



November 17–20, 2008 • Renaissance Hollywood Hotel • Hollywood, California USA

CENTER STAGE SPEAKERS

The speaker roster is unmatched, distinguished and speaks for itself. Senior executives and key influencers from numerous sectors of the travel, tourism and hospitality industry define and predict the ever-evolving realities of travel commerce.

CENTER STAGE TALKBACK

Talkback is a signature component of PhoCusWright events. Talkbacker's take the stage and lead the Q&A (question & answer) segment. A Talkbacker's mission is to ask excellent questions. They dig beneath the "polite surface" and explore "messier truths" that are below the surface.

John Arenas, Founder and CEO, Worktopia Inc.
Christine Brosnahan, Vice President, Distribution and Reservation Services, Carlson Hotels Worldwide
Aaron Cooper, Group Vice President, Online Marketing, Orbitz Worldwide Inc.
Chris Cuddy, CEO, Cheapflights
Tony D'Astolfo, Vice President, Travel Services, Rearden Commerce Inc.
James K. Davidson, President and CEO, Farelogix Inc.
Robert Flynn, Global Travel Publisher and Vice President, Frommer's
Gillian Gibson, Group Vice President, Multinational Customer Group, Amadeus IT Group S.A.
Bret Gordon, President and CEO, Wandrian Inc.
Timothy Jarrell, Vice President and Publisher, Fodor's Travel Publications
Cree Lawson, CEO, Travel Ad Network
Michael W. McCormick, Managing Partner, Hudson Crossing LLC
Pablo O'Brien, Director, Product Management, Yahoo! Travel
Del Ross, Vice President, Distribution Marketing, InterContinental Hotels Group Plc
Brian Sharples, Co-Founder and CEO, HomeAway Inc.
Joshua Weiss, Managing Director, delta.com and Self-Service, Delta Air Lines Inc.
Henry Woodman, President, ICE Portal Inc.
Jim Young, Vice President, Marketing, Sales and Distribution, Frontier Airlines Inc.

THE TRAVEL INNOVATION SUMMIT DEMONSTRATORS

Innovators from around the world will demonstrate sites and solutions that will significantly impact travel planning, purchasing and trending. The audience selects winners who will then be able to present their ideas during the Center Stage Five Minutes of Fame sessions.

AdventureLink Inc.
Cadabra Limited
Clairvoyix
DealBase.com
DeciZium SA
ekit
Escapia Inc.
Farepool.com
Home&Abroad
Innovata LLC
Interactive MOBILE
@dvertising LLC
LiveRez.com
NileGuide
PlanetEye Inc.
Rezgo.com
Roundtrip Systems
Sabre Holdings Corporation
Skyward Innovations Inc.
The Society of Leisure Enthusiasts
Travelbeen
TravelMuse Inc.
Triplt
tripJane
Triporati Inc.
TripSketch Corporation
TripTelevision
UpTake
Networks Inc.
VacationRoost.com
Wandrian Inc.
WorkLight Inc.
WorldMate Inc.
Yapta.com

PHOCUSWRIGHT ANALYSTS AND MODERATORS

For over a decade, PhoCusWright events have provided unsurpassed content and a more valuable experience because our analysts run the show. PhoCusWright analysts and researchers are well respected and connected, with decades of experience, in the travel, tourism and hospitality marketplace.

