



# Travel Distribution Summit Europe 2011

10-11 May • Business Design Centre • London

Register before  
1st April  
**SAVE  
£200!**

# Minimise Costs, Maximise Profit: Simply Sell More Travel

## Keynote Debates

Key topics and trends debated by decision makers that sell millions of Euros of travel products



## Social Media & Marketing

Engage with and inspire your customers, and keep them loyal if things go wrong



## Revenue, Yield & Pricing

Reach more customers and get the best price for every sale



## Distribution Strategies

Discover profit-boosting strategies to successfully compete and thrive in a changed distribution landscape



## Merchandising & Ancillary Revenue

Sell more non-core products to maximise spend from every customer



## Online Payment & Fraud

Enable more customers to buy through your cheapest channel, and reduce loss from fraud



## Get Funded Show & Innovation in Travel Awards

Top travel entrepreneurs and innovators compete to prove who's best



## Mobile Strategies

Mobile browsing hits 300% for key UK travel site. How must your marketing evolve?



### OVER 90 EXPERT SPEAKERS INCLUDING:

foursquare

facebook

lastminute.com

Google

IHG  
InterContinental Hotels Group

RYANAIR  
THE LOW FARES AIRLINE

bmi

ACCOR

TUI

#### Global Sponsor:

Sabre / Hospitality Solutions

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digital visitor  
SOCIAL MEDIA PRESENCE

globalcollect  
international payment services

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## Welcome to Europe's Top Summit for Travel Industry Professionals

What a year it's been! Ash clouds, snow, floods, strikes, VAT increases, plus the on-going effects of a global recession; the travel industry has been hit by numerous shocks in the last twelve months. For 2011 and beyond, it's time to reflect, take stock, adapt our strategies and look ahead to prepare for a new era of growth and prosperity.

EyeforTravel knows how important it is that you stay abreast of the most challenging issues affecting the way you buy and sell travel right now and in the future. That's why we've spent the last 6 months speaking to senior executives across the industry to develop a hard hitting program which leaves no stone unturned. We guarantee that you'll go home buzzing with ideas and best practices to implement the moment you return to the office. Tips and trends that will help you prepare for a more stable, and successful year ahead.

This year, we're proud to be the first ever conference to host speakers from "The big 4" - **FOURSQUARE, GOWALLA, FACEBOOK** and **GOOGLE**, not to mention a wide range of the biggest brands in travel today. You'll have an unrivalled opportunity to quiz them with your most pertinent questions throughout the 2 days!

Looking through the brochure, you will see why this summit's impressive speaker line-up and unrivalled content make it unquestionably the one conference you simply can't afford to miss this year. Secure your place today at the early bird rate and we look forward to seeing you there! (see the back page for details).

**We look forward to seeing you in London on 10-11 May.**



**Rosie Akenhead**  
Global Events Director  
[rosie@eyefortravel.com](mailto:rosie@eyefortravel.com)  
0044 207 375 7229 (UK)  
[@rosieakenhead](http://@rosieakenhead)



**Tim Gunstone**  
Managing Director  
[tim@eyefortravel.com](mailto:tim@eyefortravel.com)  
[@timgunstone](http://@timgunstone)

## Why choose TDS 2011 as your only conference this year?

**POWERFUL NETWORKING OPPORTUNITIES** - Meeting people just got easier! Our pre event networking tool will help you meet the people you need to in advance at our designated meeting points on-site. With over 10 hours set aside for networking- you won't be short of time to meet the industry, quiz expert speakers and re-acquaint yourself with friends old and new.

**UNRIVALLED QUALITY CONTENT** - We have spent many months researching the most salient trends, challenges, innovations and opportunities that are driving change in the global travel industry, as decided by you. You can flit between tracks to choose the sessions that are important to you, so you'll never miss out! The audio-visual materials will be available after the event to ensure you can catch up on any sessions you missed.

**EXPLORE OUR INTERACTIVE EXHIBITION** - Want to meet all the big suppliers under one roof but don't want to feel overwhelmed? Our exhibition is designed to be stress-free. Find companies with ease, have a coffee in hand and ask all the questions you have at your own pace.

**ROI** - EyeforTravel is renowned for producing industry events of the highest calibre and as always, providing unsurpassed value for your money remains core to our DNA. That's why our prices remain the same, but our content gets better every year, as we learn directly from you which topics and speakers to bring on board!

