



Travel Distribution Summit *Asia '08*

18-19 March 2008, Suntec Convention Centre, Singapore

Don't miss out on...






- ✓ 800+ Delegates over two days
- ✓ 65+ Industry gurus speaking
- ✓ 20 Sessions across three conferences
- ✓ 11 Hours of networking
- ✓ 3 Distinct conferences under one roof

Asia Pacific's largest & most trusted meeting place for travel pricing, marketing and distribution experts

SAVE US\$300 NOW

ATTEND 3 GREAT CONFERENCES FOR 1 PRICE

These are just some of the ways that you will benefit from attending this event:

- 
DISTRIBUTION FORECASTING & ASIAN MARKET PLACE CHALLENGES – Hear expert evaluation of the opportunities and threats for the future of Asian online travel distribution and sales
- 
ENHANCED DISTRIBUTION REACH & ACCURACY – Discover the new distribution technologies that compliment distribution strategies and capture a greater market share
- 
SEAMLESSLY INTEGRATING SALES & MARKETING CAMPAIGNS INTO DISTRIBUTION STRATEGIES – Learn the most profitable and cost effective marketing channels and sales tools
- 
REINFORCING REVENUE MANAGEMENT AS A PROFIT MULTIPLIER IN YOUR ORGANISATION – Improve sales & marketing integration, enhance forecasting strategy for greater accuracy, optimise your human capital and much more.
- 
SIMPLIFIED DISTRIBUTION TECHNOLOGY – Get to grips with the current trends in the often complex technology environment, and de-mystify the decision cycle of procurement and implementation

Hear from world class speakers including:



Azran Osman-Rani
CEO, Air Asia X



Berthold Trenkel
*COO Asia Pacific
Carlson Wagonlit Travel*



Jos Weesjes
*VP Distribution Marketing
Asia Pacific, IHG*



Hannes Bos, *Director, Revenue Management Standards Global Sales & Marketing, Millenium Copthorne Hotels*



Cyril Ranque
*VP of Asia Pacific Partner Services
Expedia*



Sagar Rathod
*Head of Distribution
Air Deccan*



Oliver Bonke
*VP Sales & Marketing
Stawood Hotels & Resorts*



Don Birch
*President and CEO
Abacus International Pte Ltd*



Raphael Saw
*Head of Commercial
Jetstar Asia/Valuair*

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Meet the people that you want to do business with

Dear Colleague,

As we approach the end of another year we are pleased to announce the launch of our 2008 Travel Distribution Summit Asia. This event is now into its fifth year and due to the constantly-evolving nature of the Asian online travel market, it could not be more important.

Travel Distribution, Revenue Management and Pricing, Sales and Marketing and Distribution Technology. The Asian market and rate at which change is occurring lends itself well to investment and growth, but also opens the door to heightened competition as has been evident throughout 2007. These are all key considerations in an Asian market place that continues to boom with unmatched potential, hence these are the topics that comprise the backbone to a very complete event program.

It has been a fantastic and interesting challenge to fit a full spectrum of information into one concise and targeted agenda, and we are delighted with the results. The proof of this has been the enthusiasm with which industry experts have accepted invitations to participate. You now have a choice of 3 two day conferences available in one accessible location.

The current list of speakers is an excellent indicator of the top level discussion and learning you can expect to benefit from. No other Asia-Pacific forum can boast an agenda containing such an authoritative and varied list of industry experts, from some of the most recognisable travel brands - both global and local.

Our goal for 2008 is to not only provide you with in-depth discussion and a packed conference agenda, but also a social environment that allows you to meet and network with business colleagues old and new. Next year's event will see over 800 attendees pass through the doors over the 2 days. Combining that with a 25 stand exhibition and 65 speakers, makes TDS Asia the single largest distribution event of its kind in the Asia-Pacific region.

The Travel Distribution Summit Asia remains the trusted meeting place for all distribution, pricing, technology, marketing and revenue executives. Updating yourself with industry trends has never been as essential as it is presently, and we hope to see you in Singapore this March.

Yours Sincerely,



Nick Gay
Regional Director APAC & ME
EyeforTravel Ltd.



Reece Gladstone
Regional Director APAC & ME
EyeforTravel Ltd.

PS Don't forget to register before 31st December to save up to US\$300 on the full conference fee!

GREAT NETWORKING OPPORTUNITIES

★ Networking

Try and think of a CEO whose career hasn't been built on good networking. We doubt there are many, and we know what an important part of business you consider it to be. Attend the Summit and you will get over 11 hours of dedicated networking time with over 800 senior travel executives. So what are the networking opportunities available in 2008?

★ Speed Networking



We are introducing speed networking, a quick and efficient method of making new contacts and meeting people that you might otherwise miss.