Ram Badrinathan, General Manager, Asia Pacific and Vice President, Learning Solutions, PhoCusWright Inc.
Nina Bartholin, Senior Market Analyst, Europe, PhoCusWright Inc.
Julien Beresford, Senior Research Analyst, PhoCusWright Inc.
Joseph Buhler, Senior Destination Marketing and Social Media Analyst, PhoCusWright Inc.
William Carroll, Senior Hotel and Lodging Analyst, PhoCusWright Inc.
Mona Faraj, Research Analyst, Middle East, PhoCusWright Inc.
Jake Fuller, Senior Research Analyst, Finance and Analytics, PhoCusWright Inc.
Gill Hazel, Senior Analyst, Asia Pacific, PhoCusWright Inc.
Daniel Krisch, Market Analyst, Europe, PhoCusWright Inc.
John Melchior, European Corporate Travel Analyst, PhoCusWright Inc.
Ralph Merten, Market Analyst, Europe, PhoCusWright Inc.
Peter O'Connor, Market Analyst, U.K. and France, PhoCusWright Inc.
Bob Offutt, Senior Technology Analyst and Editorial Director, Innovation Edition, PhoCusWright Inc.
Michaela Papenhoff, Senior Market Analyst, PhoCusWright Inc.
Douglas Quinby, Senior Director, Research, PhoCusWright Inc.
Gene Quinn, CEO, Tnooz and Chairman, PhoCusWright Inc.
Patricia Rasore, Director, Latin America, PhoCusWright Inc.
Carroll Rheem, Director, Research, PhoCusWright Inc.
Norman Rose, Senior Technology and Corporate Market Analyst, PhoCusWright Inc.
Jesús Salgado Criado, European Market Analyst, PhoCusWright Inc.
Dennis Schaal, Research Analyst, PhoCusWright Inc.
Cathy Schetzina, Technology Analyst, PhoCusWright Inc.
Lorraine Sileo, Vice President, Research, PhoCusWright Inc.
Susan Steinbrink, Senior Research and Corporate Market Analyst, PhoCusWright Inc.
Mary Pat Sullivan, Leisure Travel Analyst, PhoCusWright Inc.
Tommy Tian Shu Bo, China Analyst, PhoCusWright Inc.
Maria Tuttocuore, Italy Analyst, PhoCusWright Inc.
Haruo Ushiba, Director and Senior Analyst, PhoCusWright Inc.
Philip C. Wolf, President and CEO, PhoCusWright Inc.

THE TRAVEL INNOVATION SUMMIT
SUNDAY, NOVEMBER 16, 2008

**THE
TRAVEL
INNOVATION
SUMMIT**
New Ideas. New Products. New Companies.

The Travel Innovation Summit sessions generally take place in the Hollywood Ballroom of the Renaissance Hollywood Hotel; other session locations are noted.

11:00 am - 7:00 pm (8 hrs)

PHOCUSWRIGHT RECEPTION DESK OPEN FOR *THE TRAVEL INNOVATION SUMMIT*

Check-in and collect your credentials and materials. Not registered yet? You can register to attend here.

Reception Desk, Renaissance Hollywood Hotel, Mezzanine Level

11:20 am - 9:05 pm (9.8 hrs)

THE TRAVEL INNOVATION SUMMIT REHEARSALS

(By appointment; for Innovators only)

Laurel - Doheny Rooms, Renaissance Hollywood Hotel, Mezzanine Level

7:00 pm - 7:45 pm (45 min)

INNOVATOR BRIEFING

(*Travel Innovation Summit* Innovators only)

Hollywood Ballroom, Renaissance Hollywood Hotel, Mezzanine Level

THE TRAVEL INNOVATION SUMMIT

MONDAY, NOVEMBER 17, 2008

The Travel Innovation Summit sessions generally take place in the Hollywood Ballroom of the Renaissance Hollywood Hotel; other session locations are noted.

8:00 am - 7:00 pm (11 hrs)

PHOCUSWRIGHT RECEPTION DESK OPEN FOR *THE TRAVEL INNOVATION SUMMIT*

Register, or check-in and collect your credentials and materials. PhoCusWright Reception is the "go-to" place for all your needs.

Reception Desk, Renaissance Hollywood Hotel, Mezzanine Level

8:00 am - 9:00 am (60 min)

BREAKFAST

You cannot innovate on an empty stomach! Prepare for this enlightening day with a delicious hot breakfast.

Hollywood Ballroom Foyer, Renaissance Hollywood Hotel, Mezzanine Level

8:00 am - 7:40 pm (11.7 hrs)

INNOVATOR SHOWCASE

Meet with the *Travel Innovation Summit* Innovators one-on-one.

Laurel - Doheny Rooms, Renaissance Hollywood Hotel, Mezzanine Level

9:00 am - 9:24 am (24 min)

WELCOME TO *THE TRAVEL INNOVATION SUMMIT!*

Innovators from around the world demonstrate sites and solutions that significantly impact travel planning, purchasing and trending. Don't miss the introduction of the morning Innovators and learn how to vote for your favorite innovation using our real-time wireless polling devices.

