

TRAVOLUTION

SMARTER DIGITAL TRAVEL

TRAVOLUTION FORUM ASIA: REDEFINING THE TRAVEL EXPERIENCE

Venue: The Parisian Hotel, Lote 3, Strip, SAR, P.R. China, Estr. do Istmo, Macau

13 SEPTEMBER 2017

09.00 – 09.30 Duncan Horton, CEO, Jacobs Media Group – Introduction to Travolution Asia Forum

- Jackson Pek, Vice President & General Council Asia Pacific - Regional overview of the Growth and main trends in the APAC region.

09.30 – 10.15 **Session 1:** Online research and booking: How are modern technologies helping travel firms to better match product with customers to provide an increasingly seamless digital experience, improve customer satisfaction and drive brand loyalty?

Moderator: Duncan Horton, Chief Executive Officer, Jacobs Media Group

- Katy Gallagher, Sales Director, APAC, Sojern
- Kenny Picken, President & Group MD, Traveltek
- Sonal Patel, Managing Director and Vice President, AppNexus
- Saxon Booth, Senior Business Development Manager, Dragon Trail

10.15 – 10.40 **Coffee break**

10.40 – 11.25 **Session 2:** On Holiday: Customers are becoming increasingly demanding of their holiday time as they look to combine relaxation with authentic, unique experiences that provide memories they will cherish for a lifetime. Here we take a look at companies that create bespoke entertainment and those that maximise existing local experiences and how they help destinations to compete for their market share of travellers.

Moderator: Daniela Wagner, Director, International Partnerships, Jacobs Media Group

- Jean-Christoph Canizares, CEO ECA2
- Tomislav Babic, Managing Director, Carpe Diem Entertainment
- Oliver Martin, Partner, Twenty 31

11.25 – 12.05 Session 3: The importance of reviews and personalised marketing. The pressure is on to capture the customer before and during their holiday, but it doesn't stop there. Reviews and the influence of social media mean that everything happens in real time. How can suppliers and operators best manage the pressure this creates?

Moderator: Dr Mario Hardy, Chief Executive Officer, PATA

- Shynn Lim, Sales - Display Advertising, TripAdvisor
- Dave Rumsey, CEO, ASAP+
- Ivan Cintado, VP Sales & Marketing, Smartvel

12.05 – 12.25 **Session 4:** Blue-sky discussion between Mario Hardy, CEO, PATA and Duncan Horton, CEO, Jacobs Media Group to bring the key themes together.

Close 12.25 *Duncan Horton, CEO, Jacobs Media Group*