

Dynamic Packaging

DATE:

**Tuesday
12 April
2005**

VENUE:

**Institution of
Electrical
Engineers**

**Savoy Place
London
WC2R 0BL**

**Nearest
Undergrounds:
Embankment or
Charing Cross**

The hot topic of 2005 is dynamic packaging. Everybody is talking about it but few can agree on what it is, why it is needed and how best to implement it.

The traditionalists say it is no more than tailor-made tour operating, something the industry has been doing for as long as tour operators have existed. They claim dynamic Packaging is no more than an established way of selling travel, dressed up in new clothes.

Yet the new entrants into the industry are firm in their belief that their dynamic packaging booking engines are new, exciting and give them a real edge. They are proud of the technology that they have developed and are even making it available to traditional travel industry players.

Meanwhile, agents are not allowing themselves to be left out. They are embracing dynamic packaging as they seek to make a living in the new world of zero commission flights, bundling these with

commissionable accommodation & extras. They are building their own technology and taking their fate into their own hands.

Do they need their own technology? New businesses such as holidayandmore.com, lowcostbeds.com and Holiday Brokers are springing up with the specific remit to provide product that agents can dynamically package.

Is dynamic packaging allowing travel agents to reposition as the tour operators of the future? Will they and the new dynamic packagers challenge the established operators' dominance of the leisure travel market? Will the tour operator system suppliers build dynamic packaging systems that will allow established tour operators to maintain their market share?

There are many questions surrounding the future of dynamic packaging. Find out some of the answers by attending TTI's Spring 2005 conference.

THE SPEAKERS

Martin Wellings, President
ABTA

John McEwan, Managing Director
Advantage, The National Network of Travel Agents

Dave Griffiths, Business Applications Director
My Travel UK

Mark Bradbury, Director - Business Development
RWA Ltd

Steve Endacott, Chief Executive
Holiday Brokers

Andy Tidy, Managing Director
Uptrips

Paul Evans, Chief Executive
lowcostbeds.com

Steve Dobson, Director of Technical Development
Anite Travel Systems

Vic Darvey, General Manager
holidayandmore.com

John Lambe, Chief Technology Officer
OpenJaw Technologies

THE SPONSOR

TTI wishes to extend its warm thanks to Anite Travel Systems for kindly sponsoring this event.



Anite

09:30 Registration and Coffee

10:00 Welcome from the Chairman & TTI Update
Tony Allen, Chairman, TTI

10:10 Keynote: Dynamic Agents

Are agents better adapted to ride the wave of dynamic packaging's popularity? Can traditional tour operators make the leap to embrace this form of travel sales? Where is dynamic packaging taking the industry? These are just some of the questions that will be addressed in this keynote speech.

Martin Wellings, President, ABTA

10:30 Gaining the Dynamic Advantage

Advantage Travel Centres has developed a technology platform that will allow its agency members to dynamically package with ease. Is this the way forward for agents in order to counter consumers' increasing prevalence to self-package? Do agencies no longer need tour operators as they take their fate into their own hands?

John McEwan, Managing Director, Advantage, The National Network of Travel Agents

11:10 Coffee

11:40 Implementing Dynamic Packaging at My Travel

How is one of the UK's top vertically integrated tour operators tackling the growth in popularity of dynamic packaging? Is it able to embrace this new discipline or is it constrained by its business practices and technology?

Dave Griffiths, Business Applications Director MyTravel UK

12:20 Inventing Thomas Cook's UPtrips - a 21st Century Tour Operator

How has UPtrips come into being? What have been the constraints and challenges in launching a 21st Century tour operator as a subsidiary of the world's longest established travel company?

Andy Tidy, Managing Director UPtrips

13:00 Buffet Lunch

14:00 Dynamic Packaging Technology Panel Session

What are the technology suppliers doing to address the requirement for dynamic packaging? Hear from three suppliers about their different approaches to developing dynamic packaging solutions.

Steve Dobson, Director of Technical Development, Anite Travel Systems

Mark Bradbury, Director - Business Development, RWA Ltd

John Lambe, Chief Technology Officer, OpenJaw Technologies

14:40 Dynamic Packagers Presentations

Top executives from three dynamic packaging companies will present their views on how the travel industry is being changed by dynamic packaging and how they are playing their part to make it happen.

lowcostbeds.com

Paul Evans, Chief Executive

(coffee break 15:00—15:20)

holidayandmore.com

Vic Darvey, General Manager

Holiday Brokers

Steve Endacott, Chief Executive

16:00 Dynamic Packagers Panel Session

Paul Evans, Chief Executive, lowcostbeds.com

Vic Darvey, General Manager, holidayandmore.com

Steve Endacott, Chief Executive, Holiday Brokers

16:45 Chairman's Summary

Tony Allen, Chairman, TTI

16:55 Close

Moderator: Paul Richer, Genesys

(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 5 April, please*) with your cheque (if required) to:
 Travel Technology Initiative, c/o Rowden Farm, Brentor, Tavistock, PL19 0NG, United Kingdom
 Telephone enquiries and fax: 0870 904 1521 email bookings: admin@tti.org

I would like 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 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 £125 + VAT (£146.88).

Please Indicate organisation & membership no. (if applicable)

- Others £295 + VAT (£346.63). *Conference fees paid by non-TTI members will be credited against annual membership if joining.*

NamePosition

CompanyTelephone

EmailFax

Address

Names of other delegates (source: Genesys)