★ Online Networking Centre

Our popular online networking center will go live 3 weeks before the event for you to arrange meetings at the conference and get the best out of your schedule. It will stay active for 2 weeks afterwards.

★ Coffee & Lunch

The backbone of your networking, you will be able to cement relationships and discuss future business opportunities during 2 lunch breaks and 6 coffee breaks

★ Get Together drinks (pre-conference)

Very popular last year - it's a great chance to meet old friends and pick up your badge and delegate pack and even question the following day's speakers.



★ Summit Cocktail Party

Reward yourself at the end of a busy and informative day with a lively drink surrounded by your peers and perhaps future colleagues. Discuss the day's hot topics or debate the big industry issues.

★ Informal Pool-side Barbecue

Join the EyeforTravel team at a relaxed barbecue buffet near the PanPacific pool with delicious food and cold drinks...

"A good opportunity for those of us in niche & peripheral markets to interact with the mainstream industry players"

Ric Shreves, Managing Director,
Elite Havens

Call NOW to register +44 (0)207 375 7551

Travel Distribution Executive conference

The Asian online travel space is continuing to experience massive growth and encouraging results for all online players. New entrants are emerging with more and more regularity, which has given rise to greater need for a well constructed and executed distribution strategy.

The nature of the region from a political, economical and cultural stand point is by far the most diverse and fragmented of all regions selling travel online. But the potential that it offers is seemingly limitless.

Travel suppliers are continuing to feel the pinch of the rise in distribution costs, and the reluctant partnership with GDSs remains at the forefront of debate. GDSs continue to be the most powerful source of distribution, diversifying their products and adding value to their customer proposition. The notion that their relevance would soon diminish now seems laughable. OTA's and traditional travel agencies are maintaining their

position also, particularly with the Asian travel consumer's tendency to browse online and then book and pay offline.

The classic belief was that Asia would follow in the footsteps of the more advanced regions, Europe and North America. So far however this has proven incorrect, and APAC distribution remains a very different proposition. But with industry consolidations becoming more frequent, what major changes are lurking beyond the horizon?

Suffice to say that the dynamic and complicated Asian distribution climate is packed with exciting opportunities. The travel distribution executive conference explores the Asian distribution climate, and the industry at large. Let our panel of experts guide you through their personal views of what it will mean to distribute travel across Asia throughout 2008 and beyond. Hear discussion from 30 industry gurus and gain the knowledge to ensure your future distribution strategy is built for success.

3 great conferences for 1 price, in 1 location!

Revenue Management and Pricing conference

Revenue Management is an increasingly valuable skill that sits right at the core of making money from selling travel. As a revenue manager, every decision that you make affects your company's profitability. Get it right and you become the most cost effective profit multiplier in the company. Get it wrong and you could seriously impact the bottom line.

Today's revenue managers are not just concerned with the optimum pricing for their products - they are evolving into corporate leaders who directly influence the company's entire distribution, marketing and sales strategy to ensure costs are minimised and profits are maximised. As a revenue manager, you are vital to your company's profitability and your company should invest in keeping your finger on the pulse! This is the event to ensure that happens. This unique industry forum provides you with the essential tools, knowledge and contacts you need to steer your company in the right direction.

Last year's inaugural RM conference in Bangkok was a great success and heralded as a 'must attend' event by all those who attended. Why? Because the speakers are industry leaders and innovators who give well-rounded perspectives on real strategies that are being tried and tested throughout the Asia Pacific region. The conference educates through practical case studies, scientific theory and real life examples that leave you buzzing with ideas to take back to the office.

This year we will be covering the topics demanded by you during our research. For instance, best rate guarantee - this is still proving to be a serious challenge across the APAC region, hear practical solutions to overcoming this issue. Other topics include the issue of retaining your human capital, forecasting in the booming travel market, plus the fundamentals of pricing and assessing price sensitivity. Hot topic indeed!

Travel Distribution Technology conference

Technology is your company's greatest opportunity, but it also represents your biggest challenge. Over the next five years experts predict £50 billion will be lost by companies who select the wrong technology solutions - don't let your company contribute to this statistic. To maximise sales you need an objective analysis of the technologies on offer - delivered from the leading innovators of the industry.

You could spend weeks trawling through the wealth of information out there or leave yourself at the mercy of vendors at technology exhibitions. Alternatively, seize this chance to join an elite group of experts and come away with a firm grasp of the facts which will make your profits soar. For two days, the summit will bring together the top tech savvy travel suppliers and intermediaries to discuss the latest tech topics and actually do business.