9:24 am - 9:37 am (13 min)

ROUNDRIP SYSTEMS

Product Name: TravelDesk

Stuart Winter, CEO, Roundtrip Systems

Yuri Vizitei, President and Chief of Product Strategy, Roundtrip Systems

9:37 am - 9:50 am (13 min)

FAREPOOL.COM

Product Name: Farepool.com

Gaurav Chiripal, CEO, Farepool.com

9:50 am - 10:03 am (13 min)

DEALBASE.COM

Sam Shank, Co-Founder and CEO, DealBase.com

THE TRAVEL INNOVATION SUMMIT

MONDAY, NOVEMBER 17, 2008

10:03 am - 10:16 am (13 min)

HOME&ABROAD

Product Name: Fogglight

Ray Agostinelli, Vice President, Product Development, Home&Abroad

James Barnett, CIO, Home&Abroad

10:16 am - 10:29 am (13 min)

TRAVELMUSE INC.

Product Name: TravelMuse.com

Kevin Fliess, Co-Founder and CEO, TravelMuse Inc.

Fiona Ashley, Director, Marketing, TravelMuse Inc.

10:29 am - 10:42 am (13 min)

TRIPIT

Scott Hintz, Co-Founder and Vice President, Business Development, Tript

10:42 am - 10:55 am (13 min)

TRIPJANE

Dani Essindi, Co-Founder and CEO, tripJane

10:55 am - 11:25 am (30 min)

BREAK

11:25 am - 11:38 am (13 min)

ADVENTURELINK INC.

Kelly Tompkins, Founder and CEO, AdventureLink Inc.

11:38 am - 11:51 am (13 min)

ESCAPIA INC.

Product Name: EscapiaONE (software), ClearStay.com (consumer site)

Bill Furlong, CEO, Escapia Inc.

11:51 am - 12:04 pm (13 min)

LIVEREZ.COM

Tracy Lotz, Founder and President, LiveRez.com

Ralf VonSosen, Vice President, Marketing, LiveRez.com

THE TRAVEL INNOVATION SUMMIT

MONDAY, NOVEMBER 17, 2008

12:04 pm - 12:08 pm (4 min)

AUDIENCE SURVEY - YOU TELL US!

12:08 pm - 12:21 pm (13 min)

REZGO.COM

Stephen Joyce, Co-Founder and CEO, Rezgo.com

Philip Caines, Tourism Solutions Executive, Rezgo.com

12:21 pm - 12:34 pm (13 min)

THE SOCIETY OF LEISURE ENTHUSIASTS

Michael McFadden, Co-Founder, The Society of Leisure Enthusiasts

Scott Berkley, Co-Founder, The Society of Leisure Enthusiasts

12:34 pm - 12:47 pm (13 min)

VACATIONROOST.COM

Julian Castelli, CEO, VacationRoost.com

Michelle Hagen, Vice President, Customer Experience, VacationRoost.com

12:47 pm - 1:00 pm (13 min)

WANDRIAN INC.

Product Name: Wandrian API

William D. Phillipson, Senior Vice President, Experience, Wandrian Inc.

1:00 pm - 2:00 pm (60 min)

LUNCHEON

Enjoy this luncheon and break however you would like! Relax by the pool, mingle with the attendees, discuss what you witnessed, contemplate what comes next.

Pool Terrace, Renaissance Hollywood Hotel, Level 5

1:00 pm - 2:00 pm (60 min)

PHOCUSWRIGHT BLOGGER SUMMIT WELCOME LUNCHEON

(Private meeting; for Bloggers only)

Silver Lake Room, Renaissance Hollywood Hotel, Level 3

2:00 pm - 2:15 pm (15 min)

WELCOME BACK!

Don't miss the introduction of the afternoon Innovators.

THE TRAVEL INNOVATION SUMMIT

MONDAY, NOVEMBER 17, 2008

2:15 pm - 2:28 pm (13 min)

INNOVATA LLC

Debbie Edwards-Stover, Manager, Business Development, North America, Innovata LLC

Petra Mayer, Petra Mayer, Business Manager, oneworld Management Company Limited, Innovata LLC

2:28 pm - 2:41 pm (13 min)

SABRE HOLDINGS CORPORATION

Product Name: Sabre Air – Attribute Based Shopping

Kyle K. Moore, Vice President, Product Marketing, Sabre Holdings Corporation

Madeleine Gray, Director, Product Solutions and Development, Sabre Holdings Corporation

2:41 pm - 2:54 pm (13 min)

YAPTA.COM

Product Name: Yapta.com (Your Amazing Personal Travel Assistant)

Tom Romary, Co-Founder and CEO, Yapta.com

Meghan Kiernan, Vice President, Business Development, Yapta.com

2:54 pm - 2:58 pm (4 min)

AUDIENCE SURVEY - YOU TELL US!

