

Optimising Digital Sales

DATE:

Monday
19 March 2012
09:30 - 17:00

VENUE:

**NH Harrington
Hall Hotel**

**5-25 Harrington
Gardens
London
SW7 4JW**

**Nearest
Underground:
Gloucester Road**

The online world throws down the challenge of a never-ending quest. Even if your website or mobile presence is producing excellent results there is no rest. You know that a further tweak here or re-design there might further increase sales. There is no option to sit back and be satisfied. The most successful websites are run by those who are continually trying something new, always running A/B testing to see which changes provide an incremental improvement and which should be discarded.

Even though this scenario of continual tweaking and testing sounds obsessive, optimising digital sales is actually far more complex. There are so many facets that need to be taken into account.

The design of one's website is of paramount importance. Once a visitor arrives, he or she needs to be converted to a customer. Your site needs to do everything it can to keep a visitor hooked and moving forward to making a purchase. However, there are many other aspects to optimising digital sales.

Personalisation of online marketing communications has become vitally important. On the one hand, collecting and using personal data is becoming increasingly sophisticated. On the other hand, EU legislation may be introduced to limit this.

Social media now drives a significant proportion of visitors towards one's sales channels but are you able to convert your social media contacts to paying customers?

Of course, product strategy is of great importance. Do you have the right products at the right price? Do your digital sales channels connect to a sufficient breadth of product that visitors will not feel the need to shop with your competitors?

With the right products in place, is your digital content sufficiently compelling or are your visitors left bereft of the information they need to make the sale?

Does your search engine strategy work for you? Are you getting positive return on investment to your marketing expenditure? Could your website be made to climb further up the organic search results?

Finally, is your business slick enough that you can do all this and still make a profit?

Effective, efficient online selling is all about the above and more. Attend this conference and hear from the experts about how you can optimise your digital sales.

THE SPEAKERS

Elliott Pritchard
Marketing Director
Travel Republic

Jonathan Greensted
Business Development Director
Zolv

Gregory Linn
Director Key Account Management Hotel & Travel
Groupon

John Howell
Managing Director
Multicom

Alan Jaramillo
Director MICE Sales, International Sales Office, UK
NH Hoteles

Sam Gregory
Industry Manager - Travel
Google UK

Giles Longhurst
Director EMEA
Frommers Unlimited

David Smith
Founder
MiGuide

Anthony Rawlins
Director
Digital Visitor

Daniel Reilly
Managing Director
BlinkBooking.com

THE SPONSORS

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

ZOLV

Wake Up
To a Better
World **NH**
HOTELES

09:30 Registration and Coffee

10:00 Welcome from NH Hoteles

Alan Jaramillo, *Director MICE Sales, International Sales Office, UK, NH Hoteles*

10:10 Welcome & TTI Update

Peter Dennis, *Chairman, TTI*

Optimising your Presence

10:20 Keynote: Designing the better travel website

Travel, by its very nature, is a complex product to purchase. This means that information provision and the booking process require careful designing to ensure that potential customers reach that all important 'Confirm Booking' button. Hear an expert view about how to design a better website.

Jonathan Greensted

Business Development Director, Zolv

11:00 Coffee

11:30 Getting the content right

A vital part of the online travel is the provision of content. It needs to be sufficiently compelling to persuade online visitors that they should become customers. Frommers Unlimited is recognised as one of the leading exponents of travel content. Learn how your online presence can deliver persuasive content.

Giles Longhurst, *Director EMEA, Frommers Unlimited*

12:00 Feeding the cookie monster

Internet sales rely heavily on gleaning information from consumers in order to deliver a more personalised experience. Much of this personalisation is driven by cookies, downloaded onto consumers' computers and then used for tracking. European e-privacy legislation may be putting a stop to this. Hear about how EU law may hamper future online selling techniques.

Elliott Pritchard, *Marketing Director, Travel Republic*

12:30 Optimising your Presence Panel Session

12:50 Buffet Lunch

Innovating

13:50 Moving into mobile

Many see mobile as the online future with consumers carrying always-online devices that enable them to shop for travel anytime, anywhere. New businesses such as BlinkBooking.com are aiming to make the most of this opportunity by offering services that address an immediate need. Hear about the rapid development of mobile and how one company is looking to exploit this fast-growing channel.

Daniel Reilly, *Managing Director, BlinkBooking.com*

14:10 It's personal!

Some of the largest travel companies are taking personalisation very seriously. The technology is complex but the rewards are there. Hear from an expert about the benefits of personalisation and the development of a new business designed to provide travel companies with valuable insight into their customers' tastes and preferences.

David Smith, *Founder, MiGuide*

14:30 Innovating Panel Session

Product Matters

14:45 Pulling in the product

If you don't have the products, the customers won't buy. Many travel companies realise that they need a wide range of accommodation and flights to support their own core offerings. Multicom has gained an enviable reputation as one of the leading content aggregators that can deliver this. Learn about how you can pull in the product you need.

John Howell, *Managing Director, Multicom*

15:05 Coffee

15:35 Doing the deal

Deal sites are becoming increasingly popular as places where consumers can make a great value purchase and vendors can win new customers. Groupon is amongst the best known of these. Learn about the pros and cons of working with this new type of channel to market.

Gregory Linn, *Director Key Account Management Hotel & Travel, Groupon*

Search and Social

15:55 Making the most of Google

Google dominates the search landscape with an 85% market share. It is, therefore, vital that your website ranks well on its search engine whether in the organic listings or paid search. Hear from the inside about how to make the most of Google.

Sam Gregory, *Industry Manager - Travel, Google UK*

16:15 From social to sales

The rise of social media as a customer communication channel has been meteoric. The imperative, though, is to translate social interaction into sales. Digital Visitor is one of the companies leading the way in making this happen for its clients. Hear how you can move from social to sales.

Anthony Rawlins, *Director, Digital Visitor*

16:35 Search and Social Panel Session

16:50 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 / UKinbound members £195 + VAT
- Others £295 + VAT.

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