

Firing on all Channels

TTI Autumn Conference 2001

Date:

Tuesday
25 September
2001

Venue:

Institution of
Electrical
Engineers
Savoy Place
London
WC2R 0BL

Nearest
Underground:
Embankment or
Charing Cross

Travel companies that have led the challenge of online distribution are now considering or already have a presence on interactive digital TV. They may soon be on 3G mobile services.

Multi-channel distribution is the next big issue, with seamless integration the new goal. How will this be achieved? What strategies are the market leaders pursuing? What are the resource implications?

Find out for yourself by attending Firing on all Channels, TTI's 2001 Autumn conference.

The Speakers

Andy Mayes

TTI XML Project Manager

Andy has been involved with a number of organisations in the Ferry, Cruise and Tour Operator sectors who have made extensive use of standard messaging protocols including Unicorn and Inside Access. He is currently working with the TTI on a number of projects aimed at developing an Open XML Standard for the travel industry in conjunction with the Open Travel Alliance.

Richard Sedgwick

Head of UK Partnerships

Genie Internet Ltd

Genie is the UK's leading mobile Internet service with over two and a half million registered users from the Internet and across all four mobile networks. Genie delivers personalised news and information via computers and mobile phones including a range of travel services.

Gordon Maynard

Technical Director

Teletext Ltd

Teletext is best known for its analogue TV text service that has been responsible for driving in excess of 10% of leisure travel sales. However, with the advent of the Web, digital TV and mobile services, Teletext has re-invented itself as a multi-channel organisation, offering users far more sophisticated functionality than was ever possible on its analogue service.

Steve Dobson

Director of Technical Development

Anite Business Systems

Anite is one of the world's leading suppliers of reservation and integrated solutions for travel and leisure companies. Central to the company's business is its e-commerce strategy providing solutions for Web enablement, IDTV and multi-channel distribution.

Lawrence Hunt

Managing Director

Rapid Travel Solutions

Rapid Travel Solutions Limited was established to focus on developing a core product set to meet the forecast need for multi-channel product, management and distribution solutions and multi-channel customer management solutions. The product set is marketed under the *Travel Trader*® brand and has been developed over the last four years with a number of leading global travel partners.

Sandra Leonhard

Head of New Media Development

Lunn Poly

Lunn Poly is one of the UK's leading travel agents, with around 800 Holiday Shops throughout the UK and employing around 6,000 people. Its new, "Click Call Come in" initiative aims to deliver the proposition of customers dealing with a single entity regardless of the distribution channel used.

The Sponsors

TTI wishes to extend its warm thanks to the following companies who have kindly sponsored this event:



Firing on all Channels

The Theme

Many travel companies have embraced the Internet, building comprehensive and expensive Web sites that provide bookability and employ CRM and personalisation techniques to provide the customer with an excellent shopping experience.

These same companies, that have led the take-up of online channels, are now considering or already have a presence on interactive digital TV. They will surely be on 3G mobile services when they launch in the near future.

The name of the game is multi-channel distribution, but it has arrived at a price. Customers identify with a brand regardless of channel of delivery. They believe an organisation to be a single entity. They have been surprised to find that this may not be so. An enquiry or booking made with a travel company via one channel is not always recognised by another channel. Some have found that prices and availability might vary between channels.

Travel companies are aware of this and now realise that they need to be firing on all channels in a cohesive manner, providing one view of products, gaining one view of customers. To achieve this requires a considerable degree of systems re-engineering, possibly abandoning early generation e-commerce and back office systems to obtain the high degree of integration necessary.

How is this being achieved? What strategies are being set? What technology is being deployed? What is the cost in terms of capital investment and human resources? Are the benefits there to provide the payback or is the goal of completely integrated selling and back office systems unachievable?

For this conference, Travel Technology Initiative brings together a group of speakers whose organisations are all concerned with multi-channel integration. Attend and find out for yourself about the solutions they are deploying and the lessons they are learning.

The Programme

09:30 Registration and Coffee
10:00 Welcome from the Chairman & TTI Update
Tony Allen, Chairman TTI
10:15 Content in Action
Steve Dobson, Anite
10:55 Coffee
11:35 What is XML? TTI/XML Project Update
Andy Mayes
12:15 Getting Mobile
Richard Sedgwick, Genie
12:55 Buffet Lunch
14:00 Re-Inventing Teletext for a Multi-Channel World
Gordon Maynard, Teletext Ltd

14:40 Travel Trader
Lawrence Hunt, Rapid Travel Solutions
15:20 Coffee
16:00 Click Call Come in
Sandra Leonhard, Lunn Poly
16:40 Chairman's Summary
Tony Allen, Chairman, TTI
16:50 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.)

Registration

To register, please return the coupon below (**by 21 September, please**) with your cheque (if non-TTI member) to:
Travel Technology Initiative, c/o Rowden Farm, Brentor, Tavistock, PL19 0NG United Kingdom
Telephone enquiries and fax: 0870 904 1521 email: admin@tti.org

----- ✂ -----
I wish delegate(s) to attend and enclose a cheque made payable to Travel Technology Initiative.
TTI members - 2 free delegates per executive member, 1 free delegate per assoc./academic member/trade body
Unicorn licence holders £40 + VAT (£47.00)
ABTA/AITO/CIMTIG/IFITT/OTA members £40 + VAT (£47.00) Indicate organisation & membership no.
others £95 + VAT (£111.63)

Name Position

Company Telephone

Email Fax

Address

Names of other delegates