

A Morning with Yahoo!

DATE:

Tuesday
2 December 2008

VENUE:

The Institution of
Engineering and
Technology

Savoy Place
London
WC2R 0BL

Nearest
Undergrounds:
Embankment or
Charing Cross

At last June's Summer Forum, TTI held a morning with Google. Following on from the success of that event, TTI's Winter Forum is now focusing on another leading global Internet brand and one of the busiest Internet destinations worldwide.

Yahoo! was founded in 1994 by two students, David Filo and Jerry Yang, as a way to track their personal interests on the Internet.

From those early beginnings, Yahoo! has continued to innovate, develop and acquire online technology organisations. Today Yahoo! is now focused on powering its communities of users, advertisers, publishers and developers by creating indispensable online experiences.

To this end, Yahoo! Homepage is set to undergo its biggest transformation to date with a radical overhaul of its design, content and functionality. This will provide users with a far more personalised and relevant online experience as part of the company's new 'open strategy'.

The open strategy enables developers to create their own applications using Yahoo! tools. This will result in an enhanced experience for Yahoo! users, reinforcing its position as one of the leading Internet destinations.

For travel marketers, Yahoo! has created a raft of digital solutions to help advertisers engage directly with their audiences. Yahoo! Network gives advertisers access to over 80 million UK web users through a huge network of online and mobile sites, facilitated by dynamic segmentation and targeting tools. Yahoo! Direct Response leverages the reach of their network and the power of their best breed of technologies to deliver high performance, targeted campaigns.

TTI has invited representatives from Yahoo! to talk about how the Internet brand is planning to strengthen its position within the digital marketing landscape and how travel companies can best benefit from using Yahoo! tools and services.

You will have ample opportunity to ask questions and, in addition, TTI has also invited a panel of experts to put their own questions to the Yahoo! team.

A Morning with Yahoo! is a unique opportunity to learn from the inside what makes Yahoo! tick, to hear about new innovations and to learn how to gain the most value from your online marketing budget.

THE PROGRAMME

- 09:45** Registration
- 10:10** Presentations from Yahoo!
followed by Q&A
Presentations from Tracey Cheffey and Sam Clue (see overleaf).
- 11:00** Coffee Break

- 11:30** Further presentations from Yahoo!
followed by Q&A
Presentations from Paul Thompson and Ken Hart (see overleaf).

12:20 Close

Moderator: Paul Richer, Genesys

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

TTI wishes to thank Yahoo! for taking part in the Forum

YAHOO!

Tracey Cheffey, Travel Category Director, Yahoo!

Presentation: An introduction to the integrated approach to online advertising in the travel industry, including travel sector relevant case studies

Sam Clue, Travel Product Manager, Yahoo!

Presentation: How online advertisers can engage with their audiences with travel sector relevant case studies

Paul Thompson, Head of Strategy and Planning, Yahoo!

Presentation: Strategic data solutions and an overview of the range of behavioural and audience targeting tools

Ken Hart - Senior Director of Business Development

(for Yahoo!'s mobile business unit)

Presentation: The potential of mobile as an advertising medium in the travel sector

THE EXPERT QUESTIONERS

Alex Bainbridge, Director, Travel UCD

Alex has managed travel ecommerce projects on behalf of airlines, hotel distribution companies and leading tour operators (FlyBmi.com, Worldres, FirstChoice, XL Leisure Group). He is now focused on helping smaller tour operators via the Small Fish Big Ocean

forum (www.smallfishbigoocean.com) and developing Travel UCD's reservation system TourCMS . He also writes a popular blog about travel ecommerce (www.tourcms.com/blog/alex bainbridge/)

Len Wright, Managing Director, Open Roads

Prior to his involvement in the internet travel business, Len spent over 30 years in the passenger transport and travel business. During that time, he established his own up-market coach business, which specialised in carrying rock bands throughout Europe, before moving into the

more conventional tourism and corporate markets. His involvement in the world of transport ceased in 1998 and he now concentrates on the development of Openroads.com, a growing, internet travel business.

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 £25 + VAT (£29.38)
- Others £25 + VAT (£29.38). *Entrance fees paid by non-TTI members will be credited against annual membership if joining.*

To contact TTI, email admin@tti.org or call 0871 244 0747