**CREDIBLE AND VARIED EXPERTISE** - Airlines, hotels, OTA's, tour operators, car hire, cruise lines, trains, road and top social media brands - we have it all covered for 2011! Hear from trusted travel gurus and expert senior level speakers who are hand picked from the most successful global travel brands. No other event offers the same breadth and depth of cutting edge, hard-hitting topics from a truly impressive speaker line up.

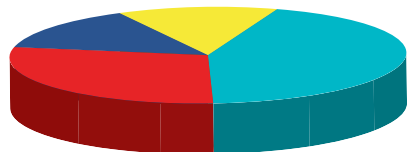
### 2010 attendees:

#### BREAKDOWN BY INDUSTRY SECTOR



- 42% Intermediaries (travel agents, tour operators)
- 28% Travel suppliers (Airlines, hotels, car hire)
- 17% Marketing, technology, content, solutions providers
- 11% Other (press analysts, academics)
- 2% Finance (investors and VC banks and insurers)

#### BREAKDOWN BY SENIORITY



- 44% VP or Manager
- 29% Director / Chief Officer / EVP / SVP / Head of Department
- 14% MD / CEO / President
- 13% Other / Journalist / Engineer / Academic / Analyst

### Top Speakers Include:

Sinead Finn, *Director of Commercial Revenue,* **ryanair**

Evan Cohen, *General Manager,* **Foursquare**

Hedwig Wassig, *CEO,* **@leisure/Belvilla**

Marco Balabanovic, *Head of Innovation,* **lastminute.com**

Julian Carr, *Managing Director,* **bmibaby**

Robert Rogers, *Head of Travel,* **Nokia**

Marc Vicente, *Ancillary Revenue Manager,* **Spanair**

David Perfect, *Head of Travel EMEA,* **Facebook**

Claire Knill, *Head of Marketing,* **Black Tomato**

Xavier Vallée, *Head of Direct Marketing and e-commerce EMEA,* **Avis Europe**

Frank Skivington, *Director of Sales & Marketing,* **Skyscanner**

Marisa Blasco-Bayona, *Pricing Director Europe,* **Hertz**

Miriam Warren, *Head - European Community Management,* **Yelp**

Andy Ellwood, *Director of Business Development,* **Gowalla**

Fergus Boyd, *Head of E-Business,* **Virgin Atlantic Airlines**

Maxim El Masri, *International Strategic Accounts Director,* **Expedia**

Jo Briody, *Head of Marketing UK & IRE,* **Royal Caribbean**

Claire Hutchinson, *Head of Marketing- UK and International,* **Eurostar**

Bruce Poon Tip, *Founder/CEO,* **Gap Adventures**

Callum Adamson, *Head of Search and Social Media,* **BMI**

# SUMMIT AT A GLANCE

Auditorium	Room A	Room E-F	Room D	Room B	Room C	Expo Floor
<b>MOBILE</b>	<b>MARKETING</b>	<b>ANCILLARY</b>	<b>DISTRIBUTION</b>	<b>PAYMENTS/INDUSTRY MEETINGS</b>	<b>INDUSTRY MEETINGS</b>	<b>GET FUNDED</b>

## DAY 1 - 10 MAY 2011

<p>Forecasts and Predictions</p> <p>Real Time Location</p> <p>COFFEE</p> <p>Keynote: Customer tech</p> <p>LUNCH</p> <p>Money Making</p> <p>COFFEE</p> <p>Location &amp; Interactive Tech</p> <p>Networking</p>	<p>Social Media- Show me The £!</p> <p>Social Media for Niche Markets</p> <p>COFFEE</p> <p>SEMINARS</p> <p>LUNCH</p> <p>What's the future?</p> <p>COFFEE</p> <p>The Pros and Cons of outsourcing</p> <p>Networking</p>	<p>Creating An Ancillary Strategy</p> <p>Point of Sale Upselling with Mobile</p> <p>COFFEE</p> <p>SEMINARS</p> <p>LUNCH</p> <p>Harnessing The Irrational Customer</p> <p>Future Standards for Merchandising</p> <p>COFFEE</p> <p>SEMINARS</p> <p>Networking</p>	<p>The Market Review</p> <p>Trends You Need To Understand</p> <p>Best Practice Channel Management</p> <p>COFFEE</p> <p>SEMINARS</p> <p>LUNCH</p> <p>Case Studies - Websites for Profit</p> <p>Search and SEO strategies</p> <p>COFFEE</p> <p>Search and SEO strategies</p> <p>Networking</p>	<p>BAR UK</p> <p>BAR UK</p> <p>BAR UK</p> <p>COFFEE</p> <p>BAR UK</p> <p>LUNCH</p> <p>Stop unclarity on price</p> <p>European Legislation for 2011 and 2012</p> <p>COFFEE</p> <p>International Payment Preferences</p> <p>Create a flawless mobile payment system</p> <p>Networking</p>	<p>IFITT</p> <p>COFFEE</p> <p>IFITT</p> <p>LUNCH</p> <p>SEMINARS</p> <p>COFFEE</p> <p>SEMINARS</p> <p>Networking</p>	<p>Get Funded Show</p> <p>COFFEE</p> <p>Get Funded Show</p> <p>LUNCH</p> <p>Innovation in Travel Awards</p> <p>COFFEE</p> <p>Innovation in Travel Awards</p> <p>Networking</p>
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## DAY 2 - 11 MAY 2011