2:58 pm - 3:11 pm (13 min)

CLAIRVOYIX

Product Name: Clairvoyix Hospitality Solution (CHS), Clairvoyix Gaming Solution (CGS), Clairvoyix Knowledge Factory

Mike Schmitt, CEO, Clairvoyix

3:11 pm - 3:24 pm (13 min)

EKIT

John Diamond, CEO, ekit

Andrew McDonald, COO, ekit

3:24 pm - 3:37 pm (13 min)

INTERACTIVE MOBILE @DVERTISING LLC

Product Name: iM@ (pronounced "I'm at")

Kerry J. Cannon, CEO, Interactive MOBILE @dvertising LLC

Tony Santoro, President, Interactive MOBILE @dvertising LLC

THE TRAVEL INNOVATION SUMMIT

MONDAY, NOVEMBER 17, 2008

3:37 pm - 3:50 pm (13 min)

SKYWARD INNOVATIONS INC.

Product Name: TripChill

Alex Shore, Founder and President, Skyward Innovations Inc.

David Cote, Managing Director, Skyward Innovations Inc.

3:50 pm - 4:03 pm (13 min)

WORLDMATE INC.

Product Name: WorldMate Live

Nadav Gur, CEO, WorldMate Inc.

4:03 pm - 4:20 pm (17 min)

BREAK

4:20 pm - 4:33 pm (13 min)

TRIPSKETCH CORPORATION

Lalitha Swart, Founder and CEO, TripSketch Corporation

Daniel Sagalowicz, Vice President, Engineering, TripSketch Corporation

4:33 pm - 4:46 pm (13 min)

CADABRA LIMITED

Product Name: Cadabra

Graeme Frost, Founder and CEO, Cadabra Limited

4:46 pm - 4:59 pm (13 min)

DECIZIUM SA

Product Name: Your Tour

John Schliesser, John Schliesser, CEO, deciZium Inc., DeciZium SA

Mohammad-Bachir Salamat, CTO, DeciZium SA

4:59 pm - 5:12 pm (13 min)

NILEGUIDE

Josh Steinitz, CEO, NileGuide

THE TRAVEL INNOVATION SUMMIT

MONDAY, NOVEMBER 17, 2008

5:12 pm - 5:25 pm (13 min)

TRIPORATI INC.

Jim Hornthal, Chairman, Triporati Inc.

Sharlene Wang, Chief Product Officer, Triporati Inc.

5:25 pm - 5:38 pm (13 min)

UPTAKE NETWORKS INC.

Product Name: UpTake.com

Yen Lee, President, UpTake Networks Inc.

Thomas Brown, Manager, Business Development, UpTake Networks Inc.

5:38 pm - 5:42 pm (4 min)

AUDIENCE SURVEY - YOU TELL US!

5:42 pm - 5:55 pm (13 min)

WORKLIGHT INC.

David Lavenda, Vice President, Marketing and Product Strategy, WorkLight Inc.

5:55 pm - 6:08 pm (13 min)

TRIPTELEVISION

Kulin Strimbu, Co-Founder and President, TripTelevision

Thom Lavigne, Executive Producer, TripTelevision

6:08 pm - 6:21 pm (13 min)

TRAVELBEEN

Ed Whiting, Founder and CEO, Travelbeen

Gene Campbell, Chief Architect, Travelbeen

6:21 pm - 6:34 pm (13 min)

PLANETEYE INC.

Butch Langlois, President and CEO, PlanetEye Inc.

Jonah Sigel, Vice President, Business Development and In-House Counsel, PlanetEye Inc.

6:34 pm - 6:40 pm (6 min)

CLOSING REMARKS

THE TRAVEL INNOVATION SUMMIT

MONDAY, NOVEMBER 17, 2008

6:40 pm - 7:40 pm (60 min)

THE TRAVEL INNOVATION SUMMIT COCKTAIL RECEPTION

Anticipation mounts around which six companies will win and move onto Five Minutes of Fame later in the week. Review the day's events with colleagues, schedule one more appointment and mingle with the most innovative group of industry leaders anywhere!

Hollywood Ballroom Foyer, Renaissance Hollywood Hotel, Mezzanine Level

WORKSHOPS AND NETWORK EXCHANGE

TUESDAY, NOVEMBER 18, 2008

8:00 am - 8:30 pm (12.5 hrs)

PHOCUSWRIGHT RECEPTION DESK OPEN FOR WORKSHOPS AND NETWORK EXCHANGE

Register, or check-in and collect your credentials and materials. PhoCusWright Reception is the "go-to" place for all your needs.

