

Travel in a Web 2.0 World

DATE:

**Tuesday
24 April
2007**

VENUE:

**The Institution
of Engineering
and Technology**

**Savoy Place
London
WC2R 0BL**

**Nearest
Undergrounds:
Embankment or
Charing Cross**

Wikipedia defines Web 2.0 as referring to a perceived or proposed second generation of Internet-based services that emphasise online collaboration and sharing among users.

Certainly, travel companies are seeking to embrace Web 2.0, but what does it mean in practice and what are the implications for the industry?

Are Web 2.0 services such as social networking sites, wikis, communication tools and folksonomies allowing consumers to wrest control of travel products from the industry? Customers can discuss and share information on travel experiences, where to find the lowest prices and can talk to each other about your company and its services.

Do you need to know what they are saying? How can travel companies embrace Web 2.0 and steal a march on their competitors?

This conference examines Web 2.0 from a variety of perspectives: seeing how established travel companies are riding the wave, hearing about the motivations and strategies of new entrants, learning about the new tools and services that will help travel companies monitor, control and interact with Web 2.0 sites.

Attend Travel Technology Initiative's Spring conference and find out for yourself how best to travel in a Web 2.0 world.

THE SPEAKERS

Jerome Touze
Director and co-founder
Where Are You Now (WAYN)

Tim Wright
Managing Director
HyperTech Solutions UK

Jan Oetjen
Media Consultant

Madeleine Wood
Business Development Manager
Spannerworks

Geoff Cantello
Sales Director
TeaLeaf Technology

Simon McDermott
Chief Executive
Attentio SA

Frosti Sigurjonsson
Chief Executive Officer
dohop Ltd

Rohit Talwar
Chief Executive Officer
FastFuture

Michael Rhodes
Web Development Manager
Leger Holidays

THE SPONSORS

TTI wishes to extend its warm thanks to HyperTech Solutions and TeaLeaf Technology 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: Travel Technology and Web 2.0

Hear a US perspective on Web 2.0 and travel, how the market is developing and possible indications for the future. US based HyperTech Solutions is a new entrant into the UK market for travel technology, seeking to make its mark with its advanced dynamic packaging solutions.

*Tim Wright, Managing Director
HyperTech Solutions UK*

10:30 The Future of Online Search

As the Internet and Web continue to develop, will search also evolve or has it already reached its functional zenith? What form might it take in the future? Will the search engines be supplanted by new mechanisms or are they here to stay?

*Madeleine Wood, Business Development Manager
Spannerworks*

11:05 Coffee**11:35 Travel 2.0 - the Future of Travel in a Web Enabled World**

The take-up of Web 2.0 technologies and philosophies by the travel industry has spawned the phrase Travel 2.0, but what does this really mean? Where is travel heading as the world becomes increasingly Web enabled?

*Rohit Talwar, Chief Executive Officer
FastFuture*

12:10 Case Study: Transforming the Traditional

Leger Holidays is one of the best known names in coach tour operating, a family-run business founded over 20 years ago. Not content with sitting still and relying on traditional channels, Leger has put the Web at the heart of its distribution strategy. Hear how this business has embraced Web 2.0 and is reaping the benefits.

*Michael Rhodes, Web Development Manager
Leger Holidays*

12:45 Buffet Lunch**13:45 Keynote: Web 2.0 - Moving from What to Why**

Typically, companies are able to report on what happened on their site – the number of visitors, conversion rates, points of abandonment, are good examples. With Web 2.0 growing in importance, it is one thing to know what happened but it is far more powerful to know why. Today, to see why they abandoned, understanding the causes and taking action all in real time will improve the online customer experience and drive significant growth in revenue. TeaLeaf will explain how moving from What to Why results in huge rewards.

*Geoff Cantello, Sales Director
TeaLeaf Technology*

14:05 The Future Structure of the Travel Industry

Undoubtedly, the advent of the Internet has caused a revolution in the travel industry, with new entrants stealing market share, acquisitions & mergers becoming routine and with those companies that could not adapt simply closing down. Has the industry reached a plateau of stability or is Web 2.0 and the continued development of online markets going to cause a future seismic shift in the structure of the travel industry? Travelocity Germany's former Managing Director gives his views on where we are heading.

Jan Oetjen, Media Consultant

14:40 Case Study: Building a Web 2.0 Travel Business

Launched in 2005, dohop claims to be the world's first flight planner for low-cost airlines, later expanding to include all scheduled airlines worldwide. The business is a prime example of the new wave of travel intermediaries that provide their value-add through provision of consumer-friendly information. Find out how dohop has developed and how the business intends to sustain its competitive advantage in an increasingly sophisticated online world.

*Frosti Sigurjonsson, Chief Executive Officer
dohop Ltd*

15:15 Coffee**15:45 Monitoring Your Web 2.0 Presence**

The very essence of Web 2.0 is community. This means that consumers are talking to each other about your organisation and its products. You need to know what they are saying so that you can react accordingly, but how do you go about monitoring the plethora of Web 2.0 sites? Attentio has built real expertise in this area. Learn about monitoring your Web 2.0 presence.

*Simon McDermott, Chief Executive
Attentio SA*

16:20 Case Study: Where Are You Now (WAYN)

WAYN is one of the newest Web 2.0 travel organisations to have launched. Its aim is to help its members to keep track of all their contacts from around the world and make new friends based on where they are now, where they have been and where they are going. The business is financially backed by some of the best known names in online travel. What do they know that we don't? Is WAYN the future of travel? Will it be a boon or a threat to established players?

*Jerome Touze, Director and co-founder
Where Are You Now*

16:55 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**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/AITO/CIMTIG/ETOA/IFITT/OTA/TUA/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.*

To contact TTI, email admin@tti.org or call 0870 904 1521