

# Technology and Online Travel Seminar Line up at WTM 2010



World Travel Market, the premier global event for the travel industry, has expanded its Technology and Online Travel event programme with a number of leading organizations taking part including British Airways, lastminute.com, TUI Travel, Google, Yahoo! and WAYN.

The comprehensive seven-session programme, organized by travel technology consultancy Genesys, takes place over Tuesday 9 and Wednesday 10 November covering all aspects of technology and online travel including social media, mobile technology and search engine marketing.

British Airways Manager BA.com & Mobile Innovations Chris Carmichael and lastminute.com Head of Innovation Marko Balabanovic will answer the question Does Mobile Matter? on Tuesday 9 November.

They are joined on the panel by user centered design consultancy cpartners Manager Director Giles Colborne and marketing consultancy Crosscap Chief Marketing Officer Kerry Harris.

Where Are You Now (WAYN) Director Jerome Touze will talk about the social media revolution and how travel companies can capitalize on facebook, twitter, Youtube, blogs and other digital platforms.

On Wednesday 9 November Tui Travel Director Web Strategy & Business Development Sandra Leonhard gives her expert advice on website content in the session Customers Need Content she will be joined by Frommer's Unlimited, EMEA Director, Giles Longhurst.

Furthermore, Google, Yahoo! and Bing (Microsoft) travel industry bosses Nate Bucholz, Tracey Cheffey and Caroline Mastoras will answer questions on search engine marketing and how best to utilize the search engines.

World Travel Market Exhibition Director Simon Press said: "The Technology and Online Travel region of World Travel Market is the fastest growing in the exhibition so its event programme has increased in 2010 to reflect this.

"The thought-provoking and practical Technology and Online Travel programme is a great service to our expanding exhibitor and visitor bases."

## About World Travel Market

World Travel Market, the premier global event for the travel industry, is the must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry.

Almost 46,000 senior travel industry professionals, government ministers and international press, embark on ExCeL - London every November to network, negotiate and discover the latest industry opinion and trends at WTM.

WTM, which celebrated its 30th anniversary in 2009, is the event where the travel industry conducts and concludes its deals.

WTM 2009 will generate £1,139 million of travel industry contracts, revealed independent research by Fusion Communications.

WTM is owned by the world's leading events organizer Reed Exhibitions (RE), which organizes a portfolio of other travel industry events including Arabian Travel Market and International Luxury Travel Market.

RE holds more than 500 events in 38 countries throughout Americas, Europe, the Middle East and Asia Pacific covering 47 industry sectors including aerospace & aviation, healthcare, manufacturing and sport & recreation.

In 2008 RE, part of the Reed Elsevier group, brought together more than six million industry professionals from around the world generating billions of dollars in business.

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For more information on WTM's commitment to sustainability visit:

[www.wtmlondon.com/sustainability](http://www.wtmlondon.com/sustainability)

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