You will go away ready to use technology to integrate with your distribution partners cheaply and effectively -

maximising sales and profits across multiple distribution channels. Ensure you're not left behind - be there to discuss these key issues: Social Networks and Web 2.0, Maintaining profitable distribution relationships & optimal inventory integration, integrating CRM technologies to improve your distribution strategy, Spotlight on Mobile Technology and Online Payment & Credit Card Penetration. The dynamic channels you sell through are constantly fluctuating to maximise profits and this presents a real threat. Being expensive or difficult to deal with will see your most profitable channels and competitive edge lost. The sobering fact is: your company could be overlooked as a potential partner due to not having the technology onboard to make you 'attractive'. Integrating the right technology will see your distribution costs plummet and your profits soar - opening up new distribution channels and maximising profits from existing ones.



Travel Distribution Executive conference



DAY 1:

Registration: 7.30am - 9.00am

8.00 - 9.00 MORNING NETWORKING COFFEE

The Future of Asian Travel Distribution – Perspectives of 4 industry experts

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Cyril Ranque, Vice President of Asia Pacific Partner Services Group, Expedia

Berthold Trenkel, COO Asia Pacific, Carlson Wagonlit Travel

Azran Osman-Rani, CEO, Air Asia X

Don Birch, President & CEO, Abacus

NETWORKING COFFEE

The rise and rise of distribution costs

- Is controlling the rising costs of distribution completely out of the supplier's hands? How can you manage these as your number of chosen channels continues to grow?
- Disintermediation – will OTAs slowly be cut out of the distribution circle due to rising costs?
- Contracting margins – keep your margins as lucrative as possible without hindering your products distribution.
- Without lower cost propositions will GDSs continue to stay relevant to airlines, at a time when they are beginning to shift their focus towards hotels?
- Will the emergence of new suppliers into the region lower the cost of distribution? If not then when and by what means will the industry experience a reprieve from the squeeze of distribution costs?
- No GDS fees – Air Deccan remain India's 3rd largest local carrier, without using a GDS. Is this model feasible enough for others to follow?
- To what extent will direct connect lower your distribution costs? What proportion of the savings do you actually receive?

Sagar Rathod, Head of Distribution, Air Deccan

Urrshila Kerkar, CEO, Cox & Kings

NETWORKING LUNCH

Distribution Fragmentation – learning to distribute across distinctive Asian markets

- Online distribution – Is it the strategic and competitive golden chalice for Asia, or is this a presumptuous view based on mature, less fragmented regions?
- What other factors must be taken into consideration when distributing across Asia, and how can you effectively incorporate these into your distribution strategy – Language? Currency? Technology? Buyer behaviour?
- Hear the pitfalls of regarding all Asian markets as one region, instead of a collection of very distinct markets linked geographically?
- Applying regional distribution models, and then adjusting these locally – what are the extra costs will you incur?
- Does the fragmentation of the Asian market mean that GDSs will continue to be a regional powerhouse?
- Can regulatory issues present a barrier to product distribution? Is there an effective solution for tackling these?

Raphael Saw, Head of Commercial, Jetstar Asia/Valuair

Simon Nowroz, Managing Director Asia, Travelport

Ernst Hemmer, Regional Director Asia Pacific, Octopustravel.com

Dan Wacksman, Managing Director, Outrigger Enterprises

NETWORKING COFFEE

Distribution Sales and Marketing – Grow your market share

- Can the 'only available through internet' sales model that European and U.S LCCs use, work across the fragmented Asian landscape?
- The Asian consumer prefers personal interaction to online portals. What could a cultural mindset change mean to your product sales and bottom line?
- Marketing and selling within new markets – what new challenges will emerging markets like Vietnam and Cambodia hold?
- Online vs offline marketing – strike the right balance and watch your sales grow.
- As travel agents continue to evolve, ensure you are getting the most from your chosen agencies and 3rd party sites.
- What factors make marketing to the diverse Asian markets as a single region a naïve proposition?
- How can you ensure your brand maintains its integrity across all your distribution channels?
- Enhance your potential to sell direct online by optimising your content and product mix to suit your chosen market.

Nick Gundry, Manager Marketing Services - Asia Pacific, IHG

Oliver Bonke, VP - Sales & Marketing, Starwood Hotels and Resorts

6.30PM SUMMIT COCKTAIL PARTY

Register now by calling James on +44 207 375 7551

Bring your whole team for a group discount!
Call +44 207 3757551 NOW!

DAY 2:

8.00 - 9.00 MORNING NETWORKING COFFEE

The Asian Travel Distribution Climate – Sunny or Cloudy?

