

# HOW TO MAKE THE MOST OF TRAVEL TECHNOLOGY EUROPE 2014



Advances in technology are revolutionising the way consumers around the world search, shop, book, share and compare their holidays.

As savvy travellers, and anyone who's taken to the beach and sky in the past couple of years knows, technological developments have simplified everything from airline and hotel check-in to booking cabs and restaurants and tracking expenses.

The accelerated pace of innovation has caused a major shake-up in the industry compelling travel professionals to consider major strategic shifts in their business plans the world over. So how will you respond and where is the industry heading in 2014?

Next year's Travel Technology Europe (TTE), where Europe's leading travel technology professionals come to update their knowledge, network with peers and source new technologies, provides the perfect place for senior executives to start. A virtual weathervane for gauging what lies ahead, the sessions and speakers at TTE will cover the hot topics and key trends that will shape the travel technology landscape in 2014 and beyond.

Taking place over 4 - 5 February 2014 at Earl's Court 2 in London, the event is focused on providing the industry with a forum in which to share best practice, enhance traveller experiences and improve business efficiency and revenues. For anyone working in the travel industry and wanting to harness the power of technology to transform their business, it is an event which industry professionals should make a priority to attend.

Featuring a host of thought-provoking speeches, industry panel debates, practical case studies, buyer-only masterclasses and interactive events, the conference programme of Travel Technology Europe is a far-reaching and activity-packed field to navigate for any first time visitor. These are my top picks for the sessions industry professionals ought to be present for should they wish to take the steps needed to transform their businesses via technology.

- **Travel technology roadmap**

Wednesday 5 February 2014 - 10:15pm -11:10pm

An online travel agent (OTA), tour operator, travel technology specialist and futurist speculate on what will be hot in the next few years.

- **The wearable tech revolution**

Wednesday 5 February 2014 - 13:15pm - 14:10pm

Google Glass is the highest profile of the gadgets that are coming to market which add technology to otherwise dumb garments or items. Apple has its iWatch coming too. Do such gadgets have travel applications or are they just gimmicky?

- **Selling better**

Tuesday 4 February 2014 - 14:45pm - 15:40pm

This session looks at different methods of making more money on the web. Experts share their success stories of making money from upselling, cross-selling and making money from more than just transactions and how technology has helped do this.

- **Driving Efficiency savings through tech**

Wednesday 5 February 2014 - 14.45pm - 15.45pm

The hard-pressed margins of travel management companies need to increase efficiency and cut back and mid-office costs to stay competitive and profitable. How can your mid-sized travel management company work smarter by using technology better to help cut costs and improve service to your clients?

For anyone working in the travel technology sector looking to improve their online presence, increase sales or convert browsers to bookers, the above sessions offer a good place to start. With over of 4000 attendees expected to descend on Earls Court 2 for the two day event I want to encourage everyone to sign up early and plan ahead to ensure you make the most of your visit. See you in 2014.

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

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