

TRAVOLUTION

SMARTER DIGITAL TRAVEL

TRAVOLUTION FORUM ASIA: REDEFINING THE TRAVEL EXPERIENCE

Wednesday 12th September 2018 – 9.30am -12.30pm

Venue: Galleria 1, Mahsuri International Exhibition Centre (MIEC), Langkawi, Malaysia

Moderator: Lee Hayhurst, Editor, Travolution, UK

09.30 – 09.35 Introduction and opening of Travolution Asia Forum

Lee Hayhurst, Editor, Travolution, UK

09.35 - 10.00 **Executive Interview:** Richard Harris, CEO, Intent Media, USA

10.00 - 10.30 **Session 1: Making your company tech-smart**

Machine learning, data analytics and artificial intelligence, buzzwords maybe but all vital for the modern travel company.

In this session experts will discuss how firms with established and maybe legacy tech stacks can integrate with new and emerging technology providers to super-charge their systems and processes.

How do they ensure there is a seamless integration, that partner systems deliver on their promise and there's no negative impact on business-critical systems or data leakage.

Moderator: Lee Hayhurst, Editor Travolution

Speakers:

- Diana Robino, Senior Vice President Business Development, Mastercard
- Hai Ho, CEO, Triip.me, Vietnam

10.30 – 10.50 **Coffee break hosted by Berjaya Langkawi Resort**

10.50 - 11.20 Session 2: Client meet destination – the secrets to travel matchmaking

As holidaymakers become increasingly ambitious and adventurous in their choice of destinations and activities to do on holiday, how do travel providers anticipate demand. What are the legal and ethical limits on how companies can use personal customer data to generate intelligent, targeted suggestions on where to travel.

This session will discuss why the ability to match clients' preferences and interests with places they will fall in love with is critical to success in today's travel industry.

Moderator: Lee Hayhurst, Editor, Travolution

Speakers

- Michael Goldsmith, Vice President of Marketing, Las Vegas Convention and Visitors Authority, USA
- Matthew Zatto, Vice President of Tourism, Asia-Pacific, Adara, Singapore
- Omar Ahmed, CEO & Founder, Hadith of the Day and Sociable Earth, UK

11.20 - 11.50 Session 3: The real deal - packaging it all up

The package holiday might be over 70 years old but its popularity is showing little sign of waning and, in fact, firms are looking to include more and more product options.

Whether it's the burgeoning forms ground transportation, tours and activities, theatre or sporting tickets or ancillaries like airport lounge access or dining options, value-add is the watchword.

So what are the opportunities and challenges for travel firms looking to take advantage of these new revenue streams. How do they access product and integrate it into their selling processes?

Speakers

- Angeline Tang, Regional Director - Leisure Travel & Partnerships, Asia, Avis Budget Group, Singapore
- Jillian Farrell, VP of Brand and Innovation Strategy, Umgawa Adventures and Director of Client Relationships and Business Development, EPAM-Continuum, USA
- Ivan Cintado, VP Sales & Marketing APAC Region, Smartvel, Thailand
- Alex Rogers, Head of Global Partnerships, Holiday Taxis, UK

11.50: Presentation: "The New Age Traveller"

Speaker: Nicolas Eng, Industry Travel Manager APAC, Google, Singapore

12.20: Wrap Up: by Moderator, Lee Hayhurst, Editor, Travolution, UK

12.30: Close and Lunch hosted by Berjaya Langkawi Resort

Venue: Pre-function room, MIEC