

SMEs Gaining the Advantage

DATE:

**Tuesday
19 June 2007**

VENUE:

**The Institution
of Engineering
and Technology**

**Savoy Place
London
WC2R 0BL**

**Nearest
Undergrounds:
Embankment or
Charing Cross**

Small and Medium Enterprises (SMEs) may believe, in this age of technological automation and online sales, that it is becoming impossible to compete with the "big boys."

After all, squeezing maximum profits out of the relatively low margins achieved within the travel industry is far easier with high sales volumes, making the advanced technology needed to run highly efficient operations more affordable.

Moreover, larger companies also have the breadth of product required to make a good return on investment in search engine marketing.

Whilst these statements could be taken as universal truths, in fact, many SMEs are successfully challenging their larger competitors and winning the battle for sustained profitability.

SMEs are finding that, by playing smart, they can utilise advanced technology that is affordable and

adopt online marketing techniques which cost-effectively drive sales.

At TTI's Summer Forum you will hear from experts who will explain how to adopt the right technology at the right price - technology that will enable you to operate efficiently, practice good customer relationship management, handle email campaigns and all the other elements required to compete successfully.

You will learn about cost effective search engine optimisation and marketing techniques that are appropriate to small and medium enterprise.

You will hear a case study of how one SME has successfully launched and grown its business, the technology adopted, the online marketing used, the challenges faced, the battles won.

Attend TTI's Summer 2007 Forum and learn for yourself how SMEs can gain the advantage.

THE PROGRAMME

09:30 Registration and Coffee

10:00 The Presentations

**Ed Spiers, Product Marketing
Director, Anite Travel Systems**

How can SMEs harness technology to compete with their larger competitors?

**Richard Gregory,
Chief Operations Officer, Latitude**

What search engine marketing and optimisation tactics can SMEs adopt to profitably attract online customers?

**Chris Fraser, Managing Director
HotelConnect**

Case study of how an SME has utilised technology and online marketing to build a successful and profitable business.

11:30 Coffee Break

12:00 The Forum

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

13:00 Buffet Lunch

14:00 Close

Facilities will be made available during the afternoon for delegates to continue networking.

**14:00 Executive Members
Project Management Meeting**

All Executive Members are invited to attend and participate. Further details will be sent to members in the normal way in advance of the meeting.

Moderator: Paul Richer, Genesys

(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:

Anite

L A T I T U D E

Ed Spiers, Product Marketing Director **Anite Travel Systems**

Ed is responsible for understanding the changing business needs of Anite Travel Systems' marketplace and developing IT solutions for its customer base.

Ed has more than 30 years experience in travel technology. In the 1970's, he developed airline reservation software for the British Airways BABS system. In 1979, Ed joined a small start-up called Micro Scope, building travel reservations software using emerging microprocessor technology.

In 1990, Ed formed FSS Travel and Leisure Systems with the aim to create a flexible Tour Operator reservation system for the UK Travel Industry. With more than 80 clients, FSS acquired Travellog in 1999, creating a combined customer base

of over 140 travel organisations.

In December 2001, FSS operations were acquired by Anite and merged to form Anite Travel Systems, an organisation with over 270 clients spanning tour operators, cruise companies, ferry, air and scenic rail providers.

Ed is currently responsible for understanding the changing business needs of Anite Travel Systems' marketplace and for the growth of consultancy services to ensure that Anite customers make best use of their technology investment through a combination of cost savings and increased operational effectiveness.

Richard Gregory, Chief Operations Officer **Latitude Group**

As Chief Operations Officer, Richard is responsible for overseeing the successful delivery of Search Engine Marketing campaigns for all of Latitude's clients. He also provides clients with strategic advice on the European Search Engine Marketplace.

Richard has served Latitude in a wide variety of roles since joining in October 2002, including Account Director, Head of Production, Head of Search and New Business Manager. Richard was heavily involved in the development of COBRA, Latitude's proprietary bid management software. He also helped put together Europe's largest team of search specialists.

Prior to joining the company, Richard worked in account and project management and business development for online agencies in London and Leeds. He handled accounts such as BT Cellnet (now O2), Volvo, Channel 4, MTV and Cadbury's. He helped build the Poulter Net team - the new media division of Poulter Partners, a Leeds-based advertising agency.

Richard is the UK Chair of SEMPO (Search Engine Marketing Professional Organization) and regularly speaks at industry events, including Haymarket's Integrated Brand Building event, Jupiter Events' Search Engine Strategies conference, the NMA Online Marketing Show and Ad Tech. In his spare time, Richard enjoys spending quality time with his wife and two daughters, as well as making observations on his blog: www.richardgregory.co.uk

Chris Fraser, Managing Director **HotelConnect Ltd**

In 1994, HotelConnect was established when Chris Fraser saw an opportunity to fill a gap in the travel market by providing quality, hand picked accommodation to agents, business partners and the public at competitive prices.

With the advent of low-cost airlines and the internet, the market became less package driven and the company really took off. Initially a European specialist, HotelConnect now covers Europe, North America, the Middle East and Far East and is constantly expanding its coverage and range.

HotelConnect was an early starter with transactional online booking in 2000 and one of the first to connect to clients using XML in 2001. These web services are some of the fastest in travel. However, to keep the company at the forefront of

technology, a complete new system launch is in progress.

Chris's mission is for HotelConnect to be widely recognised as the hotel and destination expert of preference and to be chosen due to a reputation for genuine service, quality and excellence.

To help achieve this, staff have a clear vision and goals that run through the whole business - and each member of the team is encouraged to help shape the future of the business and make a difference.

Chris aims to run his company based on strong values of passion, integrity, working in partnership, building a strong team and having fun along the way.

REGISTRATION

Register online at 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 or call 0870 904 1521