

# Let's Get Emotional



## The Conference

### Selling online is all about establishing an emotional connection with your customers.

Emotion is a powerful motivator. Positively appeal to a person's emotions and they will act as you need them to. This is the basis of just about all advertising from political campaigns to selling travel.

In advertising, traditionally the catchy slogan and the persuasive photograph were the prime emotional motivators. They are still in use. However, in our online era, a direct appeal to the individual based on their known characteristics has proven very successful. For example, in the recent UK Brexit referendum and subsequent elections, personal data was used extensively to tailor focused messages to the electorate based on a wide range of attributes.

Our personal data is readily available. We are constantly being tracked as we browse from website to website. Our social media profiles are available to be used to shape the messages put before us. Our online lives are under constant scrutiny. This is just a fact of modern life and, indeed, it is accepted by many as an aid to an easier way of living. It is very convenient if someone can offer you

just the product you want based on what they know about you.

There are tools and techniques available that can help travel companies tap into the emotions of potential customers and raise the likelihood of catalysing a purchase. Some of these are based on data, some are based on behavioural tracking, others seek to make focused use of social media. All can make the difference between a sale or a bounce as a potential customer goes elsewhere.

At this event, we will examine these tools and techniques. You will learn how they can be applied to your business. Attend TTI's Spring conference and Let's Get Emotional.

#### Venue:

**Holiday Inn London - Kensington Forum**  
**97 Cromwell Road, London SW7 4DN**  
 (nearest underground: Gloucester Road)

## The Speakers

James Lemon, Innovation and Strategy Lead  
**InterContinental Hotels Group**

Richard Baker, Chief Commercial Officer  
**Inspiretec**

Katy Howell, Chief Executive Officer  
**Immediate Future**

Moshe Demri, Vice President Revenue  
**Optimove**

David Pearson, Mobile Engagement Specialist  
**sinch**

Darren Khan, Chief Executive Officer  
**Travlrr**

Eddy Swindell, CRO & Co-Founder  
**Fresh Relevance**

## The Sponsors

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## The Agenda

**09:30 Registration and Coffee**

**10:00 Welcome & TTI Update, Tim Wright, Chairman**

### Keynote Presentations

Making strong emotional connections with your customers has a two-fold benefit. Firstly it can catalyse a prospective customer into action, turning them from a looker to a booker. Secondly, it can engender loyalty that results in first-time customers coming back to you time and time again. In this keynote session you will hear from two top practitioners about building those emotional bonds that can make a real difference to your business.

**10:10 Let's Get Emotional**  
**Richard Baker, Chief Commercial Officer,**  
**Inspiretec**

**10:35 Getting Close to the Customer**  
**James Lemon, Innovation and Strategy Lead,**  
**InterContinental Hotels Group**

**11:00 Keynote Presentations Panel Session**

**11:20 Coffee Break**

### Touching the Emotions

Two of the most important channels for conveying emotion are social and video. In this session, you will hear about how these two vital channels contribute to successful customer engagement. There is much to learn about the behaviours and the language of customers that lets you know how they feel so shaping the phraseology you use to contribute to positive feelings. It is now well known that video is a great customer engagement tool but how do you get the best from it? Learn about social and video in this session.

**11:50 Connecting with the Emotional on Social**  
**Katy Howell, Chief Executive Officer, Immediate Future**

**12:15 The Power of Video**  
**Darren Khan, Chief Executive Officer, Travlr**

**12:40 Touching the Emotions Panel Session**

**13:00 Sit-Down Buffet Lunch** (conference resumes at 14:00)

### Tools and Techniques

There are a number of tools and techniques that have been specifically developed to make those emotional connections with your customers. In this session you will learn about three of these. Firstly, there is mobile messaging that, used correctly, can get you really close to your customer. Next is the use of artificial intelligence to create emotionally intelligent communications that enable you to understand, interact with and better monetise your relationship marketing. Last but not least, there is the power of social proof messaging, such as the popularity or scarcity messages that may be displayed during a search and booking process.

**14:00 Mobile Messaging**  
**David Pearson, Mobile Engagement Specialist, sinch**

**14:20 Emotionally Intelligent Communications**  
**Moshe Demri, Vice President Revenue, Optimove**

**14:40 Social Proof**  
**Eddy Swindell, CRO & Co-Founder, Fresh Relevance**

**15:00 Tools and Techniques Panel Session**

**15:20 Chairman's Summary, Tim Wright, Chairman, TTI**

**15:30 Close followed by coffee**

Moderator: Paul Richer, Genesys Digital Transformation

*(TTI reserves the right to change this conference programme due to unforeseen circumstance.)*

## Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £75 + VAT)

Advantage / AITO / BETA / ETOA / BTA / IFITT / OpenTravel / RMAPI / Tracommy members £225 + VAT

Others £325 + VAT

Register online at [Eventbrite](https://www.eventbrite.com) To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0330 1595030