



# Online Content and Conversion Strategies@WTM 2008

[www.eyefortravel.com/wtm/content](http://www.eyefortravel.com/wtm/content)

13<sup>th</sup> November, Platinum Suites, ExCel, London

**WARNING: THIS CONFERENCE WILL SERIOUSLY INCREASE YOUR SALES**

Stand out from the crowd with compelling online content. Enhance your customers' web experience, keep them sticky and make them buy!

- ✓ Mash-ups, online video, UGC, Geo, Ajax... examine and evaluate the vast resources you have to improve your site
- ✓ Hear from the companies who have seen sales soar by giving customers the rich, engaging web experience they crave
- ✓ Best practice to create the ideal web experience - your performance against the industry leaders
- ✓ Upgrade to a rich web environment - using online content to enhance your brand's visibility
- ✓ Data analytics master class to show you how to fine tune each and every aspect of your site to sell more


These companies are getting more bookings than you! Find out how...

 Paul Treanor, UK Head of Marketing, **Opodo**

 Emmanuel Marques, International New Media and Technologies, **Walt Disney Parks & Resorts**

 David Paice, Marketing Manager UK & I, **Cathay Pacific**

 Sandra Leonhard, Director of Web Strategy & Business Development, **TUI**

 Richard Levin, Head of Software Delivery, **easyJet**

 Elliott Pritchard, New Media Manager, **P&O Cruises**

 Tom Hall, Digital Marketing Manager, **Lonely Planet**

 Daniel Sumners, Developer and Platform Evangelism, **Microsoft**

 Sven-Eric Nilsson, E-commerce Manager, **SAS**

 David Smith, Chief Operating Officer, **HostelBookers**

 Daniel Kerzner, Regional Director of Marketing, **Starwood Hotels & Resorts**

**Seize this vital opportunity to become your customers' one-stop travel shop!**

Check out our other events at **EyeforTravel@World Travel Market 2008!**

Mobile Technology in Travel - 11th November [www.eyefortravel.com/wtm/mobile](http://www.eyefortravel.com/wtm/mobile)  
The Travel Leadership Forum - 12th November [www.eyefortravel.com/wtm/leaders](http://www.eyefortravel.com/wtm/leaders)

Media Partners:



Open now for the full agenda!

# Put your website on steroids with the essential conference for online travel

**User Experience:**  
offer your customers perfect usability no matter how, when or where they access your site

**Advanced search strategies**  
to leverage each and every aspect of your site - maximising traffic and sales

www.events.eyefortravel.com/wtm/content/

## YOUR ROADMAP TO ONLINE SUCCESS

Evolve | Your | Website | And | Maximise | Your Profit | Potential

### The online travel landscape has changed – dramatically!

Consumers are now in complete control and have more choice than ever before. It is no longer enough to simply push out rates and dates. To sell travel you need to engage customers – and keep them sticky – throughout their inspiration-planning-booking process.

One thing is for sure: your customer is bored with traditional online content. Online travel has now reached a 'move it or lose it' tipping point where your customers demand more. And the frightening fact is that without offering travel consumers compelling content coupled with engaging web functionality they will go elsewhere. In such a competitive market place you need to stand out from the crowd – but how?

**Online Content and Conversion Strategies@WTM 2008** is a conference designed to show you. This unique master class brings together the people behind the most successful travel sites in the world to share their expertise with you. Only the most innovative speakers have been invited and whilst many have won awards we have selected them on the only success that matters: lots of traffic, lots of bookings and lots of loyalty!

From search to stickiness; inspiration to implementation – the conference will address each and every aspect of web success and arm you with the knowledge to maximise your profits. Done right, your website will woo new customers, retain existing ones and boost your conversions. Done badly, it will handicap your search ranking, frustrate loyal customers and – in today's hostile economic environment – put you out of business. That is why it is vital to ensure you get it right first time and this is the only conference that will show you how.

You will leave not only confident, but eager, to get back in the office and upgrade your website to the engaging rich media experience that your customers crave. Your website has the potential to be your biggest and most profitable sales channel – make sure you take full advantage of this!



Get the **unique content** to please customers - and search engines!

