

# Affiliate Marketing

## DATE:

Tuesday  
20 June  
2006

## VENUE:

Institution of  
Engineering and  
Technology

Savoy Place  
London  
WC2R 0BL

Nearest  
Undergrounds:  
Embankment or  
Charing Cross

As travel companies increasingly sell online, they are looking to new ways to promote their products rather than simply advertising on the search engines.

Pay per click is becoming increasingly expensive. As rates for keywords continue to rise, the return on investment to this form of advertising is diminishing.

This is putting the pressure on ensuring that good search engine optimisation will place sites high up the rankings in natural search. However, this cannot be relied upon. Companies are finding that they are at the mercy of any changes to the search engines' algorithms that control the order of results. Any change that moves one down the listings can instantly decimate a profitable Web site.

Whilst every travel company should take search engine marketing very seriously, an increasing number are turning to affiliate marketing, using other businesses' Web sites as a conduit to new customers.

The payment methodology in affiliate marketing is one that is very familiar to the travel industry, commission on sales, known in the online world as cost per acquisition (CPA). Many see this as far better than the search engines preferred remuneration method of pay per click, as payment is directly linked to sales.

How does one get an affiliate marketing programme started? Is it best to sign up with an affiliate network or to build one's own programme? What are the pitfalls and what are the key success factors?

TTI Forums are interactive events where delegates get the opportunity to discuss and debate topics with the presenters and panellists.

For its 2006 Summer Forum, TTI has assembled a panel of experts who will share their experiences with you and give you their take on how to succeed at affiliate marketing.

## THE PROGRAMME

10:30 Registration and Coffee

11:00 The Presentations

**Alan Potts**  
Managing Director  
Leisure Direction

**Kevin Addley**  
Sales Manager  
Commission Junction

**Paul Greenhalgh**  
Direct Marketing Manager  
The Lowcost Travel Group

13:00 Buffet Lunch

14:00 The Forum

Interactive discussion. Your opportunity to quiz the experts on the online distribution issues most pertinent to your organisation.

Presenters are joined by:  
Sanela Mujakovic, Online  
Marketing and Affiliate Manager,  
Leisure Direction

15:30 Close followed by  
refreshments

Moderator: Paul Richer, Genesys

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

### **Alan Potts, Managing Director Leisure Direction**

Alan is Managing Director of Leisure Direction Limited, a London-based specialist in European travel which he founded in 1987, and a director of Hydra Bay Properties plc, an investment vehicle specialising in holiday accommodation in Greece. He was previously a General Manager of International Leisure Group (Intasun) and spent several years living and working abroad. He is also a Fellow of the Institute of Travel

and Tourism and sits on the Advisory Board of Maison de la France, where he is involved in developing international marketing strategy for France.

Alan has a technical background, qualifying as a nuclear design engineer before joining the travel industry, and his interests include computerised technical analysis of stocks and shares.

### **Sanela Mujakovic, Online Marketing and Affiliate Manager Leisure Direction Ltd**

Originally from Bosnia and Herzegovina, Sanela moved to the UK in 1993. She graduated with BA (Hons) in Business and Economics at London Guildhall University in 1998 and has been working for Leisure Direction since 1997 to the present day.

Sanela worked initially as an Internet Sales Controller with the

role of setting up an internet sales team and devising web site improvements and other online marketing initiatives. She managed Leisure Direction's call centre for three years, until 2004. She is currently working as Online Marketing Manager for Leisure Direction with the main role being the development of Leisure Direction's Travel Affiliate Program and Affiliate recruitment, management and development.

### **Kevin Addley, Sales Manager Commission Junction**

Kevin joined Commission Junction in January 2004 as Search Marketing Account Manager. In September of that year, Kevin was promoted to Sales Manager for UK and Ireland. In this role, Kevin is responsible for managing and developing the sales team, ensuring new client wins and developing relationships with key media agencies.

Prior to joining Commission Junction, Kevin worked within the ValueClick group of companies. He joined ValueClick in September 2000 as Senior Business Development Executive,

where he built and maintained ValueClick's network of publisher sites. In April 2003, Kevin moved to the sales team at Mediaplex. In this role, he was responsible for developing the client base for Mediaplex and used his in-depth knowledge of ad serving technology to launch MOJO publisher to the UK market.

Kevin has an Honours degree in English from Nottingham Trent University.

### **Paul Greenhalgh, Direct Marketing Manager The Lowcost Travel Group**

Paul has been responsible from the foundation of the company for online marketing and building brand awareness as well as direct marketing via pay per click (PPC) and search engine optimization (SEO). He is in charge of building affiliate marketing campaigns with Affiliate Window, Affiliate Future, Deal Group and Tradedoubler, and tracks daily spend/budgets versus return in order to maximise conversion, return on investment, cost per acquisition, turnover and profit.

Prior to joining Lowcost Travel Group, Paul was Direct Marketing Manager at Sainsburys. Here he was responsible for PPC & SEO of "Sainsburys kitchen appliances" from washing machines to dishwashers and ovens. He created and

managed Google and Yahoo PPC campaigns, keyword searches, click through rates, ROI, conversion, general advertising, getting the Sainsbury name onto as many electrical portals and price comparison sites as possible, negotiating and developing relationships with search engine companies, affiliates and other portals.

Prior to joining Sainsburys, Paul was Direct Marketing Manager of Escape to Travel in London and before this spent 12 years with My Travel as Commercial/Revenue Manager. In this role, he was responsible for Yield/Revenue Management of Balearics and mainland Spain

## **Register online at [www.tti.org/forum](http://www.tti.org/forum)**

- 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/CIMTIG/ETOA/IFITT/OTA/UKinbound members £75 + VAT (£88.13).
- Others £195 + VAT (£229.13). *Entrance fees paid by non-TTI members will be credited against annual membership if joining.*

To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0870 904 1521