

Digital Transformation



The Conference

Our customers are undergoing a paradigm shift in the way that they conduct business with us. Digital is now the primary method of communication and transaction. Digital transformation has become the new imperative.

In a recent poll conducted by CMO.com, 51% of senior executives surveyed believe it is critical to implement digital transformation in the next 12 months. Yet they estimate that, at best, companies are 25% of the way toward realising the end-state vision for their digital programmes. 33% of organisations see digital transformation as a huge challenge.

Meanwhile our customers continue to undergo their own digital transformations. They increasingly use multiple devices to interface with our businesses, expecting a consistency of communication, however they are in touch with us. Their shopping habits are changing as they take advantage of shared information about our products across social media and review sites, sometimes knowing more about what we are selling than we do. They increasingly research better, shop around more and book later. They look for instant answers and are not interested in advisors saying they will get back with more information tomorrow. Consumers are transforming to a 'now society'.

New entrants are coming into our industry. Their business models are founded on fast decision making, high speed implementation and

harnessing the latest technological developments to keep pace with consumers. Many new entrants fall by the wayside but the few that are successful grab a valuable and significant share of the travel market.

Travel companies are realising that to meet the demands of the evolving consumer and competitive environment they must undergo a digital transformation. This needs to affect all areas of the business. The organisation may need to be streamlined, the way in which products are sold may require new types of supplier contract, marketing and business strategies need to be evolved that take into account the new realities, current technology may need to be replaced.

For this conference, TTI has assembled a team of expert speakers who will examine the subject from a variety of aspects. If you are interested in your business surviving well into the future, it is essential that you attend this conference and learn more about digital transformation.

Venue:

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

The Speakers

Joerg Esser, Group Head of LongTail & Hotels4U, Thomas Cook

Giles Rhys Jones, Director of Marketing
what3words

Steve Dobson, IT Security Director
ATCORE

Phil Edmonds, Head of UK
Adstream

Mark Holt, Chief Technology Officer
thetrainline.com

Andreas Nau, Managing Director Central Europe
Expedia

Julia Stent, Commercial Director
Top10

Steve Keenan, Co-Founder
travelperspective

Kevin Thorogood, Director, Travel & Hospitality Sector,
EMEA, Thunderhead

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



TTI Shareholders:



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09:30 Registration and Coffee

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

Keynote Speeches - Putting the Customer at the Core

True digital transformation is akin to peeling an onion to get to the core. Everything that the company needs to do must be shaped around that core. In the opening keynote presentations, you will hear how digital transformation needs to be addressed deep-down in your organisation. You will also learn how successful transformation projects focus on the customer, making it effortless for them to interact with a brand at every stage of their journey.

10:10 Peeling the Onion

**Joerg Esser, Group Head of LongTail & Hotels4U,
Thomas Cook**

10:30 Effortless Engagement:

Transforming the Customer Journey

**Kevin Thorogood, Director, Travel & Hospitality Sector,
EMEA, Thunderhead**

10:50 Keynotes Panel Session

11:10 Coffee Break

Transforming Your Business

Modern businesses need to move fast. If ideas are put forward to improve your digital presence, they need to be tested and acted upon quickly. Organisations need a nimbler, agile approach to business planning and product development. Meanwhile, an increasingly large slice of your digital business is being conducted on mobile, requiring rapid introduction of new mobile services and capabilities. Hear how two of our speakers are embracing this new world order to meet the challenges of the digital world.

11:40 Transforming Expedia for New Challenges of the Digital Age

Andreas Nau, Managing Director Central Europe, Expedia

12:00 Steaming Ahead with Mobile

Mark Holt, Chief Technology Officer, thetrainline.com

12:20 Transforming Your Business Panel Session

12:40 Lunch

(conference resumes 14:00)

Social Transformation

One of the most significant areas of digital transformation is the way in which consumers have adopted social media and digital methods of searching for and assessing travel products. In this session, you will hear from a leading expert about the social transformation that has been taking place. You will also gain a valuable insight into how best to target digital customers from the Commercial Director of a travel metasearch company that is establishing itself as a front-runner in the sector.

14:00 Social Transformation

Steve Keenan, Co-Founder, travelperspective

14:20 Top10 Tips to Target the Digital Customer

Julia Stent, Commercial Director, Top10

14:40 Social Transformation Panel Session

15:00 Coffee Break

Facilitating a Digital World

The digital world in which we now live has seen the introduction of new facilities that have greatly improved the way in which we manage technology. In this session, you will learn about three of the most important areas. You will hear a case study about Cloud Computing, find out about the mapping revolution that has divided the world into a grid of easily referenced three metre squares and learn about the vital area of digital advertising.

15:30 A Cloudy Future

Steve Dobson, IT Security Director ATCORE

15:50 3 Words to Address the World

Giles Rhys Jones, Director of Marketing, what3words

16:10 In the 21st Century, All Advertising is Digital

Phil Edmonds, Head of UK, Adstream

16:30 Facilitating a Digital World 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 / AITO / BETA / ETOA / GTMC / 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