**Own your customer:**  
you have the potential to become their one stop travel shop - offer them the rich web experience they demand

### Taking place at World Travel Market



**Mash-ups:**  
Offer customers increased functionality - take advantage of the vast features available to add value to your site

**Remove barriers to booking**  
- streamline your site so each navigational step your customer makes takes them closer to converting

**User generated content** is your answer to unique compelling content that customers trust - make sure you do it right!

**Video** and other rich media can increase conversions by over 30%! Make video work harder for you and benefit in search, stickiness and bookings!



**Book Now:**

Select destination: World Travel Market

Arrive: 13 November

Depart: 13 November

Book a car: Select a Car

No. of Travellers: 3

book now

**Rate your hotel:**

Sold in the right way, **ancillary products** can maximise your yield & enhance your product proposition - find out how!

Take advantage of **new web technologies** that offer you innovative touch points that your customers crave and convert on!

Wine Plaza Hotel

HOTEL: ★★★★★

submit

**Web Analytics:**  
tailor and tweak your site to seize each and every vital competitive edge

1,439 visits this week. 214 people online now.

Book now: | Call now +44 (0)207 375 7228 | Email tom@eyefortravel.com | www.eyefortravel.com/wtm/content

**Woo new customers, retain existing ones and boost your conversions!**

# Online Content and Conversion Strategies@WTM 2008

13th November 2008 *Chaired by: Ralph DuPlessis, Director, Red Mud Media*

## What online content and web technologies enhance the customer experience and keep them coming back for more?

- What is a customer looking for in a travel website and what content will make you their one stop travel shop? How do you become a top ranked, talked about and successful website?
- Your customer is bored of your traditional online content – without the next generation of media, content and functionality you risk losing the customer base you've fought so hard for
- Online video, Geo, UGC, Ajax, XML, RSS...The definitive guide on how to use these tools to increase traffic, engagement and – most importantly – sales!
- Industry best practice - hear what worked, what didn't and ensure that you have all the information to develop a website strategy that will foster loyalty and sell your product
- Inspiration, research, planning, booking – learn how to own your customer through each and every step of their booking cycle

Tom Hall, *Digital Marketing Manager, Lonely Planet*

Elliott Pritchard, *New Media Manager, P&O Cruises*

Paul Treanor, *UK Head of Marketing, Opodo* (panel)

Cathay Bartrop, *Managing Director, travelguru.tv*

Kevin Fliess, *CEO, TravelMuse*

## Strategies to source and integrate compelling content and sticky functionality to optimise traffic and keep customers on your site

- What is the best method to source content for your site to please customers, search engines and your ROI?
- Ensure the consistent quality of your third party content – with the ability to draw together content from numerous sources how can you ensure that it is always relevant, correct and of a required standard?
- Mashups and service orientated architecture – how can you combine readily available services and content to create new and highly valuable Web 2.0 applications?
- Destination marketing for the long tail – learn how to capture lucrative long tail traffic by offering them the information they crave
- Understand the importance of unique content and examine how your customers can be the best producers of it – pleasing them and the search engines!

Sandra Leonhard, *Director of Web Strategy & Business Development, TUI*

Ray Mason, *Managing Director, Travel.co.uk*

Emmanuel Marques, *International New media and Technologies,*

**Walt Disney Parks & Resorts**

Michael Rhodes, *eCommerce Manager, Leger Holidays*

Richard Levin, *Head of Software Delivery, easyJet* (panel)

## Create the ideal user experience and remove the barriers to booking

- Understand how to upgrade to a rich media environment without cannibalising the usability that customers desire
- Increase customer stickiness whilst prioritising sales – ensure that each navigation step through your site increases the chance of a conversion
- Remove the barriers that are hindering your conversions – what innovative technologies will ease the customer through the booking process and capture that vital sale?
- Look at how integrating ancillary revenue products into your booking progress in the right way can enhance your product proposition and increase the yield you take from every customer

