



Mobile Technology in Travel@WTM 2008

www.eyefortravel.com/wtm/mobile

11th November, South Gallery, ExCel, London

Profit from the mobile revolution

Advancements in technology, usability and user adoption converge to make mobile *the* channel of the future

- ✓ Hear from companies such as Vodafone, Google, lastminute.com and British Airways on why mobile demands your immediate attention
- ✓ Expert opinion on how emerging mobile technologies are influencing the travel industry and changing the way consumers interact with your brand
- ✓ Satisfy the mobile demands of your consumer, dramatically reducing your costs and at the same time developing their loyalty
- ✓ Capitalise on the mobile market with essential information on how consumers are using mobile technology and an outline of the key trends
- ✓ Understand mobile in a way your competitors don't! Evolve your mobile strategy to exploit this lucrative, untapped channel
- ✓ Monetize mobile for the ROI you demand!

90% of your customers say the mobile revolution is here – who are you to argue?

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

The Travel Leadership Forum - 12th November www.eyefortravel.com/wtm/leaders
Online Content & Conversion Strategies - 13th November www.eyefortravel.com/wtm/content

Official Partner:



Top speakers include...

-  Chris Carmichael, *Innovation and Planning, British Airways*
-  Richard Sagers, *Head of Mobile Advertising, Vodafone Group Services Limited*
-  Marcus Casey, *Director of Marketing and Customer Relations, Lufthansa*
-  Mark Heynen, *Program Manager, Google*
-  Keyur Joshi, *Chief Operating Officer, MakemyTrip*
-  Jean-Noel Lau Keng, *Head of Product Management, Amadeus*
-  Matt Jerwood, *Director of Business Development, WAYN*
-  Geoffrey Breeze, *VP EMEA Brand Marketing and Services, Sabre*
-  Pablo Alvarez, *Group Innovation Manager, lastminute.com*

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Open now for the full agenda!

Mobile is a force you cannot ignore – make sure you attend this time-critical conference to ensure you lead the mobile revolution, not follow...

Mobile is a force you can no longer ignore. Already the most widely used digital device on the planet, mobile adoption is still growing unprecedentedly. Technology and the mobile user have now come of age to create the most disruptive technology since the web. We stand on the verge of a revolution which will fundamentally affect the way your customers will interact with your brand and purchase travel. Your customers have indicated their desire to use mobile – it's time to do something about it!

On **11th November** at **Mobile Technology in Travel@ WTM 2008** the pioneers of the travel industry come together alongside the major mobile innovators to offer you unparalleled insight into mobile and show you how it will make you money. With more and more customers turning to mobile a vast opportunity is being created – one that the travel industry is uniquely positioned to capitalise on.

Increased functionality and enhanced usability now offer customers a viable alternative to traditional web browsing. Couple this with mobile social networking and location based services and the full impact of mobile becomes apparent. Marketers have described mobile as 'the perfect marketing tool' for its potential to offer rich, targeted advertising alongside engaging interactivity.

But time is vital; the opportunity to take a first-mover advantage is still there but rapidly diminishing. The statistics speak for themselves and demand your immediate attention: mobile advertising is set to double to over €1.5bn in 2008 and by 2012 a minimum of 10% of your customers will be interacting with your brand through a mobile device. As for the cynics: they are citing the same reservations as they did for the web and look what happened there...

Mobile Technology in Travel@ WTM 2008 offers you a step-by-step guide to mobile success. Sessions have been uniquely designed to give effective strategies for you to take immediate advantage of the mobile revolution. From an objective appraisal of the mobile situation to practical ways to engage customers in a mobile dialogue. We offer you international experience to show you how to monetize mobile for the ROI you demand.

So make sure you attend the most time-critical conference of recent years and get the knowledge you need to fine-tune your mobile strategy for success. With the most innovative speakers from British Airways, Google, Vodafone, Lufthansa, MakemyTrip, WAYN, Sabre attending to share their business-critical knowledge, you will leave with the contacts and information necessary to cement your mobile strategy for the future.

Mobile statistics you just cannot ignore

- Over 3bn mobile users worldwide compared to just PC 1.3bn users
- 100% penetration in developed markets, and 50% worldwide
- 680m mobile internet users across the lucrative emerging markets of Brazil, Russia, India & China
- Mobile search revenues set to triple to \$2.2bn by 2012
- US carriers seeing 20% month-on-month growth in their mobile channels
- In Japan more people access the internet through a mobile device than a PC
- 1/2 million page views and a 12.5% click through rate from mobile advertising campaigns in 12 hours
- 9.2m US customer have already made a purchase through mobile and 50% expect to do so in the near future



Download exclusive podcasts with the EyeforTravel@ World Travel Market speakers at www.eyefortravel.com/wtm/podcasts

5 Easy Ways To Register

- **EMAIL:** tom@eyefortravel.com
- **FAX:** +44 (0)207 375 7576
- **CALL:** +44 (0)207 375 7228
- **ONLINE:** www.eyefortravel.com/wtm/mobile
- **MAIL:** The form to: EyeforTravel, 7-9 Fashion Street, London E1 6PX, UK

The mobile situation - then, now and in the future...