- How can we really expect consumers to book online, when even mature Asian markets like Hong Kong and Singapore are still predominantly browse online book offline?
- How do you facilitate change in consumer buying behaviour toward online purchasing, in a culturally sympathetic way?
- Where is local internet penetration flourishing, and what new opportunities will internet savvy consumers offer to suppliers?
- How do you capture the generation of internet savvy consumers (typically 35 years and under), while not shunning any of your traditional customers?
- Relationships and familiarity remain very important to Asian travel consumers. Can online booking portals ever satisfy these needs?
- Payment security is an ongoing concern. What can be done to combat the distrust of online payment portals?
- The next 'Big Thing' – who, where and when?

Scott Ohman, *Manager eBusiness Commercial*,
Cathay Pacific

Peter Smith, *VP eCommerce*,
Amadeus

Jos Weesjes, *VP Distribution Marketing*
Asia Pacific, IHG

NETWORKING COFFEE

Industry Consolidations – Evaluate the opportunities and threats to your business

- What have been the consolidations of note for 2007 and why have these occurred? Is this a sign of the future for the Asian travel marketplace?
- Are consolidations going to be a factor that fuels the rising costs of distribution, particular through 3rd party sites?
- How will consolidating directly/indirectly impact travel suppliers, and what does it mean to small and medium sized enterprises?
- What gives rise to consolidations? Is this something that should be feared or embraced?
- Can we expect to see more budget airlines consolidate with legacy carriers, and if so who will benefit from this? Hotels?
- Looking towards the future, what large scale consolidations are sitting on the horizon, and what likely implications will these have?

Mathias Friess, *General Manager Sales and Distribution*,
Virgin Blue

Jenny tan, *VP Regional Procurement Asia*,
Citigroup

NETWORKING LUNCH

Vietnam & Cambodia online travel

case study

Euromonitor International examines emerging markets, Vietnam and Cambodia, and identifies the biggest opportunities for distribution sales and marketing players, including Cambodia's continued success as a cultural destination, and Vietnam's thriving e-commerce industry.

Vietnam's online travel retail sales increased close to 90% in 2007 - its online hotel sales recorded 50% growth during the same period. What is driving the growth? What challenges should we prepare for? Cambodia's low cost carrier industry is also set to drive the momentum of Siem Reap, but what other opportunities and challenges are there in offering travel products to this market?

Both markets are set to witness double-digit year-on-year growth in both inbound and outbound travel over the next five years. Vietnam set to be one of the world's top ten tourist destinations by 2016, and outbound travel is also forecast to develop significantly. Learn how to maximise your potential in these two lucrative markets.

Parita Chitakasem, *Account Manager, Travel & Tourism (APAC & Australiasia)*, Euromonitor International

Strictly Suppliers – A supplier's perspective on Asian travel distribution

- Supply direct channels are very high yield, but how do marketing costs used to achieve direct sales compare with GDS fees?
- What response can we expect from suppliers to ongoing industry consolidations, with the greater leveraging power they provide the GDSs?
- With call centre labour so cheap, what motivation is there to apply the infrastructure that supports online bookings?
- Can luxury and 5 star businesses expect sales increases through the emergence of online distribution channels?
- Where is your product being distributed, by whom and at what price? Confronting the difficulties of rate parity.
- What new markets are being created by LCCs, and what new opportunities do they present?
- LCCs continue to open new routes across Asia, so what new online traffic trends are developing as a result?

Sandeep Bahl, *General Manager China*, Northwest Airlines

4.00PM END OF CONFERENCE

Interactive Session Formats

The sessions are made up of a number of expert speakers who will each give 10-12 minute presentations illustrate these with powerpoint and some video content. Each speaker will address the issues raised in the agenda and illustrate with real life case-studies. Finally, the session moderator (an industry expert) will generate a panel debate by fielding your questions. Enough time is always allowed that YOU can have any questions answered. The aim is to talk over the issues at hand and exchange ideas with speakers and your fellow delegates.

Join the best travel distribution conference in the Asia Pacific region!



Revenue Management and Pricing conference



DAY 1:

Registration: 7.30am - 9.00am

8.00 - 9.00 MORNING NETWORKING COFFEE

SESSION 1 SUMMIT KEYNOTE – MAIN AUDITORIUM

The Future of Asian Travel Distribution – Perspectives of 4 industry experts

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Berthold Trenkel, COO Asia Pacific, Carlson Wagonlit Travel

Azran Osman-Rani, CEO, Air Asia X

Don Birch, President & CEO, Abacus

NETWORKING COFFEE

SESSION 2 - REVENUE MANAGEMENT ROOM

Best Rate Guarantee & Multi Channel Consistency

- Best Rate Guarantee has become a serious Revenue Management issue in the region, with suppliers constantly having to deal with 3rd party sites underselling their own direct prices. What do the main protagonists have to say about the damage being caused to brands and the impact on customer price confidence?
- What is the future for Best Rate Guarantee as online booking levels increase and new OTAs emerge on a monthly basis? How much longer will Expedia & Travelocity continue to play the game whilst other 3rd party sites continue with 'unscrupulous' behaviour?
- Will charging different rates on different online channels devalue your product? Or is it the best way to ensure you are charging the right price to your customers?
- How do you select the best channels from the wide range of online/offline channels available?
- How do you persuade your guests to book through direct, less costly channels?

