

ETOA

# Game, Set and Match



## The Conference

You need to be in the personalisation and data game, understand and use any data-sets you can gather about your customers and match your product offerings to their expectations.

Personalisation and the use of customer data is the latest game in town. Those who are playing are reporting consistent winnings. They are using data to understand their customers' product preferences. Then they are delivering content and pricing that matches their customers' expectations.

This is not a new sales technique. It has been practiced in retail for centuries. A storekeeper gets to know his customers. He learns what products they like, how much they have to spend and when they want to buy. If they walk into his store and browse products on the shelf, the storekeeper can see what it is that is of interest to customers at that very moment. He can respond accordingly, perhaps suggesting a relevant special offer or bringing out some goods from a backroom that weren't previously on display.

This 'knowing' sales technique has not translated well into the out of store shopping experience. In the online shopping environment or in the call centre, the customer knowledge that was so valuable to the storekeeper has, to a great extent, been lost.

This situation is changing, though. We have moved into the era of big data and the realisation of its value to personalise the shopping experience.

Big data is actually a massive amount of small data, data-nuggets that, collectively, can allow you to build a profile of your customers' product preferences. Data may be used to understand individual preferences, to infer collective preferences - where customers are grouped with others of a similar type - or used to understand demand so that products can be priced accordingly.

This conference will explore the use of data to improve the effectiveness of customer communications, raise sales conversion rates, increase customer loyalty and manipulate price in response to demand.

The rewards are there for the taking. If your business is not collecting and making effective use of customer data, you are missing out on one of the most successful ways to maximise sales and profits.

Attend TTI's and ETOA's conference and learn the lessons from those who are already playing the Personalisation Game.

**Venue:**  
**Strand Palace Hotel, 372 Strand, London, WC2R 0JJ**  
 nearest undergrounds: Charing Cross & Covent Garden

## The Speakers

Joel Brandon Bravo, Managing Director  
**Travelzoo UK**

Toby Parkins, Director  
**Headforwards**

Glenn Watson, Business Solutions Manager  
**Advantage Focus Partnership**

Nicolas Alsterdal, Director of Revenue Management  
**Choice Hotels Europe**

Carlos Sanchez, Senior Manager - Big Data Analytics  
**Carlson Wagonlit Travel**

Simon Bloom, Director of Commercial Operations, **Relay42**

Bojan Jokic, CEO, **Epteca**

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

Andrei Grintchenko  
 Head of Business Intelligence Projects, **IATA**

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



TTI Shareholders:





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## The Agenda

**09:30 Registration and Coffee**

**10:00 Welcome & TTI Update, Tim Wright, Chairman**

**10:10 ETOA Update, Rachel Read, Head of Digital Trading**

### Getting Personal

We are in a new era where the intelligent use of customer data is crucial to business success. Customers are expecting business communications to be personalised and relevant. Get this right and you can expect the odds that customers will book with you to significantly move in your favour. Hear from two businesses that really understand the application of data to attract customers.

**10:20 Keynote: How Data Management activated the customer journey and increased revenue for an International Travel Agency**  
Simon Bloom, Director of Commercial Operations  
Relay42

**10:40 Personalising Email**  
Joel Brandon Bravo, Managing Director, Travelzoo UK

**11:00 Getting Personal Panel Session**

**11:20 Coffee Break**

**11:50 The New Option in Software Outsourcing**  
Toby Parkins, Director, Headforwards

### Big Business, Big Data

As we move into a data-driven world, corporate travel is making more and more of the opportunities that data presents. The prospect is to provide improved service and increased added value. In this session, you will hear from two leading corporate travel organisations about their views of utilising data for the management of business travel.

**12:00 Big Data at CWT**  
Carlos Sanchez, Senior Manager - Big Data Analytics  
Carlson Wagonlit Travel

**12:20 Gaining the Advantage**  
Glenn Watson, Business Solutions Manager  
Advantage Focus Partnership

**12:40 Big Business, Big Data Panel Session**

**13:00 Lunch**  
(conference resumes 14:00)

### Use Your Intelligence

For many years, hotels and airlines have made use of data as the basis by which to manage revenue by adjusting price according to demand. Advances in the data that can be captured and analysed are leading to increasingly sophisticated revenue management techniques and better use of business intelligence. Hear from two leading authorities from the hotel and aviation industries on how they see data being utilised.

**14:00 The Future of Hotel Revenue Management**  
Nicolas Alsterdal, Director of Revenue Management  
Choice Hotels Europe

**14:20 Business Intelligence in Aviation**  
Andrei Grintchenko  
Head of Business Intelligence Projects, IATA

**14:40 Use Your Intelligence Panel Session**

**15:00 Coffee Break**

### Know Your Customers

Social media is not just about getting the message out to customers. It is as much about gaining insight into customers' tastes and preferences. In this session you will learn how social media can help you glean valuable customer intelligence. You will also hear about how using profile data and predictive algorithms can help you accurately anticipate, not only what customers require, but also what they are likely to want, need or do just before and during their trips.

**15:30 Social Media Insight**  
Anthony Rawlins, Managing Director, Digital Visitor

**15:50 Increasing Ancillary Sales Using Profile Data and Predictive Algorithms**  
Bojan Jokic, CEO, Epteca

**16:10 Know Your Customers Panel Session**

**16:30 Chairman's Summary, Tim Wright, Chairman, TTI**

**16:45 Close**

Moderator: Paul Richer, Genesys Digital Transformation

## Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £50 + VAT)

ETOA members - £35 + VAT

AAC / ABTA / AITO / BETA / ETOA / GTMC / IFITT / OpenTravel / RMAPI / members £195 + VAT

Others £295 + VAT

Register online at [www.tti.org/conference](http://www.tti.org/conference) To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0330 1595030