- Examine current mobile usage – see why mobile now demands your attention and hear from the network operators about their plans to raise revenues of up to £1bn by increasing mobile advertising and internet usage
- 90% of your consumers want to use mobile – how is mobile technology developing to allow for richer, more engaging and user friendly access to your brand?
- Hear how mobile social networking, mobile search and mobile advertising is evolving so you are ready to react and profit from this growth
- How will 4G influence the mobile internet: WiMax and 3GPP – how are these new technologies going to unshackle consumers from their desks and create a constantly connect, mobile world?

Richard Sagers, *Head of Mobile Advertising, Vodafone Group Services Limited*

Matt Jerwood, *Director of Business Development, WAYN*

Mark Heynen, *Program Manager, Google*

PRESENTATIONS AND PANEL

Give customers the service they demand and engage customers with the mobile convenience they crave

- Develop a strategy to expose the value of mobile to your customers – wrap your customers in multi-channel service and cement your mobile strategy for the future
- Airlines have the potential to save \$600m using mobile – by giving customers service in the palm of their hand you will not only save you money but add value to your brand
- Don't neglect your customers' desire for convenience. 100% of corporate travel managers think mobile will be useful to them – learn what they want and how to deliver it
- In the highly competitive travel landscape look into the services that will make you stand out from the crowd – enhance your customer service and ensure their loyalty
- How are customers and companies in different regions using mobile – learn from mobile leaders across the world

Chris Carmichael, *Innovation and Planning, British Airways*

Marcus Casey, *Director of Marketing and Customer Relations, Lufthansa*

Geoffrey Breeze, *VP EMEA Brand Marketing and Services, Sabre*

Jean-Noel Lau Keng, *Head of Product Management, Amadeus*

Evolve to the mobile world - address your constantly connected consumer

- Understand the differences between web and mobile to ensure your first step is the right step – learn from the companies reaping rich rewards in the mobile space
- Understand the huge opportunities location based services will offer and develop strategies to exploit this last-second customer base
- Forget the saturated online search market and cash in on targeted mobile key words – your customers are looking for your brand with mobile search, isn't it time they found you?
- Engage your customers in a mobile dialogue and offer them the flexibility to access your site at their convenience
- Hear how to optimise your online content for mobile browsing – with 1 in 2 UK travel companies looking to launch a mobile site, don't give your customers an excuse to go anywhere else

Brian Stockwell, *Director of Business Development, Mobile Commerce*

Gerry Samuels, *Founder and Executive Director, Mobile Travel Technologies*

Pablo Alvarez, *Group Innovation Manager, lastminute.com*

PRESENTATION:

Consumers, mobile and the travel buying cycle. Where and how can mobile be monetised in travel?

Amy Scarth, *Head of Research, EyeforTravel Research*

PANEL:

Monetising mobile - make sure your mobile strategy offers ROI!

- Ease of use is paramount for mobile – offer customers a purchasing convenience that they just cannot ignore to capture last minute ancillary revenue
- Mobile distribution is now a reality – 9.2m US consumers have made a purchase through a mobile devices and over 50% expect to do so in the future - hear from leading travel brands about successful selling through mobile
- How can you use mobile advertising to your advantage – hear exciting statistics that show the mobile revolution is here to stay
- Evaluate mobile payment solutions and understand the obstacles facing mobile distribution – be in a position to capitalise on mobile!

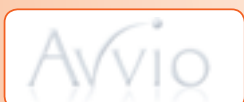
Dan Rosen, *Head of Mobile, AKQA*

Keyur Joshi, *Chief Operating Officer, MakemyTrip*

Ample Networking Opportunities

End your information-packed first day at our **NETWORKING COCKTAIL PARTY:**

Sponsored by Avvio - Proven Booking Engine Software



All attendees, 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 organize

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.



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The time is *now* for mobile - capitalise on this lucrative opportunity with a vital first-mover advantage

- Business critical knowledge that will allow you to capitalise on the mobile market and put you ahead of your competitors
- Expert insight from the people that matter; top mobile and travel companies share their hands-on experience and expertise
- Objective analysis to tailor your mobile strategy for maximum ROI
- The complete overview of mobile technologies - allowing you to fully understand the opportunities and challenges

Can you afford not to hear from these leading innovators?

BRITISH AIRWAYS



vodafone



Lufthansa

Google

AMADEUS

Sabre / Travel Network

lastminute.com

AKQA

Register NOW!

Mobile in Travel@WTM 2008	Super Early Bird 19th September	Early Bird 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 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	<input type="checkbox"/> £1395	<input type="checkbox"/> £1495	<input type="checkbox"/> £1595

YES! Please register me for Mobile Technology in Travel @WTM 2008 Gold pass Silver pass Platinum pass

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Online Content & Conversion Strategies - 13th November
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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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