<p>Keynote: Meet The Gate-Keepers</p> <p>COFFEE</p> <p>Keynote: Maximum Growth In a New Market</p> <p>LUNCH</p> <p>Get Funded Final Innovation in Travel Final</p> <p>Mobile: Ask The Experts</p> <p>END</p>	<p>SEMINARS</p> <p>COFFEE</p> <p>SEMINARS</p> <p>LUNCH</p> <p>Marketing: Holistic Marketing</p> <p>Marketing: How To Build The Perfect Website</p> <p>Marketing: Social Media for a crisis</p> <p>END</p>	<p>SEMINARS</p> <p>COFFEE</p> <p>SEMINARS</p> <p>LUNCH</p> <p>Revenue Management: Innovation and Integration</p> <p>Revenue Management: Best Practice Total RM Examples</p> <p>Revenue Management: Hotel RM for smaller chains and independents</p> <p>END</p>	<p>SEMINARS</p> <p>COFFEE</p> <p>SEMINARS</p> <p>LUNCH</p> <p>Distribution: Group Buying for travel</p> <p>Distribution: Managing Recommendations and Reviews</p> <p>END</p>	<p>TTI</p> <p>COFFEE</p> <p>TTI</p> <p>LUNCH</p> <p>SEMINARS</p> <p>END</p>	<p>European Tourism Commission</p> <p>COFFEE</p> <p>European Tourism Commission</p> <p>LUNCH</p> <p>SEMINARS</p> <p>END</p>	<p>SEMINARS</p> <p>COFFEE</p> <p>SEMINARS</p> <p>LUNCH</p> <p>SEMINARS</p> <p>END</p>
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## 10 - 11 MAY: OPENING MORNING SESSIONS

### DAY 1

#### Keynote Debate: Customer Tech and Trends - How Will your Customers Interact with you Through and Beyond 2011?

Your customers are constantly changing the way they want to communicate. The growth of mobile web browsing is rocketing (figures as high as 300% YOY growth for some travel companies have been recorded) and the social media channels continue to exert huge influence. We gather travel industry experts to try and predict how consumer buying behaviour will develop in the future.

Romain Roulleau, SVP e-Commerce, **Accor**

Alun Williams, eCommerce Director, **TUI UK**

Brian Pratt, Senior Vice President, Distribution, Loyalty Programs and Partnerships, **MIS Corinthia Hotels**

#### Keynote Debate: Mobile, Social Media & Location - How to Exploit the New Real-Time Location-Enabled Web

1 in 4 U.S. adults use mobile location-based services (Mobile Marketing Association) How do you prepare for the next wave?

- Learn how to monitor the social, geo-enabled web - find where your customers are then respond to them in real time to inspire, inform and sell more
- Understand how to target your customer wherever they are - pitching relevant offers dependant on their location and customer profile
- Should you reward travellers for checking in?
- The Big Debate: Foursquare, Gowalla, Facebook Places, SCVNGR, Yelp- Which of these sites offers the best business model to suit your brand?

Evan Cohen, General Manager, **Foursquare**

Miriam Warren, Head - European Community Management, **Yelp**

Andy Ellwood, Director of Business development, **Gowalla**

Evan Korzon, VP Cities and Tourism, **SCVNGR**

### DAY 2

#### Keynote Debate: Meet the Gate Keepers - and Hear How Top Travel Companies Liaise With Them

Who controls the access to your customer? Learn best practice strategies on how to interact, engage and communicate with them. Hear from the top dogs of the online world as to how they can help you engage customers, increase bookings and inspire them to travel.