Tom Marchant, *Co-founder and Director, Blacktomato*

Daniel Sumners, *Developer and Platform Evangelism, Microsoft*

David Paice, *Marketing Manager UK & I, Cathay Pacific*

David Smith, *Chief Operating Officer, HostelBookers*

Daniel Kerzner, *Regional Director of Marketing,*

**Starwood Hotels & Resorts**

## Advanced search strategies and web analytics

- Give web analytics the priority it deserves – don't just collect information, learn how to use it to improve on each and every part of your site
  - Place the customer at the centre of your web strategy with analysis, feedback and testing that will ensure them an unhindered web browsing experience
  - Structure a spiral of improvement where data analysis constantly sharpens your competitive edge and highlights the future customer booking trends
  - Leverage rich media to increase your search ranking – ensure that your engaging rich media is given the highest visibility that will pull the maximum traffic to your site
  - How will bidding on competitive keywords affect you – does it present clear and significant danger to your online brand?
  - Make search engine optimisation a priority without forgetting that your site is designed for users, not the search algorithms
- Sven-Eric Nilsson, *E-commerce Manager, SAS*
- Harry Speller, *Web Analytics Manager, VisitBritain*

## Ample Networking Opportunities

During your information packed day take advantage of our **NETWORKING LUNCH** and coffee breaks. All delegates, speakers and sponsors are invited to attend. It is the ideal place to catch up with old friends, make valuable new contacts and chat with the experts.

In addition, our **ONLINE CONTACT CENTRE** will allow you to organise meetings in advance and touch base with those crucial contacts.

This online system will be up and running before the event so you can make initial contact and after the event to catch-up with the people you missed.

What's more this unique conference is co-located with World Travel Market allowing you access to the industry's largest event and giving you the opportunity to put your business-critical knowledge into practice straight away.



13<sup>th</sup> November, Platinum Suites, ExCel, London

## WARNING: THIS CONFERENCE WILL DRAMATICALLY AFFECT YOUR CONVERSIONS

### A unique master class to ensure your online success

- Harness the latest web technologies essential for your success in the competitive online travel market
- Upgrade to a rich web environment and entice new customers without jeopardizing your existing market share
- Prioritise conversions and learn what compelling content will help you maximise sales
- Advanced search and web analytics strategies to ensure that you are perfectly optimised and generating maximum ROI



Download exclusive podcasts with the EyeForTravel@ World Travel Market speakers at

[www.eyefortravel.com/wtm/podcasts](http://www.eyefortravel.com/wtm/podcasts)

## Register NOW!

Online Content & Conversion Strategies @WTM 2008	Super Early Bird reg by 19th September	Early Bird reg by 17th October	Normal Price
Gold Pass - Includes a CD of Presentations	<input type="checkbox"/> £545	<input type="checkbox"/> £595	<input type="checkbox"/> £645
Silver Pass	<input type="checkbox"/> £445	<input type="checkbox"/> £495	<input type="checkbox"/> £545

Get into all EyeForTravel@WTM events	Super Early Bird reg by 19th September	Early Bird reg by 17th October	Normal Price
Platinum 3 Day Pass - access to all events (Mobile Technology in Travel, Online Content and Conversion Strategies and The Online Travel Leadership Forum) and CDs of all presentations	<input type="checkbox"/> £1395	<input type="checkbox"/> £1495	<input type="checkbox"/> £1595

**YES!** Please register me for Online Content & Conversion Strategies Gold pass  Silver pass  Platinum pass

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The Travel Leadership Forum - 12th November  
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All conference places are fully transferable without any charge. Cancellations received before 5pm (GMT) time on Friday 17th October 2008 will not incur a penalty (credit card registrations are subject to a 5% administration fee). If written confirmation of a cancellation is not received by 5pm (GMT) time on Friday 17th October 2008, we will be obliged to charge the full fee. Please note - you must inform the conference desk in writing of any cancellations on: [andy@eyefortravel.com](mailto:andy@eyefortravel.com). The organisers reserve the right to make changes to the program without notice.

## 5 Easy Ways To Register

• **EMAIL:** [tom@eyefortravel.com](mailto:tom@eyefortravel.com)

• **FAX:** +44 (0)207 375 7576

• **CALL:** +44 (0)207 375 7228

• **ONLINE:** [www.eyefortravel.com/wtm/content](http://www.eyefortravel.com/wtm/content)

• **MAIL:** This form to: EyeForTravel, 7-9 Fashion Street, London E1 6PX, UK

Open now for the full agenda!