



The Travel Leadership Forum: *Evolution of Online Travel*

www.eyefortravel.com/wtm/leaders

12th November, Platinum Suites, ExCel, London

Join the travel elite!

Your opportunity to learn from travel's most senior figures
at the world's largest travel event



Steven Greenway,
Chief Commercial Officer,
SkyEurope



Apo Demirtas,
Chief Sales and
Marketing Officer,
Jumeirah



Ignacio Martos,
Chief Executive Officer,
Opodo



Glenn Fogel, *Managing
Director Corporate
Development and
International*, Priceline



Paul Brown, *President of
Partner Services Group and
Expedia North America*,
Expedia



Ed Kamm,
Chief Operating Officer,
lastminute.com



Marc Charron,
Managing Director, Europe,
TripAdvisor



Dick Porter,
Chairman,
STA Travel Group



Alex Thomson,
Director of Information
Technology, Travelodge



Keyur Joshi,
Chief Operating Officer,
MakemyTrip



Greg Webb,
Chief Marketing Officer,
Sabre



Dhruv Shringi,
Founder and Executive
Director, Yatra

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Mobile Technology in Travel
11th November www.eyefortravel.com/wtm/mobile

Online Content & Conversion Strategies
13th November www.eyefortravel.com/wtm/content

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Turn over for the full agenda

A travel conference of a distinctly higher calibre

Imagine the being offered the opportunity to join the world's most senior travel figures for a day of poignant discussion, compelling debate and exciting innovation.

The Travel Leadership Forum: *Evolution of Online Travel* offers you exactly that!

We have leveraged our international reputation and drawn upon our vast contacts to bring together the people who are revolutionising the travel industry. No where else will you be able to engage in such a high calibre think-tank. With insightful keynotes and plenary discussions coupled with essential networking opportunities - you will learn from and rub shoulders with our hand-picked captains of industry.

From the innovative pioneers to the evolving travel bedrock; from the Americas to Asia; from airlines to hotels to online travel agents – all come together on 12th November during World Travel Market to share their experience with you!

With plenary discussions, keynote presentations and audience participation the agenda has been designed to allow you to maximise your time at the forum. We have reviewed our research from numerous events worldwide and collaborated with international executives to ensure the forum deals only with the industry's most pressing issues.

The future...

The Travel Leadership Forum: *The Evolution of Online Travel* is the foremost meeting place for leading travel executives from around the world. And whilst no one can predict the future, with such a wealth of experience gathered together the forum will allow you to tap into the pulse of the industry. You will hear about important emerging trends and how leading travel companies are positioning themselves for the future. Only with this leading expertise and business-critical knowledge will you be able to address the challenges and seize opportunity.

'Online has been growing since the launch, it has been taking market share from the high street since the very beginning. The decrease in the growing pace during recent years may lead to the conclusion that the channel is reaching maturity and that both channels will reach a "status quo" soon. Is that true? What are the main factors pushing the consumer migration? Are new waves to come? There are still many unanswered questions about this matter and we will try to cover some of the facts that are affecting today's consumer behaviour.'

Ignacio Martos, Chief Executive Officer, Opodo

Essential networking at the heart of WTM

On top of expert interrogation of the most pressing issues we have scheduled in ample networking time to ensure that you can have those essential meetings, discussions and actually do business. During breaks, lunch and the exclusive cocktail party you will have the time to rub shoulders with the executives who have revolutionised and continue to shape the travel industry. The staging of the forum during World Travel Market – the industry's largest event – offers the perfect platform for such a high-level event and gives you the chance to track down all the leading executives in one place.

Leading through economic turbulence

2009 is set to be the most challenging year to date for the travel industry. In a climate described by leading economists as the 'perfect storm' it has never been as vital to secure a robust strategy for the future. And what better way to sharpen your competitive edge than to join Expedia, lastminute.com and Travelodge at this high level think-tank. Hear what leading brands are doing to protect their market share and learn what you can do to maximise your profit potential. Addressing your challenges and highlighting lucrative opportunities the forum will give you the confidence to boldly move through difficult times.

The information technology age

Technology is developing at a rate never seen before. The online evolution has intensified and created an intimidating online environment for travel companies. This terrifying pace is being matched by your consumers who have become savvy and increasingly demanding. Understanding this shift is integral for your future and essential to remain profitable. We have brought together the innovators at the cutting edge of the industry to offer you their advice and allow you to capitalise on the online evolution.