Reception Desk, Renaissance Hollywood Hotel, Mezzanine Level

8:00 am - 9:00 am (60 min)

BREAKFAST

Get ready for a dynamic day! Start your day off right with a delicious continental breakfast.

Hollywood Ballroom Foyer, Renaissance Hollywood Hotel, Mezzanine Level

8:00 am - 8:30 am (30 min)

NETWORK EXCHANGE BRIEFING

(Network Exchange meeting hosts only)

Laurel - Doheny Rooms, Renaissance Hollywood Hotel, Mezzanine Level

8:30 am - 10:30 am (120 min)

PHOCUSWRIGHT BLOGGER SUMMIT INNOVATION BRIEFING

(Private meeting; for Bloggers only)

Meet with invited CEOs from *The Travel Innovation Summit* demonstrators to get the "up close and personal" details from the industry's most innovative players.

Silver Lake Room, Renaissance Hollywood Hotel, Level 3

8:30 am - 9:00 am (30 min)

NETWORK EXCHANGE SIGN-UP

Schedule meetings if you haven't already. Packing your pipeline has never been so important.

Laurel - Doheny Rooms, Renaissance Hollywood Hotel, Mezzanine Level

9:00 am - 5:00 pm (8 hrs)

NETWORK EXCHANGE

The following companies are hosting Network Exchange tables: AIG Travel Inc., Akamai Technologies, Amadeus, Blue Star Infotech America Inc., Hitwise, The Level, LiveRez.com, Lowfares.com, Mondial Assistance, NIIT Technologies, PhoCusWright Inc., Platform-A, Tata Consultancy Services, Travelbeen, TravelMuse Inc., Travelscream Technologies, Travolution, TripTelevision, TRUSTe, Webloyalty, WNS Global Services and XYKA.

Visit the PhoCusWright Reception Desk on Sunday and Monday to schedule Network Exchange meetings ; schedule at the Network Exchange on Tuesday.

Laurel - Doheny Rooms, Renaissance Hollywood Hotel, Mezzanine Level

WORKSHOPS AND NETWORK EXCHANGE

TUESDAY, NOVEMBER 18, 2008

9:00 am - 5:00 pm (8 hrs)

WORKSHOPS

Four 75-minute workshops will be offered simultaneously throughout the day for a total of 16. Several workshops repeat for your convenience.

9:00 am - 10:15 am: Bloggers, Green Travel, TeaLeaf, Yahoo!/Comscore

10:45 am - 12:00 pm: Hudson Crossing, Mobile, NextGen, Vacation Rental

2:00 pm - 3:15 pm: Bloggers, Hitwise, Hudson Crossing, TeaLeaf

3:45 pm - 5:00 pm: Green Travel, Mobile, Yahoo!/Comscore, Vacation Rental

Studio A - E, Renaissance Hollywood Hotel, Mezzanine Level

9:00 am - 10:15 pm AND 2:00 pm - 3:15 pm (75 min each)

BLOGGERS SUMMIT WORKSHOP: BLOGGING FOR BUSINESS

Presented by Tips from the T-List

Veteran travel industry bloggers come together to share their expertise and provide real world examples about the current and future trends driving blogging and user-generated content. Topics include the fragmentation and consolidation taking place within social media, what you have to know about cross-platform social technologies, why you need to pay attention to Twitter and other mobile applications and how to harness these latest trends to maximize impact on your SEO. Case studies expose why marketing professionals must include these strategies in their overall marketing mix to protect their brand and corporate identities online, and provide best practices that lead to success.

Stephen Joyce, Stephen Joyce, Travel & Tourism Technology Trends,

<http://tourismtechnology.rezgo.com>, Rezgo.com

Kevin May, Kevin May, Travolution Blog, www.travolution.co.uk/blog/, Travolution

Ben Mutzabaugh, Ben Mutzabaugh, USA TODAY : Today in the Sky, www.flights.usatoday.com, USA TODAY

Timothy J. O'Neil-Dunne, Timothy J. O'Neil-Dunne, T2I mpact Blog, www.blog.t2news.com, T2Impact Ltd.

