



Annual Summit 2006 - Conference

Thursday 2nd November
Cophorne Tara Hotel
Scarsdale Place, Kensington, London, W8 5SR
Nearest tube: High Street Kensington

8:30 Associates' Breakfast Meeting

8:30 Pre-Conference Briefing: Escorted Tours

10:00 Coffee

10:30 Conference Chairman's Introduction

Stephen Lucas

Chairman's Report - Dennis Jack

10:50 Heads of Industry Panel - The Changing Marketplace

Chris Vukelich, COO, Travelport
Stefan Leser, Executive VP, Kuoni
Chris Roe, Head of Tour Products, Opodo
Navin Sawhney, Senior VP Sales & Marketing, Tauck World Discovery

Moderator: Jack Coronna, Vice President, ETOA

Industry leaders discuss today's business environment for tour operators and the challenges they face for the future.

11.50 Tourism and the Olympic Games

Tom Wright, Chief Executive, VisitBritain
James Bidwell, Chief Executive, VisitLondon

In light of ETOA's report on the impact of the Olympic Games on tourism, London and the UK discuss how tourism can benefit from hosting the Games.

12:30 Research Sponsor - Mintel Report
Macy Marvel, Professor of Economics and Tourism, Ecole Hoteliere Lausanne

Our research sponsor Mintel present a special report for ETOA members on trends and forecasts from the major origin markets, with a special focus on Russia as an emerging market. It will also examine hotel performance trends in Europe. A copy of the report will be available for delegates to take away exclusively at this event.

12:50 Lunch

14:00 New Ways of Selling - Evolving Online Customers

Andrew Pozniak, Industry Markets Mgr, Google
Marc Charron, MD Europe, TripAdvisor
Michael Hughes, Global Director, Sales & Marketing, eBay/Cultuzz
Daniela Wagner, MD Europe, Tralliance

Moderator: Paul Richer, Genesys, The Travel Technology Consultancy

Online customer acquisition is becoming more sophisticated. Our panel discusses the newest ways of reaching consumers, including online auctions, opaque branding and C2C review sites.

15:00 European Briefing

Frank Schmiedel, European Commission
Olli Pirkanniemi, European Commission

How important is China as a market for Europe? What problems are there at European Commission level and what can be done to improve the situation? Also, what is the Commission perspective on transport and drivers' hours?

15:45 Executive Director's Review
Tom Jenkins, ETOA

A round-up of ETOA's activities and achievements in 2006, and our plans for 2007.

16:05 Coffee

16:30 Associates' AGM
Tour Operators' AGM

Conference, Media Partner