Emerging market opportunity

The focus is shifting: two of the world's fastest growing economies, both set to eclipse anything we have seen before, demand your attention. With the spotlight turning east it is essential you do the same. A burgeoning customer base has created lucrative opportunities for travel. Hear from the executives who have pioneered in these emerging markets and get their insight on what the future holds for the world's most populous region.

"The problem one faces when planning to enter a relatively immature but rapidly growing market is figuring out which model will be successful over the long term. The history of business is filled with the wreckage of companies that ignored the local environments and tried to force models from one particular geography into another. However, one of the complicating factors in choosing an online travel model for the APAC region is the economies and cultures are transforming as rapidly as the travel business itself. Therefore, the question is which local environment should one try to match: the current environment or the one that will arrive five years hence? At The Online Leadership Forum I will be addressing the issue of how does one create a strategy when all factors are changing at once."

Glenn Fogel, Managing Director
Corporate Development and
International, Priceline

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EyeForTravel, 7-9 Fashion Street, London E1 6PX, UK

12 November 2008 Chairman: Paul Richer, *Managing Partner, Genesys*

The online evolution...

The evolution of the web: from the World Wide Web to Web 2.0, from online travel to Travel 2.0 – what's next and how can you keep your finger on the online pulse?



Marc Charron, *Managing Director, Europe, TripAdvisor*

Marc Charron is responsible for leading TripAdvisor's rollout of local language sites and managing operations across Europe. Prior to joining TripAdvisor, Charron served as vice president of product marketing at SquareTrade, Inc. in San Francisco. Before SquareTrade, Charron served as managing director of QXL.com, Getz International Travel and Danube Travel, all based in London. Charron began his travel career in 1991 with Carlson Travel in Vienna. He received a bachelor's degree from Trinity University in Texas and spent a year abroad studying at the London School of Economics.



Greg Webb, *Chief Marketing Officer, Sabre*

Greg Webb leads global marketing for Sabre Travel Network and Sabre Airline Solutions.

As Chief Marketing Officer for the two companies Webb is responsible for a broad range of duties, from worldwide marketing business planning to customer marketing and communications.

Previously, Webb was Senior Vice President of Global Product Marketing for Sabre Holdings.

Webb also held several senior leadership positions at Sabre Holdings in product development, sales and account management, and global outsourcing. Early in his career, Webb served as Vice President of Project Consulting and Risk Assessment for both American Airlines and Sabre Holdings.

Prior to joining Sabre, Webb was Vice President and Chief Information Officer for BellSouth Telecommunications, where his responsibilities included technology direction definition, next-generation system development, portfolio management, development prioritization and partnership negotiation. Webb also served as a Senior Consultant for Andersen Consulting.



Hrush Bhatt, *Founder & Director - Ecommerce & Strategy, Cleartrip*

Hrush is one of the Founders of Cleartrip, the online travel service that is focused on making travel simple. In his role as Director, Ecommerce & Strategy Hrush is responsible for defining and articulating Cleartrip's corporate strategy. Hrush is

also responsible for implementing Cleartrip's technology platform and consumer facing web site.

Hrush was the lead consultant to Thomas Cook India and has spearheaded the growth of thomascook.co.in. Working directly with the Thomas Cook Board of Directors, Hrush steered the site through almost five years of pioneering growth and two major launches. Hrush was the strategic and conceptual architect for the site, which commanded a 20% share of the online holiday market in India and provided 5% of Thomas Cook's total holiday sales.



Dick Porter, *Chairman, STA Travel Group*

Dick Started STA Travel in the seventies and grew it to a US\$1.2bn organization employing 2600 people in over 90 countries. Now on the STA Travel board he devotes his time to finding and funding start-ups that could replicate such massive growth.

Executive insights from around the world

How is the Asia Pacific region developing for online travel – what challenges do executives in this region face and how is this booming region set to develop? Most importantly what do you have to do to capitalise?



Glenn Fogel, *Managing Director Corporate Development and International, Priceline*

Glenn Fogel joined Priceline.com in February 2000 and is responsible for all of the firm's acquisitions and strategic transactions. He has been a key figure in Priceline's international program and has led all transactions since the first deal in September 2004. Through this program, Priceline has become

the leading online seller of hotels outside North America. Mr. Fogel is a member of the Board of Directors of all of Priceline.com's international subsidiaries, including Europe-based Booking.com and Asia-based Agoda.



