

Make the Most of Mapping

DATE:

Tuesday
16 June 2009

VENUE:

The Institution of
Engineering and
Technology

Savoy Place
London
WC2R 0BL

Nearest
Undergrounds:
Embankment or
Charing Cross

For travel web sites, mapping is an integral part of the provision of information that helps sell the products.

Many holidaymakers regard location information as an essential part of the facts and figures they require to make the decision to purchase travel products. Indeed, they may balk at the purchase if this information is not available.

Maps, of course, are the perfect visual medium to display the location of hotels, local attractions, restaurants and other ground based services.

Some travel companies are using proprietary mapping technology whilst others are using mash-ups that include mapping from Microsoft, Google or other sources. Regardless, mapping technology is progressing fast and so it pays to keep abreast of what is happening.

What are the latest developments in mapping technology? What can actually be achieved? Is there more functionality to be had from location information than just displaying maps? These are a few of the questions that will be answered at this Forum.

TTI has assembled a team of experts to tackle this subject. A Microsoft mapping solutions specialist will talk about the very latest developments in mapping and location technology for the web. Travel and tourism case studies will look at how mapping technology has been put into practice using technology such as Microsoft's Polygons and Photosynth. They will also examine how location information can be used outside of mapping for location based searches.

In addition, there will be a presentation describing a potential project to produce a TTI database of mapping systems that might assist in finding true locations along with an examination of the feasibility of defining standard hotel codes and location information.

If you have mapping on your web site or you are looking to implement this, it is essential that you attend this forum. You will hear from the experts and have the opportunity to discuss with them the issues that are of particular concern to you.

Attend TTI's Summer Forum and learn how to make the most of mapping.

THE PROGRAMME

09:45 **Registration and Coffee**

10:15 **Presentations**
Idit Gazil-Berger, Solution Specialist in Microsoft's enterprise mapping team

Richard Veal, Managing Director,
New Mind

Walid Al Saqqaf, Chief Operating Officer,
Trusted Places

11:30 **Coffee Break**

12:00 **Project Presentation**
Presentation of a potential TTI project.
Rob Howell, Chairman, Multicom

12:15 **Panel Discussion**
Floor open to delegates to question presenters.

13:00 **Close**

Moderator: Paul Richer, Genesys

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

SPONSOR:



Idit Gazit-Berger, Solution Specialist, Microsoft

Idit Gazit Berger is a Solution Specialist in Microsoft's enterprise mapping team, managing the Travel sector in EMEA. She is based in London, UK and joined Microsoft in 2007 as part of the Multimaps acquisition. Prior to this Idit had been with Multimaps since 2004 managing the

Travel and the Property sectors, working with clients such as Lastminute.com, Thomas Cook and Active Hotels. Before specialising in mapping and geospatial services, Idit worked in the telecoms industry.

Richard Veal, Managing Director, New Mind

With 8 years experience in professional software development prior to forming New Mind, Richard worked on business critical applications for clients such as GPT, Orange and The Economist.

The extensive knowledge gained during this time enabled Richard to take New Mind from a 2 man startup in 1998 to become one of the fastest growing technology companies in the UK as recognised by the Deloitte Touche Fast 50 and Inner City 100 awards received in 2004.

One of the differentiating factors behind New Mind's success has been its significant investment in software

development for strategic target markets, tourism being the most predominant. New Mind's Destination Management System (DMS) was very much Richard's baby and, since the initial prototype was developed back in 2001, the company has embarked on an impressive land-grab of destinations which now covers over 60% of the UK.

The DMS is a global play technology and New Mind is now engaging with organisations in other countries who wish to utilise it for the promotion of their destinations.

Walid Al Saqqaf, Chief Operating Officer, TrustedPlaces

Walid Al Saqqaf is Co-founder and Chief Operating Officer of TrustedPlaces, the people's local guide to discovering and sharing great places in their city. Trustedplaces is a community of people who enjoy discovering and sharing opinions about places of all kind. The pooled insights of the trustedplaces community

make discovering great new places fun and easy. Walid is a seasoned entrepreneur, having created one of the first community sites to target the corporate market and also a novel mobile payments company that pre-dated existing offerings, such as PayPal Mobile.

Rob Howell, Chairman, Multicom

Multicom Chairman Rob Howell can boast a career in computing and travel technology stretching back 40 years to April 1969 when he first entered the computer industry. By his own admission, Rob has developed and evolved with technology and was a viewdata veteran before joining Multicom as Managing Director in February, 1995.

Operating from its Bristol headquarters, Multicom delivers a range of products and services to its

customers that significantly increase travel business efficiencies and offer the widest range of travel related products that include; flights, accommodation, packages, car hire, trains, insurance and many others.

Rob handed over the reins of Multicom to Managing Director John Howell in 2008 but remains closely involved with the day to day business as Chairman, ensuring his knowledge and experience is not lost to the company.

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 (£57.50)
- AAC/ABTA/AITO/ETOA/IFITT/OpenTravel/UKinbound members £75 + VAT (£86.25).
- Others £125 + VAT (£143.75). *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