Out of Print

Date:

Tuesday
7 October
2003

Venue:

Institution of
Electrical
Engineers
Savoy Place
London
WC2R 0BL

Nearest
Underground:
Embankment or
Charing Cross

- Are e-brochures set to revolutionise the travel industry?

- What success has been had by those organisations that are already pioneering e-brochures? What pitfalls have they overcome?

- Which e-brochure strategies and technologies are right for your company?

- Find out if brochures are set to go out of print by attending TTI's 2003 Autumn conference.

Why do travel companies distribute 300 and 400 page brochures when customers are really only interested in 30 or 40 of those pages? This question has been on the minds of major travel companies such as TUI UK and Kuoni.

With brochure production costing the industry over £400 million per annum - £20 on the price of every package holiday – the widespread introduction of e-brochures could make a real difference to industry profitability, but what would be the effect on the travel industry's dynamics?

For example, e-brochures go hand-in-hand with dynamic pricing. Would travel companies, freed from the constraint of having to honour prices that were printed in brochures before market factors became evident, be better able to manage yield?

Agents might gain permission from operators to create customised brochures that feature holidays from more than one operator, a great convenience to the customer. But would this be acceptable to operators and, if agents assemble customised brochures, who would pay for the cost of printing?

Several tour operators have launched their own e-brochure initiatives. What solutions have they adopted and what benefits are being achieved? There are several e-brochure solutions on the market, which is the right one for your company?

With TTI setting the XML standards for querying and distributing e-brochure content, it is uniquely placed to bring together a group of speakers who can deliver the answers. Attend TTI's Autumn 2003 conference and find out for yourself what will happen as brochures go out of print.

The Speakers

Ed Spiers, Director
Anite Travel Systems

Matt Rooke, E-business & Database Manager
Kuoni Travel

Paul Markland, Managing Director
BP Travel Marketing Services

Andrew O'Sullivan, Business Development Manager
ebxp

Tony Evans, Head of Business Development
Exceptional Travel

Les Csonge, Sales & Marketing Director
Digitalwebbooks

Mikael Pehrsson, Sales Executive Travel & Transportation
Graeme Hogg, Regional Publishing Practice Principal
Hewlett Packard

Jeremy Ellis, General Manager Product Development and Creative Marketing Services
TUI UK

Michael Bysh, Director
Instant Brochures

Matt Gillam, Managing Director
inbro

Ronnie Findlay, Director
Own Label Holidays

Mark Ejlenberg, Director of Strategy
Leonardo Media

Colin McKee, Managing Director
Travelmedia

Andy Mayes, Project Manager
Travel Technology Initiative

The Sponsor

TTI wishes to extend its warm thanks to Anite Travel Systems who has kindly sponsored this event.

Anite travel systems   integrated travel solutions

09:30   **Registration and Coffee**

10:00   **Welcome from the Chairman & TTI Update**
Tony Allen, Chairman TTI

10:10   **Keynote: e-Brochures - Friend or Foe**
Anite Travel Systems has surveyed the travel industry to learn about industry attitudes to the introduction of e-brochures. Conference delegates will be the first to hear the results.

Ed Spiers, Director
Anite Travel Systems

10:30   **Reducing Postal Brochure Requests Online**
What initiatives is Kuoni taking to reduce the number of hard copy brochures requested? What challenges did Kuoni face in implementing these changes? Have the projects met expectations?

Matt Rooke, E-business & Database Manager
Kuoni Travel

11:05   **Coffee**

11:35   **The Holiday Brochure - Print or Pixel**
BP is at the centre of travel industry brochure distribution. Are e-brochures set to completely change the industry's dynamics?

Paul Markland, Managing Director
BP Travel Marketing Services

12:10   **Printing Out the Future**
If operators start distributing e-brochures, how are agents going to cope? What print technology is around the corner to help them print on demand? What costs will they have to bear?

Mikael Pehrsson, Sales Executive Travel & Transportation
Graeme Hogg, Regional Publishing Practice Principal
Hewlett Packard

12:45   **Buffet Lunch**

13:45   **e-Brochures and TUI UK**
What is TUI UK's take on e-brochures? Is the world's longest established travel company set to embrace the technology or stick with tradition?

Jeremy Ellis, General Manager Product Development and Creative Marketing Services
TUI UK

14:20   **Case Study: Own Label Holidays**
Newly launched Own Label Holidays is taking full advantage of Exceptional Travel's e-retail technology. What is its business proposition and how will it harness the power of e-brochures?

Ronnie Findlay, Director, Own Label Holidays
Tony Evans, Head of Bus. Dev., Exceptional Travel

14:55   **Coffee**

15:20   **TTI e-Brochure Project Update**
TTI is at the forefront of developing XML standards for the querying and distribution of e-brochure content. What are the results of its work so far?

Andy Mayes, TTI Project Manager

15:35   **Meet the e-Brochure Solutions Suppliers**
Six of the top e-brochure solutions suppliers will present their solutions and then take questions. Find out which is the right solution for your you.

Les Csonge   - Digitalwebbooks
Andrew O'Sullivan - ebxp
Matt Gillam   - inbro
Michael Bysh   - Instant Brochures
Mark Ejlenberg   - Leonardo Media
Colin McKee   - Travelmedia

16:50   **Chairman's Summary**
Tony Allen, Chairman, TTI

17:00   **Close**

Moderator: Paul Richer, Genesys

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

Registration

To register, please return the coupon below *(by 30 September, please)* with your cheque (if non-TTI member) to:
Travel Technology Initiative, c/o Rowden Farm, Brentor, Tavistock, PL19 0NG, United Kingdom

Telephone enquiries and fax: 0870 904 1521   email bookings: admin@tti.org

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I would like .... delegate(s) to attend and enclose a cheque made payable to Travel Technology Initiative.

- 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)
- ABTA/AITO/BITOA/CIMTIG/ETOA/IFITT/OTA/TUA members £75 + VAT (£88.13).
          Please Indicate organisation & membership no. (if applicable) …………………………………………………………………………………………..
- Others £195 + VAT (£229.13). *Conference fees paid by Non-TTI members will be credited against annual membership.*

Name ……………………………………………………………………. Position ………………………………………………….

Company …………………………………………………………….. Telephone ……………………………………………..

Email ………………..………………………………………………. Fax ……………………………………………………………..

Address ………...……...

Names of other delegates …………………………………………………………………….. (source: Genesys)