Alicia Whalen, Alicia Whalen, IdeaHatching.com, www.ideahatching.com, A Couple of Chicks E-Distribution Marketing

Moderated by: **Siew Hoon Yeoh, Siew Hoon Yeoh, TheTransitCafe.com, www.thetransitcafe.com, TheTransitCafe.com**

Studio D, Renaissance Hollywood Hotel, Mezzanine Level

WORKSHOPS AND NETWORK EXCHANGE

TUESDAY, NOVEMBER 18, 2008

9:00 am - 10:15 am AND 3:45 pm - 5:00 pm (75 min each)

GREEN TRAVEL

Presented by Advantage Rent-A-Car, BeGreen, HSMAI Foundation, InterContinental Hotels Group, and Sustainable Travel International

Industry leaders explore current and future issues related to green travel. Be the first to hear high level findings from PhoCusWright's in-depth study, *Going Green: The Business Impact of Environmental Awareness on Travel*, in this interactive session. Discussion will include top-of-mind topics:

- Reducing environmental impact (waste, energy, etc.).
- Incorporating green into the brand identity.
- Is the state of the economy making green less, or more of a priority?
- Successful monetization (either cost savings or additional revenue).
- Are suppliers ready to go beyond baby steps, and are the benefits worth the cost?
- Would green minded consumers be willing to pay higher premiums for green travel products?
- Does the lack of an established industry standard reduce the legitimacy (and effectiveness) of true green efforts?
- Understand the scope of the green strategy that companies are undertaking (e.g., geography, market segmentation).

Fran Brasseur, Executive Vice President, Hospitality Sales & Marketing Association International

Neal Gilbreath, Manager, Business Development, Green Mountain Energy Company

Regina Lewis, Vice President, Consumer Insights, InterContinental Hotels Group

Brian Mullis, President, Sustainable Travel International

Bob Thunell, Vice President, Sales, Advantage Rent-A-Car

Moderated by: **Gene Quinn, Chairman, PhoCusWright Inc.**

Carroll Rheem, Director, Research, PhoCusWright Inc.

Studio E, Renaissance Hollywood Hotel, Mezzanine Level

9:00 am - 10:15 pm AND 2:00 pm - 3:15 pm (75 min each)

MANAGING ONLINE CUSTOMER EXPERIENCE MUST BE A TOP CORPORATE PRIORITY

Presented by Tealeaf

The "Survey of Online Customer Behavior" conducted by Harris Interactive in August 2008 revealed a high level of consumer intolerance for e-commerce service failures and the "double threat" that these failures potentially represent to online businesses. This survey illustrates an alarming rate of Web site issues—with nine out of 10 consumers experiencing difficulties online. Between Web site glitches and bad customer service, an estimated \$50 billion in potential consumer transactions are at risk throughout the remainder of this decade, in just the retail and travel industries alone. While many companies believe they are delivering adequate online experiences, their customers are in pain. Tealeaf and Continental Airlines discuss why Online Customer Experience should be a top corporate priority and how visibility, insight and answers can positively affect your online business and customer loyalty.

Scott Jones, Director, Product Marketing, Tealeaf

Ken Penny, Ken Penny, Senior Director of E-Commerce and Distribution Planning, Continental Airlines Inc., Tealeaf

Studio A & B, Renaissance Hollywood Hotel, Mezzanine Level

WORKSHOPS AND NETWORK EXCHANGE

TUESDAY, NOVEMBER 18, 2008

9:00 am - 10:15 am AND 3:45 pm - 5:00 pm (75 min each)

UNDERSTANDING TODAY'S DIGITAL MARKETING LANDSCAPE: MAKING THE MOST OF YOUR ONLINE MARKETING BUDGET

Presented by Yahoo! and comScore

From display advertising and search marketing, to emerging marketing vehicles like mobile, video and new targeting tools, the digital marketing landscape is more complex and important than ever. Please join Yahoo, comScore and a panel of travel industry marketing experts as they help you to understand your online marketing options and optimize your online marketing efforts in today's complex marketing environment.

Bradley J. King, Managing Director, Travel Category Development, Yahoo! Inc.

Sara Stevens, Vice President, Client Services, comScore Inc.