Maunik Thacker, Director of Hotel Revenue, Venetian Macau

John Nielsen, Global Corporate Director, Kiwi Collection

Kapil Aggarwal, Director of Pricing & Distribution Asia Pacific, Hyatt International

NETWORKING LUNCH

SESSION 3 - REVENUE MANAGEMENT ROOM

Integrating Sales & Marketing with your Revenue Management

- Is conflict between your Sales and Revenue Management departments the natural balance of these different roles and how great is the resulting negative impact on profits?
- Can you establish complimentary inventory allocations and sales targets based on the same objectives, criteria and revenue maximizing mindset?
- How can you persuade your sales force to move away from different negotiated price points in favor of best rate guarantees?
- How can a multi-class fare system help set sales targets and minimize the discord between sales and revenue management?
- Get tips on convincing your senior management to see revenue management as part of the bigger picture, and stop your sales department from overwhelming the overall interests of your company

Ricky Ang, Vice President - Sales & Marketing, Hotel Equatorial

Maria Socorro, Group Revenue and Standardization Manager, Waterfront Hotels

Ratan Ratnaker, General Manager - Revenue Optimization, Kingfisher Airlines

Noel Merainer, Regional Director of Revenue Management, Shangri-La Hotels and Resorts

Raj Sivakumar, GM Revenue & Yield Management, Jet Airways

NETWORKING COFFEE

SESSION 4 - REVENUE MANAGEMENT ROOM

Forecasting through the economic boom

- What forecasting problems are thrown up by both the massive increase in hotel room numbers and airplane seats available each month as the APAC travel industry experiences extraordinary growth?
- What are the best methods for forecasting in this environment and how far out can accurate forecasting be pushed?
- Understand the difference between constrained and unconstrained forecasting. How can unconstrained demand forecasting help you optimize revenue?
- How can suppliers use forecasting to help them set limits on low-value customer segments and increase REVPAR?
- Airline passengers are tending to book closer to the date of departure. How can you integrate changes in customer behavior and booking patterns into your forecasting?
- What technology can help you forecast? Should you use your own system?

Hannes Bos, Director, Revenue Management Standards Global Sales & Marketing, Millenium Copithorne

Shannon Knapp, Group Revenue Manager, Mirvac Hotels & Resorts

Daniel Finch, National Revenue Development Manager, Constellation Hotel Group

6.30PM SUMMIT COCKTAIL PARTY

Join leading Revenue Managers sharing cutting-edge strategies!

Increase revenue management expertise, awareness and integration to optimise profits across your organisation

DAY 2:

8.00 – 9.00 MORNING NETWORKING COFFEE

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Peter Smith, *VP eCommerce, Amadeus*

Jos Weesjes, *VP Distribution Marketing Asia Pacific, IHG*

NETWORKING COFFEE

SESSION 2 - REVENUE MANAGEMENT ROOM

Pricing Strategy, Price Sensitivity & How to Successfully Leverage your Brand

- Pricing, often the least understood but most fundamental RM discipline, needs constant evaluation to ensure that the right pricing strategy is adopted to achieve the Shangri-la of pricing: right price, right product, right customer, right time. What strategy should travel suppliers be adopting in 2008?
- Understanding the 'price sensitivity' of your customers is recognized to be crucial to optimizing revenue. What is the best strategy to adopt in order to measure price sensitivity?
- What steps have airlines taken to identify customers who are willing to pay more? How can technologies (such as seat selection) assist in this? Are you getting the best out of your product and therefore maximising your profit?
- What exactly is the brand/price relationship and how much weight should Revenue Managers allow it to have when considering their pricing strategy?
- How can Revenue Managers successfully leverage their brand?

Puneet Mahindroo, *Director of Revenue Management, Taj Hotels Resorts & Palaces*

Ananya Narayan, *Managing Director - Asia Pacific, Preferred Hotel Group*

William Chua, *Director of Revenue Strategy, Meritus Hotels & Resorts*

Bob Garner, *Director Revenue Management & Pricing APAC, JDA Software*

NETWORKING LUNCH

SESSION 3 - REVENUE MANAGEMENT ROOM

Optimising your 'Human Capital'

- Fact: Good Revenue Managers are scarce and becoming increasingly so as the Asia Pacific travel industry experiences rapid growth. The quest to identify future RM talent is taking up more and more time for all Revenue Managers. So what are the best practices for doing this?
- What do you want from a Revenue Manager? The caricature of a back room number-cruncher is old hat. Revenue Managers need to be good communicators as well as excellent analysts, with good board-room presence.
- How can you identify the right people and should you look internally or externally?
- What are the best ways to train Revenue Managers whilst maximizing their output and how do you ensure that you don't lose good potential to other departments in your organisation?
- Retention is better than recruiting! How should you identify the correct remuneration policy and benchmark your RM payroll against the competition? What other retention techniques work?