David Parfect, Head of Travel, **Facebook**

Dan Robb, Industry Head - Travel, **Google**

Robert Rogers, Head of Travel, **Nokia**

Rob Bassett, Head - Integrated Partnerships, **eBay UK**

With expert questioning from Sandra Leonhard, Director - Web Strategy & Business Development, **TUI Travel**

#### Keynote Debate: Prepare for Maximum Growth in a Transformed Market

In this session, we're analysing specific in-depth areas of the travel market. Do we need to prepare for more ups and downs? Determine where to invest for survival and growth with the help of our expert panel. Discover what has changed in terms of customer behaviour, business and technology. Learn how you can position your organisation to form maximum profit in the face of the travel industry's ever changing business model and supply chain. How have the recent spate of mergers and the increase in coalitions, way beyond the traditional shared airline loyalty groups, changed the search for inventory and routes to market?

Sinead Finn, Director of Commercial Revenue, **Ryanair**

Julian Carr, Managing Director, **bmibaby**

Michael Levie, President, **Citizen M Hotels**





### DAY 1

## Forecasts and Predictions for Mobile Usage in the Travel Industry

- How many of your customers access your information and purchase via their mobile device?
- See which customer groups are changing their behaviour the fastest
- Tablet or phone... oh, and which phone platform? What are the trends and areas of growth?
- SMS, mobile browsing, apps – discover if the figures add up, and where to focus your spend

Jeremy Copp, Vice President Mobile Europe, [comScore, Inc](#)

Dan Craig, E-Commerce Director, [Hotels.com](#)

## Mobile, Social Media & Location – How to Exploit the New Real-Time Location-Enabled Web

1 in 4 U.S. adults use mobile location-based services (Mobile Marketing Association) How do you prepare for the next wave?

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Evan Cohen, General Manager, [Foursquare](#)

Miriam Warren, Head – European Community Management, [Yelp](#)

Andy Ellwood, Director of Business Development, [Gowalla](#)

## Money-Making Strategies for Mobile in the Travel Industry

At our US conference in 2009 Hilton reported US\$40 ROI from every dollar invested in mobile. At our seminar in November 2010 lastminute.com shared an incredible 300% growth in mobile browsing. Mobile is here to stay so attend this session to learn more about:

- Mobile for inspiration – How can we inspire mobile customers to get them to buy travel products
- Mobile and payments – Big payments on mobile still cause problems – how are the experts dealing with this?
- Mobile for in-trip ancillary – Up-sell in hotel, in-air and on the move

David Slocombe, Innovation Product Manager, [lastminute.com](#)

Tom Britton, Project Manager, [Thetrainline.com](#)

Jeroen Van Velzen, CEO, [Sound Of Data](#)

Fergus Boyd, Head of E-Business, [Virgin Atlantic](#)

Per Voegerl, Commercial Director, [Sixt Rent-A-Car](#)

## Developments in Mobile and Interactive Technology that You Need to Prepare For

- Should you build an app or invest in a mobile friendly booking site? Does HTML 5 really mean the end of apps?
- QR codes – Will this bar code mobile technology go global, and is it worth investment at this stage?
- Surface table technology and its impact on travel- who's testing it, who will use it, and what are the problems associated with it so far?
- Augmented reality apps in travel – The pros, the cons, and the in-betweens

Chris Carmichael, Manager ba.com & Mobile Innovation, [British Airways](#)

Rob Define, Director Product Strategy, Car & Insurance, [ebookers](#)

Michael Neidhoefer, CEO, [Netbiscuits](#)

Adnan Saulat, Principal Consultant- Travel & Transportation Industry Group, [Mindtree Ltd](#)

### DAY 2

## Mobile – 101 – Ask The Experts – What's Holding You Back?

- What's important on a mobile booking page for an airline? Why does it differ from a hotel booking page? What extra security does a mobile booker need over a website booker?
- Tips to simplify/re-direct to a mobile optimized browsing site
- Company budgeting on mobile sphere - Where's the priority?
- Integrating your call centre to mobile booking for maximum reach and customer care
- What's changing with mobile check-in and boarding?

