

Beyond Search

DATE:

Tuesday
11 May 2011

VENUE:

Travel
Distribution
Summit Europe
2011

Business Design
Centre
52 Upper St
London
N1 0QH

Nearest
Underground:
Angel

Maximising your presence on the search engines used to be so simple. You would pack your website with keywords and watch your site rise up the rankings. Then cross-linking to as many sites as possible became the key practice.

The search engines, realising how their results were being manipulated, have developed far more sophisticated algorithms to display search results that now truly reflect what consumers want to see.

Search engine marketing came into vogue when the engines realised that businesses would be happy to advertise, bidding on keywords to display their adverts.

Now, reaching the consumer has become far more complex. Social media has a vital role to play. Those who have successfully

tapped into this customer communication channel have found that it not only raises brand awareness but can also drive significant sales.

Key to success is developing an effective integrated approach to brand engagement that brings together social media, search engine optimisation and search engine marketing to form a cohesive promotional strategy.

All your consumer communications now need to be aligned to a common theme so that your potential customers receive a consistent message across all touchpoints.

Attend TTI's Summer Forum and hear from the experts how to move your business 'Beyond Search'.

THE PROGRAMME

08:30 Registration

09:00 TTI Update

09:15 Presentations

Setting the scene

Paul Hill, Director, Stickyeyes

Search embraces social

Jon Myers, Head of Account Management
Yahoo! UK & Ireland,

Search alternatives

Steve Endacott, Chief Executive Officer,
On Holiday Group

10:15 Coffee Break

11:00 Presentation

Case study: Hilton Worldwide

Surinder Phuller, eCommerce
Manager London, Hilton Worldwide

11:20 Panel Discussion

Floor open to delegates to question presenters.

12:00 Close

Moderator: Paul Richer, Genesys

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

THE SPONSORS

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



Steve Endacott, Chief Executive, On Holiday Group

As the CEO of the On Holiday Group with its bed bank, tour operating and consumer direct divisions all focused on exploiting the explosive growth of the dynamic packaging revolution, Steve is a well known commentator on the sector with in-depth experience in the technology, trade relationships and consumer marketing sectors.

However, Steve has built his present business pulling on 15 years of experience leading traditional package tour operators. Steve's corporate career involved high profile directorships in some of the UK's largest tour operating groups spanning

financial controller of International Leisure Group to Deputy Chief Operating Officer of MyTravel Plc and included directorship over finance, yield management, marketing, contracting, overseas operations, sales and retail operations.

Steve's entrepreneurial career has seen him involved in the creation of a number of successful businesses such as Holiday Taxis (Transfers), Click with Technology (Technology), Going on Holiday (Call centre) and to make numerous investments in other start-ups.

Surinder Phuller, eCommerce Manager London, Hilton Worldwide

Surinder Phuller joined Hilton Worldwide in 2010 as eCommerce Manager London. She is a CIM qualified, online marketing professional with a wealth of experience in the travel vertical over the past five years.

Prior to joining Hilton, Surinder was a key member of the online team at Expedia and Hotels.com, where she managed the European Search team and was responsible for delivering search strategy, best practice and performance efficiencies for

the full product mix across European markets. As part of the online leadership team, she was also responsible for delivering integrated communication plans and greater online transparency across the business.

Surinder also brings strong experience in client servicing from her agency-side background, at both Efficient Frontier and 24/7 Real Media, where she managed Search strategy for travel brands such as Thomas Cook and Holiday Rentals.

Jon Myers, Director of Account Management, Yahoo! UK & Ireland

After 12 years on the agency side of search & digital marketing, Jon joined Yahoo! November 2010 as Director of Account Management UK and Ireland, responsible for Search and Display delivery.

Specifically one of Jon's focuses for 2011 will be implementing the Microsoft and Yahoo! Search Alliance in the UK, working closely with media agencies and digital advertising clients on the benefits of this industry changing partnership as well as continued development of Yahoo's Search and display business.

Jon is recognised for his knowledge and experience within search marketing in the UK and Europe. He is a regular speaker and moderator at digital conferences worldwide and heavily involved in the global search community. He's also a member of SES's (Search Engine Strategies) Global Advisory Board.

Jon has contributed to and written several white papers on search marketing research and industry trends and best practice guides on Paid and Natural Search optimisation.

Paul Hill, Director, Stickyeyes

Paul Hill is part of the senior management team at Stickyeyes, one of the top search marketing agencies in the UK.

Since Stickyeyes inception in 1998 the team has been one of the pioneers in search marketing, offering clients a full suite of complementary search products to cover the entire customer engagement, purchase, retention and reactivation cycles.

With an in-depth understanding of what drives not only traffic but positive ROI, Paul and the team ensure each campaign is developed with these key metrics at their core.

As the search space continues to evolve Stickyeyes has developed to encompass social media, mobile and display advertising across the most compelling networks ensuring Stickyeyes clients, who work in incredibly competitive sectors, remain at the forefront of search and results driven marketing activity.

REGISTRATION

Register online at www.tti.org/forum

- TTI members - free
- ABTOF, AAC, ABTA, Advantage, AITO, ETOA, GTMC, IFITT, OpenTravel, UKinbound members £15 + VAT
- Others £20 + VAT

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