

The Power of Data and Analytics



The Conference

Big data is this year's hot topic. In fact, "small data" is a better description as we have been moving towards a level of data granularity where tiny pieces of data, when taken collectively, are making a real difference to businesses ...

In the travel industry, we have always collected a lot of data about our customers. Much of this has traditionally been operational data, the information that is required to process bookings and visas. Data such as where our customers like to travel, whether they are families, couples or singles, if they prefer luxury or value travel, had traditionally not been much of a focus.

Now we are moving into the era of big data. Our technology has the storage capability and processing power to collect granular customer data, sift and filter this to provide business intelligence that can be profitably applied to increase the likelihood of customers re-booking with us or enabling us to sell more profitable products that precisely meet our customers' needs.

Data and analytics are being used on three levels; firstly to improve the offer of relevant products making purchase more likely. This is

big data for personalisation. Secondly, using data to infer or predict what the individual customer may purchase based on similarly profiled customers shopping habits. Thirdly, using data to make macro-business decisions about what to sell, when to sell it and where to set the price.

Big data is a complex subject and so, for this conference, we have assembled a group of expert speakers. They will share their expertise and experiences to give you the opportunity to tap into the power of data and analytics.

Venue:

Strand Palace Hotel, 372 Strand, London, WC2R 0JJ

nearest undergrounds: Charing Cross & Covent Garden

The Speakers

Saran Subramanian, Head of Analytics
Thomas Cook Group

Craig Kean, Managing Director
The Internet Traveller

Andrew Owen Jones, CEO
bd4travel GmbH

Frank Reeves, CEO
Avvio

Daniel Waisberg, Analytics Advocate
Google

Catalin Ciobanu, Director - Innovation & Big Data
Analytics, Carlson Wagonlit Travel

Alison Broussy, Vice President Business Intelligence
ACCOR Distribution & Marketing

Jeff Down, Vice President Business Development EAME
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Kate Simpson, Travel Lead UK/IE Facebook Global
Marketing Solutions, Facebook

TTI wishes to extend its warm thanks to tprofile and Avvio for sponsoring this event:



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The Power of Data and Analytics



travel
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The Conference

09:30 Registration and Coffee

10:00 Welcome & TTI Update, Peter Dennis, Chairman, TTI

Knowing Your Customer

The small retail travel agent did it really well. He understood his customers' travel preferences and knew what products to offer to which customers to close the sale. This increased the likelihood of making a sale and raised customer loyalty. Replicating the retail travel agent's behaviour in the online world is difficult to do. However, this is the promise of big data. After several decades of travel sales on the web, only now are we starting to properly utilise the technology needed to personalise the online travel shopping experience. In this session, learn about how new customer profiling technology is making the difference to online sales.

10:10 Keynote: Getting to Know the Customer
Craig Kean, Managing Director, The Internet Traveller

10:30 Predicting Consumer Behaviour with Analytics
Andrew Owen Jones, CEO, bd4travel GmbH

10:50 Knowing Your Customer Panel Session

11:10 Coffee Break

Big Data for Big Business

Thomas Cook and Carlson Wagonlit Travel are two of the longest established travel companies. By continually moving with the times they have also remained amongst the travel industry's leaders. Both companies are embracing big data and analytics and have appointed senior executives to exploit this new discipline. Hear from two experts about how they are tackling the challenge of big data.

11:40 Harnessing the Power of Data in Thomas Cook
Saran Subramanian, Head of Analytics
Thomas Cook Group

12:00 Big Data and Corporate Travel
Catalin Ciobanu, Director - Innovation & Big Data
Analytics, Carlson Wagonlit Travel

12:20 Big Data for Big Business Panel Session

12:40 Lunch

Data and Hospitality

For many years, the hospitality sector has made use of data to drive the decision making within its revenue management departments. This has significantly increased the profitability of what is a perishable product, i.e. once an arrival date is passed, the room stock for that day has perished. Big data yields further opportunities to increase the sophistication of the use of business intelligence to increase yields and conversion rates. In this session, find out how this is being achieved.

14:00 Using Data to increase Booking Conversion Rates
Frank Reeves, CEO, Avvio

14:20 Deploying Business Intelligence at Accor
Alison Broussy, Vice President Business Intelligence
ACCOR Distribution & Marketing

14:40 Data and Hospitality Panel Session

15:00 Coffee Break

Knowledge is Power

The saying that knowledge is power has never been truer than it is today. We have entered an era where we have access to vast amounts of data relevant to our businesses and to our customers. We can harness this and turn it into business intelligence to make informed decisions on how best to market and sell our products. In this session, you will hear from three leading lights of the online world, each giving their take on how to utilise big data for profit.

15:30 Exploiting the Social Graph
Kate Simpson, Travel Lead UK/IE
Facebook Global Marketing Solutions, Facebook

15:50 Making the Most of Google Analytics
Daniel Waisberg, Analytics Advocate, Google

16:10 Using Big Data to Upsell
Jeff Down, Vice President Business Development EAME,
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16:30 Knowledge is Power Panel Session

16:50 Chairman's Summary, Peter Dennis, Chairman, TTI

17:00 Close

Moderator: Paul Richer,
Genesys - The Travel Technology Consultancy

Registration

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

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

Others £295 + VAT

Register online at www.tti.org/conference To contact TTI, email admin@tti.org or call 0871 244 0747