Keyur Joshi, *Chief Operating Officer, MakemyTrip*

Keyur is a co founder of MakeMyTrip & part of the MakeMyTrip strategic think tank. His primary responsibilities are sales, business development and strategy for MakeMyTrip. He was instrumental in creating the online travel market in India in 2005.

He also oversees MakeMyTrip's US business and looks after the retail initiatives. In order to service the fast growing holiday market in India. Prior to MakeMyTrip, Keyur has worked in the US with a traditional travel consolidator and had a stint with India's largest Automobile Company - Tata Motors.



Dhruv Shringi, *Founder and Executive Director, Yatra*

Dhruv returns to India after 8 years in Europe. His most recent role prior to co-founding Yatra was as Director Group Operations and Technology of the Ebookers Group where he was responsible for sales of over \$850 million achieved thru multi

channels including online, call centres and retail shops. With regard to technology, he was accountable for developing the IT strategy and for leading the technology development and infrastructure teams, some 150 employees over 13 locations. He was also instrumental in leading the operational integration of a key acquisition by Ebookers.

"Seemingly countless technologies are converging within the online travel marketplace, delivering new ways for Generation Y (and the rest of us) to experience travel. In this new landscape, what I call iWorld, one fundamental remains-travel is still all about the destination. But the overall experience is now driven by technology. In iWorld, the rise of User-Generated Content, where everyone is an expert, is driven by tag clouds, content mash-ups and social networking. Yet no matter how dramatically these online technologies change the process of travel, and no matter how adaptive this new generation of travelers is, people still need people, as well as partners they can rely on, and trust to tap the potential of any and all emerging, relevant, meaningful technologies."

Greg Webb, *Chief Marketing Officer, Sabre*

Managing a travel company through economic instability

What is the best strategy to excel during adversity – what can leaders do to maintain current success whilst capitalising on emerging opportunities that the credit crunch will inevitably provide? And with increased pressure on the industry, how can travel leaders emerge profitable from these turbulent times?



Paul Brown, President of Partner Services Group and Expedia North America, Expedia

Paul Brown leads both Expedia's global Partner Services Group and Expedia North America. As the president of PSG, Brown is responsible for managing supplier relationships across all global points of sale for Expedia, Inc.

As the head of Expedia North America, Brown is responsible for the Expedia points of sale in North America, as well as overseeing Worldwide Travel Exchange®, Destination Services, and the Expedia business operations group.

Prior to Expedia, Brown was a partner at McKinsey & Company. Based in London, Brown was a leader of the global travel and hospitality practice group where he served clients in all sectors of the travel and hospitality industry.

Previously, Brown was senior vice president of strategic services with Intercontinental Hotels Group.



Ed Kamm, Chief Operating Officer, lastminute.com

Ed is Chief Operating Officer at lastminute.com, with responsibility for Europe-wide product strategy, development and optimisation across all product categories, offline sales and customer care, portfolio management, and transformation programmes.

Ed moved to the UK and joined lastminute.com in August 2005, after serving as Chief Financial Officer and General Manager, Sales and Customer Care for Travelocity since 2003. Ed has been with lastminute.com's parent company, Sabre Holdings since 1994 in various financial and operating roles.



Alex Thomson, Director of Information Technology, Travelodge

Alex is Director of IT at Travel Lodge since January 2007 and has been instrumental in their online strategy. Previously he worked as International Supply Chain Programme Director at DSG International.

"Now is a time of change, and even uncertainty, for the travel industry. Rising fuel costs, tightening credit markets and other global economic challenges are impacting travelers, and therefore travel suppliers. Yet despite the issues facing travel, suppliers can weather the storm and identify new opportunities if they are willing to embrace change. At the Travel Leadership Forum I will address trends in global traveler behavior and offer strategic insights for navigating the current environment."

Paul Brown, President of Partner Services Group and Expedia North America, Expedia

The future of travel...

With more and more travel being booked online, by all demographics, is online set to become the only channel of the future or is offline set to stage a fight-back? How will travel adapt to an increasingly environmentally conscious world? So many questions: we have the executives best placed to give you answers.



