

TRAVEL TECHNOLOGY EUROPE 2014 ANNUAL EXHIBITION AND CONFERENCE



channel revenues.

Travel Technology Europe is high quality and interactive exhibition and conference held yearly in Feb at Earls Court, London. The conference programme comes with over 40 hours of FREE, useful and independent educational information for decision-makers of travel technology. The program is committed to helping travel businesses in improving business efficiency by growing multi-

4-5 February, Earls Court London

The Travel Technology Europe hosts over 4,500 technology and industry professionals who come to learn, network and find new technologies. Attendees are able to get up close with senior IT, marketing and commercial professionals from tour operations, travel agents, transport providers and OTAs one on one.

Travel Technology exhibition and conference have been known to offer a comprehensive insight of the travel technology industry that sets you a step ahead of any absentee competitor. You will be able to find and evaluate reservation, distribution, web and mobile marketing technologies to specific niche providers in business translation, CRM and automation software. There will be plenty of free-to-attend conference sessions that will enable you to learn from suppliers' and users' experience.

You will also be pleased to realize that the event focuses on current topics that engage modern day's social, mobile, and tech-savvy travelers to enable you to assess the type of technologies that comprehensively cover your business needs. The event will basically facilitate meeting, networking and business opportunities with industry experts, suppliers and attendees from Europe to share best practice, knowledge and create new business relationships.

Program line-up sneak preview

Below are just a few of the topics that will be handled across the two days of this revolutionary conference.

- Making your travel startup scaleable
- Lower CPC: Best practice search engine marketing
- Travel Technology roadmap
- How to manage a social media crisis
- Choosing a web development framework for your business
- How to keep your data and site safe
- Making the holiday experience reality on the web
- Email marketing ideas
- How to reach new markets
- How to serve your clients better with apps.

Event highlights

- Network and interact with over 4,500 European travel experts and share experience as well as best industry practices.
- Find out the latest technological innovations that will grow your business.
- Meet up to 100 leading suppliers in the travel technology industry.
- Get a personalized online diary to enable you efficiently plan your sessions and meetings
- Over 40 hours of free-to-attend groundbreaking sessions with the latest travel business insights.
- VIP program with deeper insights and positively provocative and informative panel sessions and case studies.

Registration

Travel Technology Europe conference and exhibition offers three modes of registration:

- Visitor
- VIP
- Press

In all the three cases, registration can be done online and once you have filled out the form, your badge voucher will be emailed to you. You can choose to show your badge voucher at the entrance on your mobile when you arrive, or simply print it. Register for these must-see sessions and keep up with updated new technologies and marketing solutions and trends which will shift your travel business to a whole new notch up the scale.

Date: 2013-11-11

Article link:

<https://www.tourism-review.com/annual-exhibition-and-conference-travel-technology-europe-2014-news3923>