

Let's Get Personal

DATE:

Tuesday
12 March 2013
09:30 - 17:00

VENUE:

Strand Palace
Hotel

372 Strand
London
WC2R 0JJ

Nearest
Undergrounds:
Charing Cross
Covent Garden

Before the internet era, the best travel agents were already practising social media, they just didn't know it. They would talk to their customers, understand the kind of holidays they preferred and make personalised offers. After the holiday had been taken they would be interested to hear about it and learn from the feedback. They had personal relationships with their customers.

This time intensive approach has given way to social media and customer relationship management, facilitating one to one marketing on a large scale. We are living through a social commerce revolution and those companies that are not harnessing the tools and disciplines are losing out.

74% of brand marketers saw an increase in website traffic after investing just 6 hours per week on social media. 77% of b2c companies have acquired customers from Facebook. Blogs and other online influencers are playing a key role in promoting businesses.

It is projected that by 2015 annual smartphone sales will be approaching 1 billion and that brands will be generating 50% of their web sales through social media and mobile platforms. It is, therefore, vital to understand

the links between social and mobile. Furthermore, with over 800,000 hours of video being uploaded to YouTube everyday, video is also having a significant role in social commerce.

Of course, it must not be forgotten that the electronic trading that is part of the Internet era means that travel companies are holding more data about their customers than ever before. The opportunity is to use this for personalised one-to-one marketing. Consumers are being taught to expect this. The best sales sites such as Amazon.com are leading the way by setting customers' expectations that they will be made a personalised offer of products that are directly relevant to their needs.

With all this in mind, TTI has assembled a group of top-rate speakers who will deliver the low-down on how they are managing social media, which channels you should be focusing on, how to yield results from one to one marketing and what the future holds for social commerce. Attend TTI's Spring conference and Let's Get Personal.

(Statistics source: thesocialskinny.com)

THE SPEAKERS

William Beckler
Head of Innovation
lastminute.com

John McQuillan
President
OpenJaw Technologies

Jo Marshall
Regional Account Manager - Technology &
Online Travel, World Travel Market

Debbie Hindle
Managing Director
Four bgb

Rob Granville
Director
Little Voice Media

Pleasance Coddington
Global Content & Social Media Manager
Cheapflights

Neasa Costin
Global Marketing Solutions | Travel
Facebook

Fleur Hicks-Duarte
Head of Ecommerce
Holiday Taxis

Michael Collins
Marketing and Data Strategist
Travelosophy

Alison Traboulsi
Senior Online and Social Media Manager
lastminute.com

Ewan Macleod
Founder and Editor
Mobile Industry Review

Ana Laborde
Sales and Marketing Director
Guiomatic

THE SPONSORS

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



4-7 Nov 2013 ExCeL London

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

Peter Dennis, *Chairman, TTI*

10:10 World Travel Market Update

Jo Marshall, *Regional Account Manager - Technology & Online Travel, World Travel Market*

10:20 Keynote: The Social Commerce Revolution

Social Commerce has arrived and it is here to stay. The statistics make it clear that successful travel companies will increasingly rely on social media, mobile and video to reach their customers. Hear about how the revolution is re-shaping the travel industry.

John McQuillan, *President, OpenJaw Technologies*

Hands-On with Social Media**10:40 Social Media at Cheapflights**

Learn about how Cheapflights family of brands is managing its social media strategy.

Pleasance Coddington

Global Content & Social Media Manager, Cheapflights

11:00 Coffee**11:30 Socialising the Lastminute.com Brand**

lastminute.com is one of the original online travel brands, formed in the early days of the dotcom boom. Hear how it is using social media to reach out to its customers.

Alison Traboulsi

Senior Online & Social Media Manager, lastminute.com

11:50 Online Influencers - Lessons from Other Industries

Online influencers now play a key role in making your products visible and ensuring that they are perceived in a good light. Learn about how players in other industries have been using online influencers to great effect.

Fleur Hicks-Duarte, *Head of Ecommerce, Holiday Taxis*

12:10 Keynote and Hands-On Panel Session**Tools of the Trade****12:25 Getting the Best from Bloggers and Blogging**

Bloggers have become powerful online influencers. Hear from an expert about how to engage with bloggers and use them to best effect.

Debbie Hindle, *Managing Director, Four bgb*

12:45 Buffet Lunch**13:45 Introducing the Revenue Management Society**

TTI has entered into an association with the Revenue Management Society. Hear a brief introduction to the organisation.

Tim Rosen

Honorary Secretary, The Revenue Management Society

13:55 Getting Personal

Guiomatic is providing travel companies with travel guides that are personalised to the individual traveller. Hear about how the benefits of increased brand awareness, greater loyalty, business intelligence are being achieved.

Ana Laborde, *Sales and Marketing Director, Guiomatic*

14:15 Video as Part of your Social Media Mix

With high speed broadband installed in many homes and being introduced by the mobile networks, consumers are becoming accustomed to accessing online video. Hear how to take advantage of the increasing interest in viewing video.

Rob Granville, *Director, Little Voice Media*

14:35 Getting the Most from Facebook

Facebook is the no.1 social media channel and so it is vital to know how to make the most of it. Hear about the latest ways in which you can use Facebook to drive more revenue for your company.

Neasa Costin,

Global Marketing Solutions | Travel, Facebook

14:55 Tools of the Trade Panel Session**15:10 Coffee****Solomo, CRM, The Future****15:40 Mobile and Social**

Solomo (social, local, mobile) inextricably links mobile with social media. Consumers are facebooking, tweeting, uploading videos and photos when they are on the move. Learn about what is happening in the world of mobile.

Ewan Macleod

Founder and Editor, Mobile Industry Review

16:00 CRM and One to One Marketing

Travel companies collect a plethora of data on customers and their travel preferences, but are they making the most of it? What needs to be done to tap into the trend for one to one personalised marketing? What is the payback?

Michael Collins, *Marketing and Data Strategist,*

Travelosophy

16:20 The Future

Today's fads might be tomorrow's flops. A new wave of apps and trends might be just around the corner. What does the future hold for social media and CRM? lastminute.com's Head of Innovation takes the long view.

William Beckler, *Head of Innovation, lastminute.com*

16:40 Solomo, CRM, The Future Panel Session**16:55 Chairman's Summary, Peter Dennis, 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
- Additional TTI member delegates and Unicorn licence holders £50 + VAT
- AAC / ABTA / ABTOF / AITO / BETA / ETOA / GTMC / IFITT / OpenTravel / Revenue Management Society / members £195 + VAT
- Others £295 + VAT.

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