

Beyond Search

DATE:

**Tuesday
25 April
2006**

VENUE:

**Institution of
Electrical
Engineers**

**Savoy Place
London
WC2R 0BL**

**Nearest
Undergrounds:
Embankment or
Charing Cross**

Gaining good visibility on the search engines is becoming increasingly difficult. As more Web sites adopt good practice to ensure high natural search listings, it is becoming harder to outrank one's competitors. As a consequence, pay per click is increasing in popularity pushing up the bid prices of popular keywords. Travel companies are learning the technique of exploiting the long tail of lesser used keyword search terms but these are also becoming less cost effective as these terms come into more popular use.

Search engine optimisation and search engine marketing must always form a part of a successful online promotion strategy, but if these become less effective at driving customers to your Web site, what other strategies and techniques are available to you?

This is the subject of TTI's Spring conference, exploring those online marketing strategies and techniques that will take you beyond search. The conference will explore subjects such as building a successful affiliate marketing programme, using online loyalty schemes to drive repeat business, improving usability to raise conversion levels and tapping into the potential of the mobile Internet.

Speakers presenting at this conference have been drawn from the travel industry and will speak about their real experiences of building online sales outside of the search engines.

Join them at TTI's Spring conference and learn how to take your company beyond search.

THE SPEAKERS

Graham Donoghue
Head of New Media
TUI UK

Stuart Jackson
Commercial Director
Cosmos Holidays

Stephanie Lofgren
Global Business Development Manager,
Travel and Hospitality
Sun Microsystems

Alan Potts
Managing Director
Leisure Direction

Heather Hopkins
Director of Research
Hitwise UK

Daniela Wagner
Managing Director EMEA, Consumer Travel
Services, International Markets
Cendant Travel Distribution Services

Nigel Ragg
Marketing Director
Mark Warner

Robin Ingle
Vice President, International Development
TripAdvisor

Tanya Lidstone
Head of Web Development
Opodo

THE SPONSORS

TTI wishes to extend its warm thanks to Sun Microsystems and Hitwise for kindly sponsoring this event.

09:30 Registration and Coffee**10:00 Welcome from the Chairman & TTI Update**

Tony Allen, Chairman, TTI

10:10 Keynote: Peer-to-Peer Processing and File Sharing

Emerging Web Technologies hold a great promise for the Travel marketplace as a whole, and early entrants to these technologies, in particular. The current challenges of shifting distribution models, expensive and risky demands on traditional reservation and distribution technology, cost of distribution, and lack of useful standards can all be effectively addressed by these emerging technologies.

Stephanie Lofgren, Global Business Development Manager, Travel and Hospitality, Sun Microsystems

10:45 Building an Affiliate Programme

One of the most effective ways of widening your product distribution is affiliate marketing where tens, hundreds or even thousands of third party Web sites are selling your products. How does one set-up an affiliate programme? Are the benefits really there to make it worthwhile? What pitfalls should one be aware of? This presentation is a case study of how one travel company, Leisure Direction, has been building a successful and sustainable affiliate programme.

Alan Potts, Managing Director, Leisure Direction

11:15 Coffee**11:45 Getting the Mix Right**

In the rush to embrace online marketing, are travel companies in danger of ignoring traditional offline marketing channels? Online marketing can co-exist with offline advertising and promotion but what is the optimum mix? Can the two work together so that one plus one makes more than two? Learn how Mark Warner is managing its online/offline marketing mix.

Nigel Ragg, Marketing Director, Mark Warner

12:15 Understanding Peer to Peer Marketing

Your satisfied customers can be your best advocates when they recommend your products and services to their family and friends. However, their comments can be exponentially broader reaching and influential when they sound off to millions of other travellers through TripAdvisor – the world's leading peer to peer travel community site. Now that your customers' thoughts and comments can reach out across the world, how well prepared are you for the impact their views will have on your business? Are you able to harness the power of this channel or can you only sit back and watch? How do you cope with adverse comments made by customers? Find out what makes TripAdvisor tick and how you can make the best of this advocacy engine.

Robin Ingle, Vice President, International Development TripAdvisor

12:50 Buffet Lunch

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

13:50 Keynote: Travel Industry Update and Alternatives to Search Marketing

Hitwise will present latest research on how more than 8 million UK internet users are interacting with and reaching travel websites. What sectors within travel are experiencing the fastest rate of growth? What is the online referral mix of leading travel websites? How important are search, affiliate marketing and email marketing in attracting website visits? What are the most effective ways to identify and evaluate affiliate partners?

Heather Hopkins, Director of Research, Hitwise UK

14:20 Converting Lookers to Bookers

You have worked hard to drive prospective customers to your Web site. Now they must be converted from lookers to bookers. What is it that keeps visitors on a Web site? What are the techniques you must employ to capture and retain their interest? How best can you convert these lookers into bookers? Hear how major online travel retailer, Opodo, is drawing on best practice from all corners of the Web to keep visitors on-site and get them booking.

Tanya Lidstone, Head of Web Development, Opodo

14:50 Getting Mobile

The mobile Internet is still in its infancy, but no one doubts that it is set to become a major distribution channel. Travel companies are amongst the early entrants into mobile, learning valuable lessons that will give them the edge over the competition. Hear how one such pioneer, Cosmos Holidays, is positioning itself to take advantage of the mobile Internet as it grows to equal or exceed the selling power of the Web.

Stuart Jackson, Commercial Director, Cosmos Holidays

15:20 Coffee**15:50 Building Loyalty and Partnerships**

OctopusTravel.com trialled a revolutionary approach to building customer loyalty online. The OctopusTravelClub launched a totally new method for encouraging customers to refer their friends, family and others. Hear how this scheme was introduced and how it succeeded in driving bookings. Also learn how OctopusTravel.com has successfully put partnership marketing at the heart of its distribution strategy.

Daniela Wagner, Cendant Travel Distribution Services

16:20 Embracing the New Media Challenge

New channels to market are having to be rapidly assessed and adopted. TUI UK aims to be right up with the technology leaders by keeping abreast of new developments and taking advantage of these at the appropriate time. TUI UK's Head of New Media will look into the future to predict where consumer access technology is heading.

Graham Donoghue, Head of New Media, TUI UK

16:50 Chairman's Summary

Tony Allen, Chairman, TTI

17:00 Close**Register online at www.tti.org/conference**

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

To contact TTI, email admin@tti.org or call 0870 904 1521