Studio C, Renaissance Hollywood Hotel, Mezzanine Level

10:45 am - 12:00 pm AND 2:00 pm - 3:15 pm (75 min each)

THE STATE OF TRAVEL INVESTMENT IN A TURBULENT FINANCIAL CLIMATE

Presented by Hudson Crossing

In December of 2007, Hudson Crossing predicted that investment within the travel sector would remain strong despite the prospect of a challenging credit climate ahead. As expected, 2008 has proven to be a strong year for investments in the travel sector with 30 deals closed ranging from \$3M to \$100M. A recent survey by Hudson Crossing of the venture capital and private equity community indicates that despite the challenging credit environment, investors remain bullish about the long-term prospects of travel as an investment category. Hudson Crossing reveals its 2009 predictions and highlights strategies leaders in travel should consider as part of their FY 2009 strategic plan.

Michael W. McCormick, Managing Partner, Hudson Crossing LLC

Studio D, Renaissance Hollywood Hotel, Mezzanine Level

WORKSHOPS AND NETWORK EXCHANGE

TUESDAY, NOVEMBER 18, 2008

10:45 am - 12:00 pm AND 3:45 pm - 5:00 pm (75 min each)

MOBILE AND ITS ROLE IN THE TRAVEL EXPERIENCE

Presented by Travel Channel

The mobile device has reached ubiquity throughout much of the developed world and has become the item that most travel consumers refuse to leave at home. With the accelerating deployment of wireless broadband services and mobile devices that deliver rich user experiences, consumers now have access to information and entertainment, anytime, anywhere. Naturally, this trend has implications for the travel industry, as the mobile device provides the opportunity to connect travelers with services and content while traveling. Hear from executives at some of today's most innovative players in the mobile ecosystem on their experiences and perspectives on how this emerging platform will impact the landscape of the travel industry.

- Learn about the latest advancements and trends in mobile technology that are opening the door for mobile travel services.
- Discover what role mobile social networking and content play in mobile travel services.
- Understand consumer attitudes toward payment for mobile travel services.
- Identify the biggest challenges and opportunities for the travel industry and mobile services.
- Examine examples of successful travel-related mobile services available today.

Chris Ackermann, Director of Business Development, Travel Channel

Fraser D. Campbell, Fraser Campbell, CEO, Wcities.com Inc., Travel Channel

Dan Melinger, Dan Melinger, CEO and Co-Founder, Socialight, Travel Channel

Mark Neff, Mark Neff, Senior Director, Business Development, Networks In Motion, Travel Channel

Jerry Rocha, Jerry Rocha, Senior Director of Mobile Media and Advertising, Nielsen Mobile, Travel Channel

Studio A & B, Renaissance Hollywood Hotel, Mezzanine Level

10:45 am - 12:00 pm (75 min)

THE NEXTGEN TRAVELER

Presented by PhoCusWright Inc.

Get the facts from the industry's leading authority on how travelers, suppliers and intermediaries connect as we describe the unique attributes of "Next Generation" travelers. A new report co-published by PhoCusWright and Ypartnership reveals that emerging technology has reinvented the manner in which travel companies bring their products and services to the marketplace and has a profound effect on the behavior of those who use it. NEXTgen travelers are active users of the latest computer, entertainment or consumer technology, and who took at least one overnight trip requiring the use of commercial accommodations during the previous 12 months. Key findings from the study that will assist travel industry sales and marketing executives in their efforts to understand, reach and convert the next generation traveler will also be presented.

Lorraine Sileo, Vice President, Research, PhoCusWright Inc.

Studio C, Renaissance Hollywood Hotel, Mezzanine Level

WORKSHOPS AND NETWORK EXCHANGE

TUESDAY, NOVEMBER 18, 2008

10:45 am - 12:00 pm AND 3:45 pm - 5:00 pm (75 min each)

VACATION RENTALS: GUNNING FOR THE ONLINE HOTEL SHOPPER (AND THE \$100B HOTEL MARKET)

Presented by Endless Vacation Rentals, Flipkey, HomeAway, LeisureLink, USDM.net and VacationRoost.com

Online agencies take notice, hotels watch out, online travelers... get ready for an upgrade! The vacation rental marketplace is gearing up to go after all of you. This very fragmented frontier of online travel could well be tomorrow's growth opportunity. Vacation rentals represent a rich landscape of property management companies and individual homeowners with low online penetration but plenty of ambition. Say goodbye to one-week minimum stays, hefty deposits and BYOB ("bring your own bed sheets"). Today's innovative vacation rental players, no longer content with their \$20B plus market, are starting to think, market and distribute like hotels. And several new technologies and online services have emerged to turn that ambition into bona fide business. Sound interesting? If you are involved in lodging, online marketing, or travel distribution, it should...