Stefan Wolf, *Director of Revenue Management, Shangri-La Hotels and Resorts*

Celeste Loh, *Regional Revenue Manager, Southern Asia & Korea, IHG*

Maunik Thacker, *Director of Hotel Revenue, Venetian Macau (panel only)*

4PM END OF CONFERENCE

Following on from Revenue Management Asia Pacific 2007...

After the success of the Revenue Management Asia in Bangkok, which received excellent plaudits from the 80+ attendees, we decided to add even more value to the event. By attending the summit, you can also attend the Distribution Keynotes and network with a wider spectrum of travel industry professionals over the two days. At the same time the Revenue Management focus is maintained and the extremely high level of speakers will create an even better RM forum than last year!



Register now by calling James on +44 207 375 7551



Travel Distribution Technology conference



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8.00 - 9.00 MORNING NETWORKING COFFEE

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Berthold Trenkel, COO Asia Pacific, Carlson Wagonlit Travel

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Don Birch, President & CEO, Abacus

NETWORKING COFFEE

SESSION 2 - DISTRIBUTION TECHNOLOGY ROOM

Social Networks & Web 2.0 – The changing face of modern travel distribution

Word of mouth has long been the most powerful marketing tool. Now it's being utilised – coupled with the emergence of Social Networks – as a potentially lucrative distribution channel. Learn where the combination of these largely uncontrollable mediums is leading the industry.

- User generated content is still the buzz, but are Asian consumers embracing it and in what ways does it influence their behaviour?
- Can the impacts – both positive and negative – of consumer reviews and content actually be quantified?
- Social networks – are these quickly becoming the new distribution channels of the future? What will this mean for OTA's?
- Waiting time is over - Hear why you should consider social networks as part of your distribution strategy.
- How penetrative are social networks as a distribution tool? Will we slowly see the same rate parity and local distribution issues develop in this channel?

Joe Nguyen, Global eCommerce Director, Millennium & Copthorne

James Sundram, Sales and Marketing Director Asia, Lonely Planet

Ric Shreves, Managing Director, The Elite Havens Group

NETWORKING LUNCH

SESSION 3 - DISTRIBUTION TECHNOLOGY ROOM

Maintaining profitable distribution relationships & optimal inventory integration

Suppliers and distributors both want the same thing from a business relationship - a win-win scenario with incremental revenue growth. Hear perspectives from each side of the fence on how this can be achieved.

Suppliers perspective:

- Essential technologies give you seamless and cost effective integration, while expanding your distribution network
- Discover how to take control of price and inventory in today's fluid and dynamic multi-channel distribution landscape
- What is the best way to connect to third party distribution systems to maximise profit from your inventory?

Frank Trampert, VP Distribution Services & IT, Carlson Hotels Asia Pacific

Shalabh Kayastha, Corporate Director Distribution Marketing, Raffles International

OTA's perspective:

- Make your company an attractive prospect for new supplier partnerships whilst maximising profits from existing ones.
- Seamless integration offers you and your suppliers the efficiency to really take control of inventory – evaluate the systems available to achieve this
- Maximise your margins – explore the channels that will be most profitable and learn how to improve the less cost effective ones

Pongsak Hoontrakul, Owner and CEO, morethailand.com

Roshan Mendis, Director Supplier Relations & Partnerships, Zuji

NETWORKING COFFEE

SESSION 4 - DISTRIBUTION TECHNOLOGY ROOM

Integrating CRM technologies to improve your distribution strategy

- Creating a preferred channel: How to improve your website functionality and appeal to a broad range of global customers
- Understand the advantages of providing locally and personally relevant content, in your customers preferred language
- Personalisation and customisation do not work for all travel companies. Discover which companies are best suited to personalised approaches, and are these right for your business?
- What are the key performance indicators for CRM distribution? What technology and analytic tools are available for you to measure the success of your CRM strategy?
- Find out about new technologies that can make personalised selling more effective and easier to implement. What are the major pitfalls?

Chloe Lim, Managing Director, HotelClub.com.au

James Gaskell, General Manager Online, Stella Travel Group

6.30PM SUMMIT COCKTAIL PARTY

Cost cutting distribution & marketing technologies - BOOK TODAY!