Ignacio Martos, Chief Executive Officer, Opodo

Ignacio Martos was appointed CEO of Opodo in December 2006 and is based in Opodo's London office. Before joining Opodo, Martos started Rumbo in 2000 and spent the next seven years as CEO at the online travel agency, which is a market leader in Spain and Latin America. Under his stewardship Rumbo fast became one of the Spanish online travel

industry's big success stories and reached profitability in 2004. Martos studied law at the University of Seville and gained an MBA at IESE Business School, which is also in Spain.



Steven Greenway, Chief Commercial Officer, SkyEurope

Steven Greenway is Chief Commercial Officer for SkyEurope Airlines a.s. with responsibility for all of SkyEurope's commercial activities including Network Planning, Revenue Management, Sales and Marketing, Product and Commercial Systems. Prior to joining SkyEurope, Steven was Head of

E-Commerce for Virgin Blue. Steven initially started his career in the air transport industry as a graduate with Qantas before moving to the UK to become an aviation consultant for PricewaterHouse (PwC) Consulting and then as Head of Sales and Distribution Strategy for Virgin Atlantic prior to joining Virgin Blue in 2005.



Apo Demirtas, Chief Sales and Marketing Officer, Jumeirah

Apo Demirtas joined the Jumeirah Group in September 2007. In his role, he is responsible for Sales, Marketing, Brand Management & Strategy, Distribution, PR & Corporate Communications, Revenue Management and Market Strategy for the group.

Prior to joining the Jumeirah Group, Apo was based in Atlanta, Georgia, where he held the position of Vice President Market Strategy for InterContinental Hotels Group, Americas. With a Ph.D work in Microeconomics & Marketing in Hotel Management and extensive experience in the operations, sales, marketing and revenue management fields of the hospitality industry, Apo has great expertise and invaluable international perspective.

Ample Networking Opportunities

The forum has been designed to offer maximum networking and interaction throughout the day. From our **INTERACTIVE PANEL DISCUSSIONS** to our **EXECUTIVE LUNCHEON** you will be able to discuss the issues raised throughout the day with fellow leaders. What's more, make use of our **ONLINE CONTACT CENTRE** to arrange essential meeting before the events and catch up with people you missed. After such a information packed day, you've earned a rest. So take advantage of our **EXCLUSIVE DRINKS RECEPTION** to end your day. All leaders, delegates and sponsors are invited to attend. It's the ideal way to catch up with old friends, make valuable new contacts and chat to the experts.



The Travel Leadership Forum: Evolution of Online Travel

www.eyefortravel.com/wtm/leaders

12th November, Platinum Suites, ExCel, London

At the heart of World Travel Market...

What better place to host such a senior-level forum than during World Travel Market. This unique partnership means alongside over 40 000 attendees of WTM, EyeforTravel will be hosting an event that brings together the top percentage of the travel elite. If you can only make one event this year - make sure this is it!

Are you a top-level executive of a leading online travel company?

We have reserved special rates for you, please email me at tom@eyefortravel.com to find out more.

Should I attend?

In a word, yes. If you are a fellow travel leader, an ambitious professional or even an entrepreneurial upstart this event is for you. It is a forum of ideas, strategy and necessity where the most senior figures in the travel industry will offer their insight and welcome your participation. The forum will act as an exclusive think-tank within World Travel Market.



Register NOW!

The Travel Leadership Forum 2008

Super Early Bird
19th September

Early Bird
17th October

Normal Price

Gold Pass - Includes a CD of Presentations

£645

£695

£745

Silver Pass

£545

£595

£645

Get into all EyeforTravel@WTM events

Super Early Bird
19th September

Early Bird
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

£1395

£1495

£1595

YES! Please register me for The travel leadership Forum 2008 Gold pass Silver pass Platinum pass

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www.eyefortravel.com/wtm/mobile

Online Content & Conversion Strategies - 13th November
www.eyefortravel.com/wtm/content

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TERMS AND CONDITIONS:

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. The organisers reserve the right to make changes to the program without notice.

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• **CALL:** +44 (0)207 375 7228

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Years of travel industry experience gathered together for your benefit!



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Yatra

No other event offers you:

- An exclusive audience with leading executives from around the world
- An interactive discussion forum where you can hear – and be heard - about travel's most vital issues!
- An event tailored to provide a unique balance between keynotes, discussions, debates and – of course – networking
- The chance to discuss the future of the travel industry with the people who will actually change it!
- The premier meeting place within World Travel Market for senior travel professionals



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