

# Search and Rescue

## DATE:

**Tuesday**  
**28 April 2009**

**09:20 - 17:00**

## VENUE:

**Strand Palace**  
**Hotel**

**372 Strand**  
**London**  
**WC2R 0JJ**

**Nearest**  
**Undergrounds:**  
**Covent Garden**  
**Charing Cross**

Some analysts are predicting that this will turn out to be the worst recession since World War II. The trading environment is extraordinarily tough and, as yet, there are no signs of recovery.

Encouragingly, research has shown that consumers are not prepared to completely sacrifice their holidays. However, they are clearly cutting back on the amount they are prepared to spend, either by taking fewer breaks, shorter holidays or trading down. Undoubtedly, this will put travel company profits under pressure.

There is one major difference now compared to previous recessionary periods. This is that the online world has matured to become a major sales channel. Most travel companies are now selling online although with varying degrees of success. Those that are doing well have had to work hard for their success.

The online channel gives businesses the opportunity to not only extend their reach beyond their traditional markets but also to increase efficiency through a greater degree of automation.

Whether you are thinking of taking your business international, improving your search engine performance, launching a new online business or exploiting the burgeoning mobile channel, you can benefit from the extensive advice on offer at this conference.

TTI has gathered together a team of experts to give you the lowdown on how best to improve your business online. Attend TTI's Spring conference and hear for yourself how to improve your search presence and rescue profits. Places at this conference are strictly limited, so register today!

## THE SPEAKERS

**Paul Evans**  
Chief Executive  
**Lowcost Travel Group**

**Sandra Leonhard**  
Director Web Strategy & Business Development  
**TUI UK**

**Robin Devlin**  
Industry Manager, Travel  
**Google UK**

**Ken Hart**  
Business Development  
**Yahoo! Europe**

**Mark Walker**  
Chief Executive Officer  
**visithuelva.com**

**Robin Goad**  
Director of Research  
**Hitwise UK**

**Graham Cook**  
Vice President of Product Strategy  
**Expedia EMEA**

**Neil McCarthy**  
Chief Sales & Marketing Officer  
**Latitude Group**

**Greig Holbrook**  
Director  
**OBAN Multilingual**

**Michael Lacy**  
Chief Executive Officer  
**Handy Group**

**Ray Mason**  
ex-Managing Director  
**travel.co.uk**

**Steve Dunne**  
Chief Executive Officer  
**Digital Drums**

## THE SPONSORS

TTI wishes to extend its warm thanks to the following companies for kindly sponsoring this event.



**OBAN**  
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**LATITUDE**  
performance led digital marketing

**09:20 Registration and Coffee****09:50 Welcome from the Chairman & TTI Update**

Tony Allen, Chairman, TTI

**10:00 An Industry in Flux**

The travel industry is being substantially affected by the current recession. Several well established travel businesses have closed, others are re-trenching - reducing staffing levels, putting capital projects on hold. Meanwhile, recent research is revealing how consumers' online behaviour is changing to reflect the current economic circumstances. In this session, hear predictions of how the industry may change through and post-recession. Learn about how consumers are now researching and purchasing travel online.

**Paul Evans**

Chief Executive, Lowcost Travel Group

**Robin Goad**

Director of Research, Hitwise UK

**11:00 Coffee****11:30 Searching for Profit**

Improving your company's presence on the search engines is absolutely key to driving more profitability. This is not easily achieved, though. Hear from the experts about squeezing more from your online marketing budget, improving your pay per click efforts on Google and taking your online business international.

**Neil McCarthy**

Chief Sales and Marketing Officer, Latitude Group

**Robin Devlin**

Industry Manager Travel, Google UK

**Greig Holbrook**

Director, OBAN Multilingual

**12:45 Buffet Lunch****13:40 Online Initiation**

This might not be thought of as the best of times for Initiating an online business. Yet some will say this is the perfect time, ready to be positioned for success when the current recession is over. Two speakers who have extensive backgrounds in building online travel businesses talk of their experiences and offer advice to those contemplating doing the same.

**Mark Walker**

Chief Executive Officer, visithuelva.com

**Ray Mason**

ex-Managing Director, travel.co.uk

**14:25 Making It in Mobile**

All online commentators are in agreement that the next big digital channel is set to be mobile. Yet, at the moment, only a few travel companies are getting to grips with this. Just as with the early days of the web, it is those who have gained experience and an understanding of this new channel that will reap the benefits. Right now, consumers are using their mobiles to search for online content and interact with those travel companies that have built a mobile presence. Are you missing out? Learn about how to capitalise on the growing popularity of mobile search. Find out what is required to build an interactive mobile presence.

**Ken Hart**

Business Development, Yahoo! Europe

**Michael Lacy**

Chief Executive Officer, Handy Group

**15:10 Coffee****15:40 Digital Strategies**

Every travel company needs a digital strategy. There is no longer an option of doing nothing in the online world. If you can get your strategy right, the profits should follow, but taking the wrong turn could prove very expensive. The three experts in this session have built-up their collective online experience across many years of manoeuvring their organisations through the digital world. Their knowledge of what does and does not work has been hard won. Each has an in-depth understanding of what it takes for a travel company to succeed online. This is your opportunity to tap into this knowledge. Hear from our experts what they have been doing within their own organisations and what advice they can give you to advance your own business through the online world.

**Sandra Leonhard**

Director Web Strategy & Business Development  
TUI UK

**Steve Dunne**

Chief Executive Officer, Digital Drums

**Graham Cook**

Vice President of Product Strategy, Expedia EMEA

**16:55 Chairman's Summary**

Tony Allen, Chairman, TTI

**17:00 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.)

## Register online at [www.tti.org/conference](http://www.tti.org/conference)

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- AAC/ABTA/AITO/ETOA/IFITT/OpenTravel/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.*