David Slocombe, Innovation Product Manager, [lastminute.com](#)

Nicola Radacher, Project Management; Software Development Android and iPhone, [Mobilizy GmbH](#)

Martin Verdon-Roe, Head of Sales, [Tripadvisor](#)







### DAY 1

#### Show Me The Money! What Are The Elements of a Successful Social Media Strategy?

- Your MD wants to see ROI, but is this the main purpose of social media? What are the criteria for success of social media- numbers of followers, conversion to booking, return on engagement, return on investment, customer satisfaction?
- Measurement: the tools and basic understanding are now in place for social media - So what is next, and what technological developments are now available to help us track results more effectively?
- Hear from brands who have seen the money, but also see what other delights effective social media can offer a travel brand

Barbara Pezzi, Director Analytics & Search Optimization, **Fairmont Raffles Hotels International**

Justin Reid, Head of Digital and Social Media & Adriana Conte, Social Media Programme Manager, **VisitBritain**

Anthony Rawlins, Managing Director, **Digital Visitor**

#### Reach Niche Customers Through Social Media Channels and Increase Conversions

Social media is a great platform not just for the big guns, but for specialist markets too. See how other niche operators and travel brands have utilised twitter, facebook and other social media channels to join the conversation, engage with the consumer and target potentially lucrative niche travel groups!

Ryan Anderson, Founder, **Magic Seaweed**

Bruce Poon-Tip, Founder and CEO, **Gap Adventures**

Shashank Nigam, Managing Director, **Simplifying**

#### What Key Trends in Marketing Do You Need to Watch?

The words on everyone's lips in 2011 are "the customer." How are travellers evolving and how does social media and marketing match up to their expectations?

- Understand the importance of geo-location- and applications like Gowalla, Foursquare and Facebook places.
- Learn more about the pros and cons of marketing through group purchasing sites like Groupon, and see how social media ties into group buying
- In-hotel and in-flight social media - How to use social media once your customer has arrived to upsell and enrich their experience
- Does blogging have a future in our industry or has it been phased out by the mini-blog (like twitter)?

Xavier Vallée, Head of Direct Marketing & E-Commerce EMEA, **Avis**

Callum Adamson, Head of Social Media and Search, **BMI**

Josiah Mackenzie, Industry Analyst, **ReviewPro**



#### The Pros and Cons of Outsourcing PR and Social Media

Thousands of companies are cropping up claiming to be "the world experts" on social media. Get the story from both sides. Is employing a PR or social agency to execute and measure your strategy a good move? We open the debate with an example from both sides, and a neutral opinion too!

Amy Ziegenfuss, Director of Marketing, **Choice Hotels**

Debbie Hindle, Managing Director, **Four BGB**

### DAY 2

#### Holistic Marketing: Web, Mobile, Social Media and Offline Advertising

- Learn new age techniques for email marketing - tried and tested by others with proven results
- Understand how to integrate your offline advertising message with social media and web adverts
- See how to sensibly allocate the marketing spend to incorporate budget for mobile and social media

Claire Higgins, Head of Marketing, **vtravelled.com**, **Virgin Atlantic**

Hedwig Wassing, CEO, **@leisure/Belvilla**

Elie de Coignac, Founder and CEO, **Splendia**

Paolo Torchio, VP E-Marketing Services, **Sabre**

#### How to Build the Perfect Travel Website and Maintain It

- Website optimization and usability: what balance of video, social media, photos and other interactive technology helps increase conversions?
- Discover how and why your website usability and content may be affected with the release of hotel pricing information on Google Maps
- Promoting a global brand locally in the online environment- discover how to challenge and overcome the difficulties

Lennert de Jong, Director of Distribution, **CitizenM Hotels**

Jo Briody, Head of Marketing, UK & IRE, **Royal Caribbean Cruise Lines**

Dan O'Sullivan, VP International, **translations.com** (Q&A panellist only)

#### Social Media for Crisis Management - Case Studies

Discover how brands have used social media for a direct purpose. 2010 and 2011 have thrown at us strikes, ash clouds, double dip recessions, storms and snow. Which brands capitalized on the crisis, and which failed miserably? See how travel brands handled each crisis and mitigated it through the realm of social networks.