Travel Distribution Technology conference

Get maximum control in the most profitable distribution channels - Sell more for less

DAY 2:

8.00 - 9.00 MORNING NETWORKING COFFEE

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- How do you facilitate change in consumer buying behaviour toward online purchasing, in a culturally sympathetic way?
- Where is local internet penetration flourishing, and what new opportunities will internet savvy consumers offer to suppliers?
- How do you capture the generation of internet savvy consumers (typically 35 years and under), while not shunning any of your traditional customers?
- Relationships and familiarity remain very important to Asian travel consumers. Can online booking portals ever satisfy these needs?
- Payment security is an ongoing concern. What can be done to combat the distrust of online payment portals?
- The next 'Big Thing' – who, where and when?

Scott Ohman, *Manager eBusiness Commercial, Cathay Pacific*

Peter Smith, *VP eCommerce, Amadeus*

Jos Weesjes, *VP Distribution Marketing Asia Pacific, IHG*

NETWORKING COFFEE

SESSION 2 - DISTRIBUTION TECHNOLOGY ROOM

Spotlight on Mobile Technology

- Prolific mobile phone use in Asia demands your attention as a travel supplier (data, stats etc.). Judge whether a truly effective mobile distribution system exists that can make your product available anywhere at any time
- Hear from companies getting effective penetration through these platforms.
- What mobile service technologies are working and where should you be investing?
- What are the challenges that such new distribution platforms face and what are the incentives for consumer uptake?
- Search Engines – always a good barometer when assessing the 'mobile revolution' for travel. What does their mobile roadmap for the future look like?
- Mobile marketing campaigns can be extremely effective, particularly SMS. Perhaps you should just 'keep it simple' for maximum ROI?

Vivek Gawri, *MakemyTrip*

Rurie Yamada, *Assistant Vice President, JAL Hotels (Japan)*

NETWORKING LUNCH

Web analytics

case study

Indo.com helped the Indonesian Department of Culture & Tourism establish the presence of www.indonesia.travel on the internet, with the goal of making it one of the sources of information for would-be travelers to Indonesia. This was achieved by conducting search engine optimization exercises, using a limited budget.

Learn how web analytics can be used to monitor the impact of these exercises, as well as to help determine the type of information to be offered in multiple languages.

The online campaign has been an overwhelming success, increasing the number of visitors five times over, and positioning it on the first page of search engines using certain keyword searches.

Eka Ginting, *CEO, Indo.com*

SESSION 3 - DISTRIBUTION TECHNOLOGY ROOM

Online Payment & Credit Card Penetration

- High credit card penetration levels are the key to unlocking online payment profits. Hear brand new research into CC penetration in India, usage and predictions for the future from EyeForTravel's acclaimed research arm.
- Payment gateways are expensive, but are they the logical and safe step for online payment, given the lack of consumer confidence in online payment across many parts of Asia Pacific?
- For online payment to really flourish, the banks need to adopt a more flexible approach. Hear what their plans and predictions are for the future and how these might affect you.
- Call centres are still vital tools in processing credit card payment. Assess the shift from call centre payment to internet portal and how to weight your investment in these two areas.

Amy Scarth, *Head of Research, EyeForTravel*

William Bao Bean, *Partner, Softbank China & India Holdings*

Online credit card

case study

China and India have long been the last frontier of credit card penetration in Asia Pacific. Hear how some multinationals address the challenges in these markets and make the most of electronic distribution potential

- What specific challenges have they faced in the roll out of a credit card solution?
- What solutions do multinationals prefer and why?
- What value are they getting back, in particular through the enhanced data flowing from their credit card program, in countries notoriously challenging for data availability and data integrity

Nicolas Pierret, *Director Global Accounts - Asia Pacific, Carlson Wagonlit Travel*

4.00PM END OF CONFERENCE

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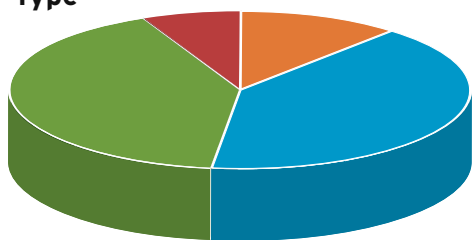
Who will you meet at the Travel Distribution Summit?

