

# Mobile Update

## DATE:

Tuesday  
15 June 2010

## VENUE:

The Institution of  
Engineering and  
Technology

Savoy Place  
London  
WC2R 0BL

Nearest  
Undergrounds:  
Embankment or  
Charing Cross

It seems that mobile is finally taking off. No longer is this new channel more hype than substance. Travel companies from all sectors are finding that there is business to be won and customer services to be delivered.

Apple, with its decision to provide an open development platform for iPhone applications, has been most instrumental in taking mobile technology beyond voice and messaging. There are now well over 300 travel specific apps for the iPhone. Users are downloading these in their millions, providing travel companies with a new means by which to reach out to customers.

Of course, iPhone apps are not the only game in town. Google launched its Android mobile operating system some time back and the number of apps available on this platform are steadily increasing. Nokia is not being left out either. Its OVI Store is building-up fast with scores of apps available for these devices as well.

Clearly, if you have been ignoring mobile, your organisation is in danger of missing out on the benefits of this new, exciting channel. Whether you are looking to just strengthen branding, provide customer

service or catalyse sales, mobile is a channel that is starting to deliver.

With this in mind, TTI's Summer Forum has been put together to give you an update on how mobile is being successfully deployed by a range of different travel companies.

This is your chance to learn from the experience of others, companies that have embraced mobile early and are seeking to gain from the benefit of being early entrants.

Our expert speakers will tell you how they have initiated mobile projects and talk about the results they have achieved and the lessons they have learned.

As with all TTI Forums, during the panel session you will have plenty of time to ask the questions about mobile that are of direct concern to you as well as hear the experts' responses to the queries of others.

Join us for TTI's Summer 2010 Forum and hear from the experts about how you should be tackling mobile.

## THE PROGRAMME

09:30 **Registration and Coffee**

10:00 **Presentations**

Gerry Samuels, Founder & Executive Director, Mobile Travel Technologies Ltd

Helen Unwin, Senior Online Marketing Manager, Pegasus Solutions

Marko Balabanovic, Head of Innovation, lastminute.com

11:15 **Coffee Break**

11:45 **Presentation**

Chris Carmichael, Manager ba.com & Mobile Innovation, British Airways

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.)*

### ***Chris Carmichael, Manager ba.com & Mobile Innovation, British Airways***

Chris is the 'ba.com & Mobile Innovation Manager' for British Airways and a regular speaker on mobile in the travel industry. He started his career in travel almost twenty years ago as an aircraft engineer, but has been

working with the internet at BA since 1997. In his current role, Chris both sets & delivers the mobile strategy, as well as using his awareness of market and technology trends to influence the strategic direction of ba.com

### ***Marko Balabanovic, Head of Innovation, lastminute.com***

Marko is Head of Innovation at lastminute.com, leading the lastminute.com labs innovation team currently focused on developing new mobile experiences. Previously he worked on personalisation and search engine optimisation systems for lastminute.com and Travelocity sites across Europe.

Prior to lastminute.com, Marko led the development team at Collectivity and product design at flutter.com/beffair.com. His innovation experience has also included stints at Xerox EuroPARC, Ricoh Innovations and some of the early work on recommender systems during a PhD at Stanford University.

### ***Gerry Samuels, Founder & Executive Director, Mobile Travel Technologies Ltd***

Gerry has more than 20 years experience in the travel industry, at Thomson Travel (TUI) and then at Worldspan, where he became Director - Northern Europe.

In 1997 Gerry co-founded Gradient Solutions, a Dublin-based internet booking engine specialist. With a record of rapid and profitable growth, and a client list including many of the largest airlines and intermediaries in Europe and N. America, Gradient was acquired by Sabre in August 2000. Following the acquisition, Gerry served two years as Vice President, Business Development & e-Commerce, Sabre.

Gerry started actively looking at the opportunities in mobile travel in 2003 and development of a mobile travel

platform commenced in 2004. Mobile Travel Technologies (MTT), a mobile software development specialist for the travel sector, was formally founded in 2005 by Gerry, and he is the full-time Executive Director (Commercial). MTT has quickly built up an impressive client base of leading airlines and hotel chains which includes S7, Qantas Group's Jetstar, InterContinental Hotels Group, Hilton and Radisson.

Gerry has a number of involvements in software businesses in UK, Ireland and Australia. In 2000 Gerry was judged as amongst Ireland's Top 20 Entrepreneurs by Business Plus magazine, Ireland's largest circulation business magazine. Gerry is business advisor to an Irish government program for technology entrepreneurs.

### ***Helen Unwin, Senior Online Marketing Manager, Pegasus Solutions***

Helen has worked in the online marketing world for 8 years, joining Pegasus Solutions Limited in 2008. Having her first exposure to the ecommerce arena at British Gas and what was house.co.uk, she moved on to Hertz Europe in an affiliates and online partnerships capacity. In her current role, Helen heads up the eCommerce team and is responsible for the overall management,

development & execution of the demand generation websites, both B2C and B2B for Pegasus including Utell.com and hotelbook.com. Through her experiences with these companies she has gained valuable insights into the wide ranging online marketing disciplines and continues to build on these through continuous exploration of new technologies and marketing tactics.

## REGISTRATION

### **Register online at [www.tti.org/forum](http://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 (£58.75)
- AAC/ABTA/AITO/ETOA/GTMC/IFITT/OpenTravel/UKinbound members £75 + VAT (£88.13)
- Others £125 + VAT (£146.88)

To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0871 244 0747