Claire Hutchinson, Head of Marketing, UK & International, **Eurostar**

Chantal Sukul, Social Media Manager, **Eurail.com**





### DAY 1

## Market Review: The Ups, The Downs and The Future Trends to Watch

At a time of a post-crisis global recovery, Travel & Tourism is in a unique position to power sustainable growth worldwide, whether in mature economies emerging from recession or young emerging markets in the throes of rapid development. Travel & Tourism is one of the world's largest industries, employing more than 235 million people worldwide and generating some 9.2% of global GDP. David Scowsill reviews the current marketplace, identifying trends that will influence business strategies, and highlights the challenges and opportunities that need to be addressed.

David Scowsill, President & CEO, **World Travel & Tourism Council**

## Travel Distribution Trends You Need to Understand

- In an evolving online landscape, which products are working efficiently and selling and why?
- Which foreign markets are the ones to watch?
- Which channels are growing fastest and which sectors are losing market share?

Tim Gunstone, Managing Director, **EyeforTravel**

James Murray, Marketing Research Analyst, **Experian Hitwise**

## Best Practice Channel Management Strategies For a Well Rounded Business Model

- Which are the most effective channels to increase brand awareness to convert bookings?
- Working the costs – how do you balance the channel fees and drive for more sales?
- See how to best manage the revenue management, sales and marketing functions holistically without banging heads

Maxim El Masri, Director Global Strategic Accounts EMEA, **Expedia**

Rémy Merckx, Director Web Distribution, **Accor**

## Case Studies - Learn From the Creators of The Best Travel Websites and Discover How to Improve Your Own Profitability

- Link your loyalty programs and marketing databases to the social sites and reap the benefits
- Can you build a relationship over mobile and social media and engage with your consumer at every touch point of the travel cycle
- Make a 2 way conversation – collect and draw meaning from the vast social media feeds like Facebook and Twitter

Claire Knill, Head of Marketing, **Black Tomato**

Brian Pratt, Senior Vice President, Distribution, Loyalty Programs & Partnerships, **MIS Corinthia Hotels**

## Search Strategies in a Transformed Industry

The search mechanisms in travel are in upheaval. What is the future of meta-search? If and when it gets approved what will happen to the Google / ITA company? How will Kayak, Skyscanner, Easyvoyage, fly.com compete?

PLUS:

- Web 3.0? How can we prepare for the semantic web before Google does?
- What to do when your SEO fails and PPC just gets more expensive
- Google isn't king everywhere – what other search engines do you need to work with for global sales?
- Maps with dynamically priced hotels ... how's this new Google search tool going to change customer behaviour and how your hotel products sell?
- Multi lingual search - how do you do adopt your SEO policy and build search traffic using multiple languages
- Behavioural search data- what are the key travel trends?

David Raitt, Industry Head Travel, **Google**

Krista Pappas, Global Director & Head - Business Development, **Bing Travel at Microsoft**

Robin Sutherland, Managing Director, **Travel Supermarket**

Frank Skivington, Director of Sales and marketing **Skyscanner**

Callum Adamson, Head of Search and Social Media, **BMI**

Christian Saller, Managing Director-Germany, **Kayak** & CEO, **Swoodo**

### DAY 2

## Group Buying is Taking Hold but Does It Work for Travel?

- Group buying – how does it work – and what is the potential as a viable distribution channel?
- Who uses it? Understand the demographics and characteristics of a group buyer, and which customers will use group buying sites. Learn how it will influence the way travel is bought and sold

Rajen Ruparell, Director, **Groupon UK**

Philip Briffett, Sales Director, **LivingSocial**

## Managing Recommendations, Critics and Guidebooks: The On-Going Controversy Behind User-Generated Content?

- The wisdom of crowds vs. the expert critic – which type of content suits your product best?
- User Generated Content websites and the threat of legal action by hoteliers is never far from the news. What is the current legal status of online reviews? How can the industry grow with yet hold firm on UGC?
- Discover the intentions of user review sites to improve hotel relations

Stephan Boosman, CEO, **Zoover**

Alain Heureau, President and CEO, **IAB Europe**



## Payment and Fraud

10 MAY ONLY

DAY 1 ONLY!

### Learn How to Engage the Customer at Every Step and Stop Consumer Uncertainty on Price

- What are the long term and future implications of ancillary charging, and which payment solutions are available to help maximize conversion to booking?
- Merchant fees and airlines:- are both card and travel companies acting in order to minimize customer impact- and are the travel providers losing out?

