topics that our experts will present on and discuss are the three essential ingredients for successful online marketing.

Search Engine Optimisation is about designing your Web site so that it is search engine friendly. Get SEO right and your site will rise up the listings for your chosen keywords.

Good Search Engine Marketing is about maximising the number of visitors to your Web site for a given online advertising/marketing budget. Getting this wrong can be

very expensive, but get it right and the resultant positive return on investment makes your advertising budget self-propelling.

Converting Lookers to Bookers is essential to getting positive ROI. Visitor numbers are not enough on their own. Your Web site has to be constructed to convert lookers to bookers.

TTI has assembled three of the foremost experts in their fields to give you the lowdown on what it takes to succeed at online marketing. In the morning session, they will present their thoughts and views, giving you valuable insight into the tricks of the trade. In the afternoon session, you will have ample opportunity to interactively discuss your own concerns and issues.

If you are concerned with Online Marketing, you cannot afford to miss TTI's Summer 2005 Forum.

## THE PROGRAMME

- 10:30 Registration and Coffee**
- 11:00 Search Engine Optimisation**  
Rowan Wilkinson  
Technical Marketing Analyst  
Netizen
- 11:45 Search Engine Marketing**  
Alasdair Cross  
Commercial Director  
Adprecision.net
- 12:30 Converting Lookers to Bookers**  
Malcolm Duckett,  
Corporate Vice President  
Operations & Marketing  
speed-trap

- 13:15 Buffet Lunch**
- 14:00 The Forum**  
Interactive discussion. Your opportunity to quiz the experts on the online marketing issues most pertinent to your organisation.
- 15:30 Close followed by refreshments**

Moderator: Ed Spiers, Director  
Anite Travel Systems

*(It may be necessary, for reasons beyond our control, to alter the content or timing of the programme.)*

## THE SPONSORS

TTI wishes to extend its warm thanks to the following sponsors whose generous support has made it possible to organise this Forum:

**adprecision** ✓



**speed-trap**  
complete e-business intelligence

**Malcolm Duckett, Corporate Vice President Operations & Marketing**  
**speed-trap**

After spending the early part of his working life in research and IT functions with Shell, Malcolm moved from "User" to "Vendor", working in Computer Graphics, & Telecommunications in support, marketing and product management roles.

Following a spell as an "Industrial Storyteller" founding and running a high-tech PR company he become one of the group who founded speed-trap, and is listed as one of the patentees behind the company's Dynamic Collection technology. This approach to data gathering makes speed-trap unique in the market. Malcolm has spoken around the world on the application of advanced technology to business applications and

with speed-trap has focused on helping marketing functions within e-businesses understand just what can be achieved by close analysis of the way their customers interact with their web sites and applications.

Using speed-trap's unique dataset Malcolm and the speed-trap analysts have been able to help major B2B and B2C internet businesses realise triple-digit improvements in their conversion rates, and marketing campaign ROI. While he is not a web designer, in 5 years of working in this area he has gained a unique perspective on what works and what does not in the on-line world.

**Alasdair Cross, Commercial Director**  
**Adprecision.net**

Alasdair was one of the founders of Adprecision.net, a search engine technology company whose aims are to increase return on investment for travel online advertisers and to improve the travel searching process for consumers. Their clients range from Tour Operators to Airlines and Travel agents including brands such as Holidaynights, Austrian Airlines, Leisure Direction and Century Travel. Adprecision works closely with Google and Yahoo! search marketing to bring better quality and more relevant travel search results to their users.

Prior to creating Adprecision, Alasdair was Business Development

Manager for Associated New Media, the online division of Associated Newspapers Ltd. where he helped set up This is Travel.co.uk, the Daily Mail's travel website. He also worked for United News and Media on the website uTravel.co.uk and has been a consultant for The First Resort, Channel5.com and CMP information services.

A keen advocate of the internet as a consumer searching tool, he also spends his time surfing and playing guitar whilst entertaining his kids.

**Rowan Wilkinson, Technical Marketing Analyst**  
**Netizen**

As a member of the award-winning web development team at Netizen, Rowan can be found extolling the virtues of free website traffic, function over form and accessibility over elitism.

Coming from a background of graphic design, programming and offline sales and marketing, Rowan has been involved in search engine marketing since 1997 - a time when Infoseek and Altavista ruled the roost, and Google wasn't even a glimmer in Sergey and Larry's eyes. Since specialising in the travel sector, Rowan has worked with Hoseasons, First Choice, MyTravel and Barrhead, as well as many

smaller and more specialised travel companies.

Established in 1997, Netizen now supports over 250 client web sites (throughout UK, Europe and the USA) and is a market leader in website design and hosting for the travel industry.

The company has a prestigious client list which includes: The Adventure Company, Driveline, VFB Holidays, Hilton International, Greek National Tourist Office, Caribtours and Aqua City (a thermal spa in Slovakia (www.aquacity.sk) – with a choice of 10 languages).

REGISTRATION

**In order to gain entrance to the Forum, you will need to pre-register for the free eyefortravel Travel Distribution Exhibition. Please visit <http://www.eyefortravel.com/tds2005/visitor/> and click-through to the registration form.**

To register, please return the coupon below (by 1 June, please) with your cheque (if non-TTI member) to:  
Travel Technology Initiative, c/o Rowden Farm, Brentor, Tavistock, PL19 0NG, United Kingdom  
Telephone enquiries and fax: 0870 904 1521 email bookings: admin@tti.org

I would like ..... delegate(s) to attend and enclose a cheque made payable to Travel Technology Initiative.

- TTI members - 2 free delegates per executive member, 1 free delegate per associate/academic member/trade body
- Additional TTI member delegates and Unicorn licence holders £50 + VAT (£58.75)
- ABTA/AITO/BITOA/CIMTIG/ETOA/IFITT/OTA/TUA members £75 + VAT (£88.13).  
Please Indicate organisation & membership no. (if applicable) .....
- Others £195 + VAT (£229.13). *Conference fees paid by non-TTI members will be credited against annual membership.*

Name .....Position .....

Company .....Telephone .....

Email .....Fax .....

Address .....

Names of other delegates ..... (source: Genesys)