

## WTM INCREASES PROGRAMME OF ONLINE SESSIONS

World Travel Market (WTM) has expanded its technology and online travel event programme, with organisations such as British Airways, lastminute.com and Google taking part.

The seven-session programme, organised by travel technology consultancy Genesys, takes place on November 9-10 covering subjects such as social media, mobile technology and search engine marketing.

British Airways' manager for BA.com and mobile innovations, Chris Carmichael, and lastminute.com's head of innovation, Marko Balabanovic, will speak at a session entitled Does Mobile Matter? on November 9.

Jerome Touze, director of Where Are You Now, a social network for travellers, will talk about the social media revolution and how travel companies can capitalise on

Facebook, Twitter, YouTube, blogs and other digital platforms.

Delegates will also be able to hear advice about website content in a session called Customers Need Content. Speakers include Sandra Leonhard, director of web strategy and business development at Tui Travel, and Giles Longhurst, director for Europe, the Middle East and Africa at Frommer's

Unlimited. Google, Yahoo and Bing

travel industry bosses Nate Bucholz, Tracey Cheffey and Caroline Mastoras will also answer questions on search marketing.

WTM exhibition director Simon Press said: "The Technology and Online Travel region of WTM is the fastest growing in the exhibition so its event programme has increased to reflect this."

WTM has also introduced an 80-seat presentation theatre in the technology and online travel section. This will allow exhibitors to promote their products in 45 minute slots to buyers.

**80**  
The number of seats  
in a new presentation  
theatre in WTM's  
technology  
section

**world  
travel  
market**  
8-11 Nov 2010 ExCeL London  
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