Speakers to be confirmed shortly

### Discover How Europe and UK Legislation May Impact Your Payment Strategy for 2011 and Beyond

- What issues are causing concern in Brussels and why?
- Best practices for "future proofing" your payment strategy
- Up-to-date forecasts and predictions for change in the payment law
- Will "Ryanair" type payment schemes be allowed to continue? If they do, how will they develop?

Tom Jenkins, Director, [ETOA](#)

### International Payment Preferences and Managing Multiple Payment Partners

- See how different parts of the world want to pay online
- Is it imperative to address different payment preferences as you expand into new markets?
- In house or outsource. What's best - what's cheapest?

Alex Mifsud, CEO, [Ixis](#)

Wim Kruit, VP Commercial Administration, [Transavia](#)

Sung Feng Wu, Business Development Manager EMEA - Travel & Ticketing, [Global Collect](#)

### Create a Flawless Mobile Payment System

- How are mobile payment systems developing?
- Hear stats on mobile payment, and learn how to adequately prepare for a surge in mobile bookings
- Tried and tested tips and tricks for optimized payment pages, and how to protect your company against mobile fraud activity

Paul Rodgers, Chairman, [Vendercom](#)



## Revenue Management, Yield & Pricing

11 MAY ONLY

DAY 2 ONLY!

### Innovation and Integration - Futuristic RM

- What are the latest trends and stats for RM for 2011 and beyond? Hear data and forecasting and see how historical data matches up with reality
- Are we still debating static versus dynamic pricing? Let our panel of experts guide you with tried and tested methods to help you make the right decisions over the next year
- How are technological developments moving RM forward? Are mobile and social media threatening revenue control?
- Ways to take Revenue Managers to the boardroom and keep them there

Brian Hicks, VP Revenue Management, [IHG](#)

Marisa Blasco-Bayona, Head of Revenue Management, [Hertz](#)

Henrik Imhof, Head of Yield and Pricing, [Sixt Rent-A-Car](#)

### Best Practice Total Revenue Management Examples

- Discover which companies have proven examples of successful unbundling
- See the stats and understand why total revenue management is imperative to the future of our industry
- Learn insider secrets from those who have tried and tested various methods and benefit from their trial and errors

Terje Roli, Head of Revenue, [Colorline Cruises](#)

Chethan Sharma, Partner, [Simon Kucher Associates](#)

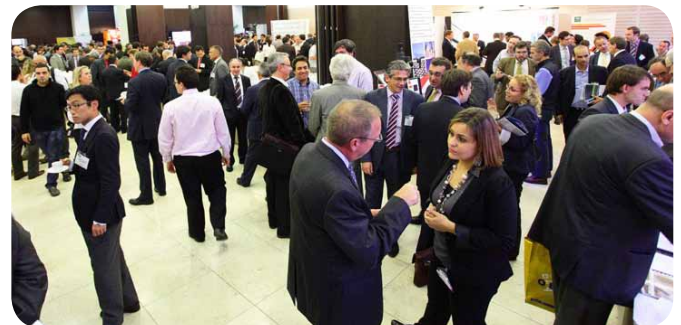
Chris Martin, Director of Revenue and Distribution, [Ramada Jarvis Hotels](#)

### Hotels: Revenue Management for Smaller Chains and Independents

- Hear from small to mid-sized brands who are implementing new-age revenue management as well as the big brands, but without the huge spend- what can you implement for free/minimal cost?
- Get advice on tools and technology from small chains with experience in product
- See where they allocate their budget and spend, and why it works.
- See how independents are integrating F&B, golf, spa, casinos, car parking and much more into their revenue management strategy

Jennifer Keen, Director, [Total Revenue Solutions](#)

Kate Varini, Professor, [Oxford Brookes University](#)







## Ancillary Revenue & Merchandising

10 MAY ONLY

DAY 1 ONLY!

### Measure it, Track it, Manage it: Optimise and Control Your New Revenue Stream and Create the Right Ancillary Strategy for Your Travel Business

- How do you ensure your brand is not damaged by ancillary charging?
- Learn how to select appropriate ancillary partners that offer the most relevant products and services to your brand and customer base
- Find out how an analysis of ancillary revenue spend can improve customer profiling and segmentation leading to more targeted marketing
- Should you treat loyal customers and price sensitive customers differently in terms of fees and ancillary product offerings?
- The case for “re-bundling”. Understand how promoting tailored “packages” to specific customer groups can help maximise spend on ancillary products
- Once in place, how do you measure the impact of your ancillary revenue programme on brand customer satisfaction, retention and of course, spend?

