

The essential toolbox for remaining competitive and making the most out of trends and technologies shaping travel.

Monday, April 10th – 9:30am to 5:30pm

East Point Plaza, EastPoint Business Park, Dublin 3

east point plaza

Why You Should Attend

- Learn about and understand key trends and emerging opportunities across the travel industry.
- Identify new product ideas and partnership opportunities by understanding the full landscape – the established players, their commercial models, travel marketing and customer acquisition, who owns the customer engagement, the innovators and the disruptors.
- For B2B companies help your clients by understanding their customers – passengers and guests – through the full end-to-end customer journey for travel, from inspiration to destination to lifetime value.

Agenda

09:30 Registration, Networking, Refreshments

10:00 Workshop Introductions

10:15 Travel Technology Trends and Opportunities - Valentin Dombrovsky - Travelabs

We review the current state of travel tech and where it is going, covering key trends and opportunities. Valentin will present a framework to detect and analyse upcoming trends in travel and adapt accordingly. Learn to recognise travel technology industry trends and to tell real trends from buzz. Apply knowledge to your business and find opportunities that you haven't seen before.

11:45 Coffee Break

12:00 Customer Journey for Travel – Mark Lenahan & Cormac Corrigan – CJ Ignition

Every travel company is only a small part of a much longer journey. We walk through 15 phases of customer journey from inspiration, to destination, to lifetime value. We assess: physical and digital touch points, key consumer and travel trends, real-world examples of good and bad customer experience, the established companies, the commercial models, and who has the customer data.

13:30 Lunch + Networking

14:30 Customer Journey for Travel – Continued

15:45 Coffee Break

16:00 Online Travel Marketing and Communications - Miquel Ros – Allplane, CNN, Ros D&P

What can the travel industry learn from the most successful online retailers? We review, through cases studies, how the most forward-thinking innovators in travel are using technology to strengthen their brands and generate higher revenues. Miquel will explain how to place technology at the centre of your marketing and communications mix.

17:30 Workshop Ends

€400 per person. Enterprise Ireland clients 50% off - €200.

To book please visit: events.cjignition.com

Prices exclude VAT @ 23%, limited to 40 places total, max 3 per company.

Who Should Attend

- Travel technology companies and B2C travel businesses.
- Sales, marketing and innovation managers, product and solution designers.
- Travel industry analysts and investors.

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Workshop Outcomes

- Use insight into travel tech key trends to find opportunities you haven't seen before.
- Apply best practice from successful online retailers to your products and services.
- Leverage technology to generate higher revenues.
- Translate technology vision into exceptional customer reality.
- Assess new ideas – product features, adjacent verticals, market segments, partnerships.

Workshop Presenters

Miquel Ros is a consultant in the field of airlines, travel and technology assisting clients in several countries monitor the main trends in travel and aviation. He has worked for Bloomberg, Flightglobal and the Aeroflot Group, in addition to several E-Commerce startups. Miquel also provides expert commentary on CNN about aviation and air travel.



Valentin Dombrovsky runs Travelabs, a travel tech event and workshop company. He is cofounder of Travel Startups Intl. community; scout for Travel Startups Incubator; Tnooz special node; mentor to 33entrepreneurs; organizer at Travel Tech Conference Russia. He cofounded event travel startup Travelatus, sold to Excursiopedia, where he was VP Innovations for global tours and activities marketplace.



Mark Lenahan is a consultant, trainer, speaker and writer on online travel sales, loyalty programs and customer journey. Over his 21 years in travel tech he has worked in every part of the travel ecosystem for clients including: BA Holidays, Cathay Pacific, LoyaltyOne, Asia Miles, SNCF, TravelSky, Four Seasons, Star Alliance, Sabre, Travelport and Amadeus.



Cormac Corrigan has worked for more than 35 years in the travel industry with major industry businesses such as British Airways and SITA. He has extensive commercial, airport, revenue management and retail experience. In 2016 Cormac co-founded CJ Ignition with Mark Lenahan with focus on travel customer experience and digital transformation.



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