

Travel Innovation Summit

DATE:

Tuesday
21 Sept 2010
09:30 - 17:00

VENUE:

**The Institution
of Engineering
and Technology**

Savoy Place
London
WC2R 0BL

**Nearest
Undergrounds:
Embankment or
Charing Cross**

Travel can claim to be amongst the most innovative of industries. From the first package holidays in 1841 and the first scheduled London to Paris passenger flights in 1919 to space tourism and modern-day online dynamic packaging, travel has always been at the forefront of technological adoption.

Pioneers that have used innovation to drive new business models include people such as Vladimir Raitz, founder of the Horizon Holiday Group - the first mass market package holiday company, Freddie Laker with Laker Airways and Stelios Haji-Ioannou who has described easyJet as an Internet Airline, being the first to realise the low-cost distribution potential of the web.

It is often quoted that invention converts cash into ideas, whereas innovation converts ideas into cash. Travel's adoption of technology has always been to innovate for profit.

New technology is allowing some companies to make significant cost savings. Others are using innovation to improve the customer experience through personalisation and other CRM techniques. Some are using technology to power new innovative business models.

Most recently, we have seen early adopters innovating in mobile, seeking to heighten customer convenience and deliver pertinent information. Location based services, real-time travel information and augmented reality are just some examples of how the travel industry is taking to mobile.

The TTI Travel Innovation Summit brings together some of the industry's top innovators, people who are making a real difference to how consumers interact with the travel industry. Attend the Summit and hear for yourself how innovation can make the difference between an also-ran business and one that really stands out.

THE SPEAKERS

Fergus Boyd
IT Innovation Manager
Virgin Atlantic Airways

Rachel Armitage
Co-founder
Zoombu

Craig Dean
Chief Executive
Web Applications UK

Ciprian Morar
Co-Founder
Explorra

Stephen Attenborough
Commercial Director
Virgin Galactic

Chris Amenechi
Senior Director of Merchandising
& Ancillary Revenues
Continental Airlines

Louise Kendall
CRM Development Manager
TUI UK

Tom Britton
Product Manager
thetrainline.com

Frank Skivington
Vice President Commercial
Skyscanner

THE SPONSOR

TTI wishes to extend its warm thanks to Web Applications UK 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: Innovation - The Driving Force

Innovation can be risky. Get it wrong and your business will sit at the bleeding edge, haemorrhaging money. Get it right and profits will flow as you move your business way ahead of the competition.

Craig Dean, *Chief Executive, Web Applications UK*

Personalisation**10:30 Case Study: CRM at TUI UK**

Customer Relationship Management is about knowing your customer. In the early days of CRM, customers would be placed into groupings by spend, lifestyle or other criteria. Now, however, TUI has implemented technology that places customers in a group of one, taking personalisation to its limit. TUI UK's CRM Development Manager presents a case study of their personalisation programme.

Louise Kendall, *CRM Development Manager, TUI UK*

11:00 Mind Your Language

The Web has brought the opportunity for companies to trade and market globally. However, understanding the competitive advantage of language, and the meaning of true localisation is fundamental to the success (or not) of any global outreach. In this presentation, you will hear what can make or break a campaign and how some of the world's most respected brands have simply got it wrong.

Frank Skivington, *Director, Sales and Marketing, SkyScanner*

11:20 Coffee**Mobile Innovation****11:50 Going Mobile**

Virgin Atlantic is leading the way in the development of mobile services. Hear how the airline's mobile strategy has developed to become an integral part of Virgin Atlantic's customer service offering.

Fergus Boyd, *IT Innovation Manager, Virgin Atlantic Airways*

12:20 Case Study: Developing an iPhone app

thetrainline.com realised that the company could add real value to its customers by providing an online train timetable app available anytime via mobile. In this case study you will learn how this project developed and the results that have been achieved.

Thomas Britton, *Product Manager, thetrainline.com*

12:40 Panel Session**13:00 Buffet Lunch****Interface Innovation****14:00 Ask Alex**

In order to reduce call centre costs, Continental Airlines developed Ask Alex, a revolutionary web site avatar that will answer many commonly asked customer questions. Hear how this software agent came to be developed and how successful it has been in reducing the load on Continental's call centre.

Chris Amenechi, *Senior Director of Merchandising & Ancillary Revenues, Continental Airlines*

14:30 VisualDNA

The Explorra web site features an image-based quiz that is a powerful tool to help customers understand their holiday preferences. Learn how such innovative interfaces can increase the usability and customer satisfaction of web sites.

Ciprian Morar, *Co-Founder, Explorra*

15:00 Coffee**Business Innovation****15:30 Case Study: Launching a New Online Business**

Zoombu is a business with a revolutionary concept in multi-modal transport search - a door-to-door journey planner for Europe. In May 2009 Zoombu won "Travel Start-up of the Year" at the EyeForTravel Travel Distribution Summit. Hear about the business and technological challenges of launching a new, innovative travel business.

Rachel Armitage, *Co-Founder, Zoombu*

16:00 Into Space

Even though it has yet to carry its first paying passengers, Virgin Galactic has already taken bookings from over 340 budding astronauts who will be paying \$200,000 each for their journeys into space. The technology that is being developed to meet this demand is trail-blazing, literally crossing new frontiers. Learn how the ultimate in innovative travel businesses is developing and is being geared-up to take tourists into space.

Stephen Attenborough, *Commercial Director, Virgin Galactic*

16:30 Panel Session**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.)

REGISTRATION

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)
- AAC/ABTA/Advantage/AITO/ETOA/GTMC/IFITT/OpenTravel/UKinbound members £195 + VAT (£229.23).
- Others £295 + VAT (£346.63).

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