Marc Vicente, Ancillary Revenue Manager, **Spanair**

Santina Doherty, VP Commercial Development, **Hostelworld**

### Point of Sale Ancillary Revenue Evolve with Mobile?

Pushing ancillary products during the point of sale is clearly an effective way to up-sell and cross-sell to your customers. It's not too much to say it is a business model that has revolutionized the way we sell travel forever. However, mobile complicated the “up-sell” feature, such is our obsession with keeping mobile booking simple and straightforward. So, how do you keep point of sale ancillary revenues coming in as your customer's buying habits changes?

Jeroen Van Valzen, CEO, **Sound of Data**

Jim Davidson, CEO, **Farelogix**

### “Harnessing The Irrational Consumer”

Understand how irrational patterns in the cognitive behavior of consumers can be harnessed to optimize the display – and consequently the conversion rates and revenue per customer, all in a “business-as-usual” price led car rental website. The research in question has been developed at MIT and Duke University under the direction of world leaders in behavioral economics. CarTrawler demonstrates, using real life examples (and a few unfortunate guinea pigs), how it has developed the technology and the site display to drive more revenue.

Bobby Healy, CTO, **CarTrawler**

### The Future Standard Procedures for Ancillary and Merchandising Sales

- Are industry standards adapting to new channels new products and changing business models?
- Unpackaging and unbundling for maximum profit with minimum brand damage
- What are the opportunities for non GDS enabled travel companies?
- Learn how to ensure your ancillary products can be branded in order to make selection and utilization by passengers more attractive and continuous
- What are the latest industry trends and profit areas for merchandising?

Valyn Perini, Executive Director, **OpenTravel Alliance**

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## FIND TRUE INVESTMENT POTENTIAL AND MAXIMUM VISIBILITY AT THE WORLD'S PREMIER ONLINE TRAVEL EVENT

The Get Funded Show is a high-profile platform where industry innovators will present ideas that will shape the future of travel. This unique event will catapult savvy entrepreneurs into the limelight and give them direct contact to the industry's top investors. With over 1,000 travel professionals and travel press in attendance at the summit, the Get Funded Show offers unsurpassed exposure and the ultimate visibility for ambitious entrepreneurs.

### THE GET FUNDED SHOW: INNOVATION AND INVESTMENT

Pitch offs 9:00 till 12:30 - 10 May  
Final 2:00 - 11 May

#### The Get Funded Show Judges

Roger Allard, Chairman, **All Leisure Group**  
Paul Evans, Founder and Chief Executive, **Low Cost Holiday Group**  
Dick Porter, Portfolio Chairman and Director and Co Founder, **STA**  
Hugo Burge, Chairman, **Cheapflights Media**  
Jason Katz, Founder, **KP Capital**

# INNOVATION IN TRAVEL AWARDS

## SHOWCASE YOUR LATEST INNOVATION AND BENEFIT FROM INCREDIBLE VISIBILITY, THE BEST ANALYSIS AND KUDOS AT THE WORLD'S PREMIER ONLINE TRAVEL EVENT

Take part in this unique award with your latest innovation in front of over 1,000 online travel professionals and travel press at the summit.

### THE INNOVATION AWARDS

Semi finals 2:00 till 5pm - 10 May  
Final 2:30 - 11 May in the main auditorium

#### Judges

Debu Purkaystha, Principal, Corporate developments /M&A, **Google**  
Daniel Smith, **ISIS Equity Partners**  
Cree Lawson, CEO, **Travel Ad network**  
Gerry Samuels, Founder and Executive Director, **MTT**  
Leonard Brody, President, **Examiner.com/ Clarity Digital Group**



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- Pitch to an audience of travel industry gate-keepers and investors actively targeting travel innovation
- Meet the people you need to know to ensure success in the competitive travel industry
- Secure the advice of travel industry veterans with one-to-one mentoring available to all participants

On the 10-11 May, at London's Business Design Centre, 14 entrepreneurs and innovators will gather to pitch their innovations to our Travel Gurus and Investors. Our Gurus are travel industry veterans with a proven history of spotting – and investing in – companies about to boom. The finalist will pitch again in the keynote room at the world premier gathering of online travel industry executives. The Get Funded show 2011 award and the Innovation in Travel awards will be judged by the audience.

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