THE ATTENDEES:

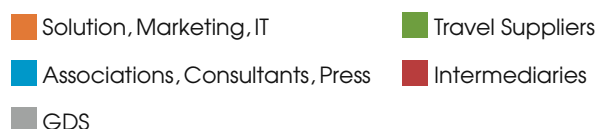
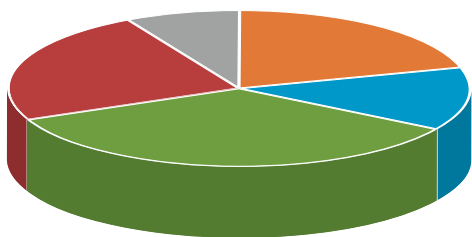
On this page you can see a partial list of speakers taking part in this event. Impressive though they are, it's not only these innovators that you should be planning to meet. Attendees are all industry heavyweights in their own right. At no other event will you find such a high concentration of travel industry know-how and distribution spending power.

Below is a brief analysis of last year's 500 event attendees to help you assess the relevance and quality of our audience. For a full detailed breakdown, please visit the event website at: www.eyefortravel.com/tdsasia

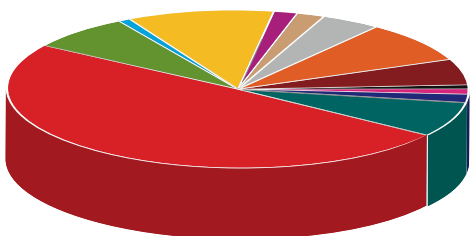
Company Type



Job title



Area of Responsibility



THE SPEAKERS:

- Cyril Ranque, *Vice President of Asia Pacific Partner Services Group, Expedia*
- Berthold Trenkel, *COO Asia Pacific, Carlson Wagonlit Travel*
- Azran Osman-Rani, *CEO, Air Asia X*
- Don Birch, *President & CEO, Abacus*
- Sagar Rathod, *Head of Distribution, Air Deccan*
- Urrshila Kerkar, *CEO, Cox & Kings*
- Raphael Saw, *Head of Commercial, Jetstar Asia/Valuair*
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- William Bao Bean, *Partner, Softbank China & India Holdings*
- Ric Shreves, *Managing Director, The Elite Havens Group*
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BRONZE PASS: <ul style="list-style-type: none"> • 2 Day Pass* • *All Summit Passes include full access to the conference and exhibition, as well as access to the presentation slides post show) 	US\$795 <input type="checkbox"/> <small>(EXPIRES 31ST NOV 2007)</small>	US\$995 <input type="checkbox"/>	US\$1195 <input type="checkbox"/>

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- 🌐 **ONLINE:** www.eyefortravel.com/tdsasia
- ✉ **MAIL:** Registrations, EyeforTravel, 7-9 Fashion St, London E1 6PX, UK

Cancellation Policy

Places are transferable without any charge. If you cancel your registration after 1st of February 2008 you will incur an administrative charge of 25%. Cancellations after the February 29th 2008 will be charged the full conference fee. Please note – you must notify EyeforTravel in writing of a cancellation, or you will be charged the full cancellation fee. The organisers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of vat (value added tax) unless otherwise stated but, vat will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. Please see terms & conditions on <https://secure.firstconf.com/travel/tdsasia/register-logix.asp> for more information.

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5 reasons why you MUST attend this important event

1 HIGH CALIBRE SPEAKERS

Eyefortravel's fine track record enables us to attract the most senior and qualified speakers. This year brings together over 65 experts from the highest echelons of the travel industry, eager to share their knowledge, experiences and predictions with you. Real life case studies from the biggest and most profitable companies will allow you to learn from their successes – and mistakes. The quality of the speakers ensures you'll profit from their vision and take away powerful strategies to market and sell your own products and services online.

2 INTERACTIVE PARTICIPATION

We have again structured this conference to encourage active participation, giving you the opportunity to exchange ideas with speakers and fellow delegates and get your questions answered. After each session an array of panelists will be available to answer your queries and discuss the issues that have been raised.

3 UNPRECEDENTED NETWORKING OPPORTUNITIES

You'll have ample opportunity to establish, cement and renew relationships with your industry peers. The Exhibition allows you to meet with leading providers of travel technology solutions, drawn together under one roof, saving you both time and money. What's more, to ensure you contact the right people – and waste no time – you can arrange meetings through our Online Networking Centre.

4 PROFITABLE SOLUTIONS

Products showcased at the exhibition could be exactly the solution to help you increase your profitability and efficiency. Come and assess the variety of options available to you, and chat with leading cost-saving – and money-making – travel marketing and technology providers.

5 FOR THE INDUSTRY, BY THE INDUSTRY

We won't waste your time with conference hype or irritating sales pitches. Instead, we invite you to tap into a wealth of accumulated knowledge and expertise that is simply not available elsewhere in Asia-Pacific. Everything you hear will be of true value to you and your enterprise, and we guarantee you a wealth of independent knowledge and objective information.

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- Cyril Ranque, *Vice President of Asia Pacific Partner Services Group, Expedia*
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- Azran Osman-Rani, *CEO, Air Asia X*
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