

# TRAVEL TECHNOLOGY EUROPE (TTE) ROLLS OUT THE RED CARPET FOR VIP ATTENDEES



A new VIP programme will be unveiled as part of the 11th annual edition of Travel Technology Europe, the dedicated event for the European travel technology community.

Featuring high level learning sessions, peer-to-peer networking events and personalised one-to-one sourcing opportunities through pre-arrange appointments, the new VIP programme is specifically geared towards CIO's, IT Directors, and senior decision makers and influencers.

With the programme designed to be as flexible as possible, VIP event attendees can create their own tailored event experience, allowing them to gain the best possible value and return from their visit.

Overseen by an advisory board with decades of industry expertise, eight thought-provoking sessions have been created to specifically meet the industry-leading knowledge requirements of VIP attendees.

Available to view at [www.traveltechnologyeurope.com](http://www.traveltechnologyeurope.com) the VIP programme comprises a host of networking opportunities available exclusively to VIP attendees including informal gatherings in the VIP Lounge and round table discussions. Throughout the two-day event VIP attendees will be able to enjoy a selection of red-carpet benefits all designed to maximise their time and promote best practice knowledge sharing.

With a VIP programme crossing every area of interest - from e-commerce and wearable technology; to the future of mobile marketing; online video and social media networks - organisers of the event are encouraging senior travel technology executives to sign up early to make the most of the business, education and networking opportunities available.

Sarina Patel, event manager, Travel Technology Europe commented:

"We're thrilled with how the VIP programme has come together for next year's 11th annual edition of Travel Technology Europe. With exclusive access to the industry's leading minds, tremendous networking opportunities and a whole host of added value extras, attendees will enjoy unparalleled ROI."

Serving as the bedrock of TTE's VIP programme are a collection of case studies and industry roundtable discussions expected to prove extremely popular with VIP attendees. These intimate, in-depth and interactive roundtable discussions are set to focus on current industry-specific challenges and will include the following sessions:

- Measuring ROI for technology investments
- Reaching new markets
- Making the holiday experience real on the web

- Social media: marketing v selling
- New ways to pay

Travel Technology Europe will take place on 4 and 5 February 2014 at Earls Court 2 in London.

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