Latest Developments in Travel Technology

DATE:

**Tuesday
20 Sept 2011
09:30 - 17:00**

VENUE:

**The Institution
of Engineering
and Technology**

**Savoy Place
London
WC2R 0BL**

**Nearest
Undergrounds:
Embankment or
Charing Cross**

Travel is pure information at the point of sale. When a consumer purchases one of the industry's products, it does not yet exist, it is just information sitting on one of the many computer systems that power the industry.

Accommodation, in particular, lends itself to today's modern, electronic, consumer-sales environment. As with flights and similar 'commodity-style' travel products, accommodation has an element of bland information provision. In addition, however, it also has charismatic descriptive elements that lend themselves to the rich media distribution that is available to consumers.

Access to broadband is now pervasive - at home via tablets, in the office via PCs and on the move via mobile. Consumer expectations have been raised. When shopping for travel products they expect a comprehensive experience that will provide them with all the information they need - text, photos and videos. They expect to be able to access like-minded individuals' reviews. They expect instant access to the widest range of product and, if all this can be delivered as a personalised experience, so much the better.

On the supply side, the industry is increasingly inter-connected. Each individual travel organisation can access a wide range of products that would have been beyond a travel company's wildest dreams a couple of decades ago. As a result, it seems that everyone can sell everyone else's products. Dynamic packaging is now commonplace and single inventory travel companies such as airlines and hoteliers are able to sell ancillary and complementary products that can create an entire package, so competing directly with tour operators.

With such significant advances, it could be assumed that technology is serving the travel industry well, but is this really so? Are the latest developments in travel technology what the industry needs? Is there a better way to be selling travel? Is there a more sophisticated job to be done?

For this conference, TTI has assembled an expert group of speakers who will be able to provide an authoritative view on whether travel technology is doing a good job and where it should be heading. Attend this conference and hear for yourself about how the latest developments in travel technology are serving the industry.

THE SPEAKERS

Julia Lo Bue-Said
Leisure Director
Advantage Travel Centres

Simon Powell
Founder
travel.co.uk

Geoff Monk
Founder
Seeyourtravelagent.com

Bobby Healy
Chief Technology Officer
CarTrawler

Russell Gould
Managing Director
e-Strategy Consultancy

Graham Silversides
Head of IT & Communications
Mark Warner

Chris Nixon
Managing Director
Kelkoo Travel

Ronan Hughes
Group Chief Technology Officer
directski.com

Roberto da Re
Chief Executive Officer
Dolphin Dynamics

David Jones
Chairman
TigerBay Software

Justin Cooke
Managing Director
Fortune Cookie Media

THE SPONSOR

TTI wishes to extend its warm thanks to the following organisations for sponsoring this event:

Dolphin dynamics
TECHNOLOGY FOR LEADERS IN TRAVEL

fortune cookie

09:30   Registration and Coffee

10:00   Welcome from the Chairman & TTI Update
Peter Dennis, Chairman, TTI

Technology-Led Travel

10:20   Taking advantage of technology
Advantage has recently launched its new Travel Gateway system. The web-based selling system operates as a price-comparison site across key suppliers, offering accommodation, flights, packages and add-ons. Hear how this new initiative is being rolled out.

Julia Lo Bue-Said, *Leisure Director, Advantage Travel Centres*

10:45   travel.co.uk
Simon Powell, formerly CEO of technology company, Comtec, is set to fully exploit the travel.co.uk domain that he has owned for 10 years. The site will use technology that is a "quantum leap" away from the core travel technologies of today. Hear Simon explain how travel.co.uk will pioneer a more intelligent form of online search.

Simon Powell, *Founder, travel.co.uk*

11:10   Coffee

11:40   A new way to see your travel agent

See Your Travel Agent is a new business designed to allow consumers to video chat with their travel agent. The business does not offer a booking facility directly, but introduces consumers to licensed financially protected agents with whom they can then converse. Find out how this new business is being launched.

Geoff Monk, *Founder, Seeyourtravelagent.com*

12:00   Developing a technology-led travel business

CarTrawler recently sold to a private equity firm for over €100,000,000 is a technology-led travel company. It's mission has been nothing less than to revolutionise car rental distribution globally. Hear about the challenges in building a next generation car rental distribution system.

Bobby Healy, *Chief Technology Officer, CarTrawler*

12:20   Technology-Led Travel Panel Session
Speakers will be joined by
Chris Nixon, *Managing Director, Kelkoo Travel*

12:50   Buffet Lunch

Managing with Technology

13:50   Challenging the status quo
Formerly Director of eCommerce at Thomas Cook, Russell Gould is well placed to challenge the travel technology status quo. Is travel technology meeting the challenges of today's marketplace or is there a better job to be done?

Russell Gould, *Managing Director, e-Strategy Consultancy*

14:10   Case Study: Implementing new technology
Once the decision has been made to move to the latest technology, what are the challenges faced by a travel company? Hear from one of the most well known names in the industry about the issues Mark Warner has faced in implementing new technology.

Graham Silversides, *Head of IT & Comms, Mark Warner*

14:30   To build or buy?
Many travel companies are faced with the dilemma of whether to purchase an off the shelf travel system or to develop their own technology which will be perfectly suited to their business. Hear about the pros and cons from someone who is actually tasked with making this vital decision.

Ronan Hughes, *Group CTO, directski.com*

14:50   Managing with Technology Panel Session

15:05   Coffee

Meeting the Challenge

15:35   Multi-channel integration
Hear from one of the most respected travel technology companies about how they are developing multi-channel integration to meet the demands of the industry for increasingly sophisticated technology solutions.

Roberto da Re, *Chief Executive Officer, Dolphin Dynamics*

15:50   A new approach to tour operator technology
David Jones, former Managing Director and Founder of tour operator technology supplier, Travelink (acquired by Comtec) ,is back in the system's business. As Chairman of TigerBay, he is spear-heading a new approach to tour operator technology. Hear about his vision for where tour operating should be heading.

David Jones, *Chairman, TigerBay Software*

16:10   Case Study: Capitalising on mobile
Mobile is fast becoming mainstream as smartphones penetrate from upmarket to mass market. Hear how ebookers.com has taken the initiative to make a significant move towards embracing this exciting new channel with the ebookers Explorer iPad app which sits in the Top 5 travel apps around the world and was voted an Apple 'Staff favourite' in 94 countries

Justin Cooke, *Managing Director, Fortune Cookie Media*

16:35   Meeting the Challenge Panel Session

16:50   Chairman's Summary, Peter Dennis, Chairman, TTI

17:00   Close

Moderator: Paul Richer, Genesys - The Travel Technology Consultancy

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

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- Additional TTI member delegates and Unicorn licence holders £50 + VAT
- AAC/ABTA/ABTOF/Advantage/AITO/ETOA/GTMC/IFITT/OpenTravel/UKinbound members £195 + VAT
- Others £295 + VAT.

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