Julian Castelli, CEO, VacationRoost.com

Peter Giamalva, President, Endless Vacation Rentals by Wyndham Worldwide

Erik Hovanec, CEO, LeisureLink Inc.

TJ Mahony, CEO and Co-Founder, FlipKey Inc.

Brian Sharples, Co-Founder and CEO, HomeAway Inc.

Leah Woolford, Founder and CEO, USDM.net

Moderated by: **Douglas Quinby, Senior Director, Research, PhoCusWright Inc.**

2:00 pm - 3:15 pm (75 min)

SEARCH DATA – IT'S NOT JUST FOR SEARCH MARKETING ANYMORE

Presented by Hitwise

As economic conditions put more and more pressure on the travel industry, search term research becomes critical in creating efficient SEO and SEM campaigns. Did you know that search term data can also be used to build your content, improve your affiliate programs, optimize your media plans and even manage your brand? Don't let your competitors find out how before you do. This University Live session will discuss how to identify and take advantage of search findings to help drive marketing initiatives and content development:

- Maximize your marketing budget
- Discover new and relevant content
- Protect your brand

Heather Dougherty, Research Director, Hitwise Inc.

Jon Guljord, Jon Guljord, Senior Manager, Search Marketing, Expedia.com, Expedia Inc.

Studio C, Renaissance Hollywood Hotel, Mezzanine Level

10:15 am - 10:45 am (30 min)

MUNCH, MEET AND MINGLE

It's time for a break! Meet with a potential client, get some work done or go star gazing.

Hollywood Ballroom Foyer, Renaissance Hollywood Hotel, Mezzanine Level

WORKSHOPS AND NETWORK EXCHANGE

TUESDAY, NOVEMBER 18, 2008

12:00 pm - 2:00 pm (120 min)

LUNCHEON, BREAK AND THE TRAVEL INNOVATION SUMMIT AWARDS

Join us at 12:30 pm for the red carpet ceremony announcing the six winners of Monday's *Travel Innovation Summit*.

Pool Terrace, Renaissance Hollywood Hotel, Level 5

1:30 pm - 2:00 pm (30 min)

PRESS CONFERENCE

(Members of the Press only)

The six *Travel Innovation Summit* winners present to members of the press.

Silver Lake Room, Renaissance Hollywood Hotel, Level 3

2:00 pm - 4:00 pm (120 min)

EXHIBIT SET UP

(Center Stage exhibitors only)

Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

3:15 pm - 3:45 pm (30 min)

MUNCH, MEET AND MINGLE

One more break to catch your breath!

Hollywood Ballroom Foyer and Hollywood Ballroom, Renaissance Hollywood Hotel, Mezzanine Level

5:45 pm - 6:15 pm (30 min)

CENTER STAGE SPEAKER AND TALKBACKER BRIEFING

(Center Stage speakers and talkbackers only)

Grand Ballroom, Hollywood & Highland Center, Level 5

6:30 pm - 8:00 pm (90 min)

CENTER STAGE GALA PARTY

(Center Stage attendees only)

The go-to party at the go-to event of the year! Meet, mingle and network with the "A" list group of industry leaders. Don't miss the fun and the unrivaled networking opportunity at this legendary party!

Sponsored by the Renaissance Hollywood Hotel

Twist Restaurant, Renaissance Hollywood Hotel, Mezzanine Level



Center Stage sessions generally take place in the Grand Ballroom on Level 5 of the Hollywood & Highland Center; other session locations are noted.

7:30 am - 8:00 am (30 min)
EXHIBIT SET-UP
(*Center Stage* exhibitors only)
Grand Ballroom, Hollywood & Highland Center, Level 5

8:00 am - 7:00 pm (11 hrs)
PHOCUSWRIGHT RECEPTION DESK OPEN FOR *CENTER STAGE*
Register, or check-in and collect your credentials and materials. PhoCusWright Reception is the "go-to" place for all your needs.
Grand Ballroom Terrace, Hollywood & Highland Center, Level 5

8:00 am - 9:00 am (60 min)
BREAKFAST
Get ready for a dynamic day! Start your day off right with an extraordinary continental breakfast and a visit with the exhibitors.
Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

8:00 am - 7:00 pm (11 hrs)
EXHIBITOR SHOWCASE
Meet with *Center Stage* exhibitors one-on-one.
Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

9:00 am - 9:30 am (30 min)
WELCOME AND OPENING MONOLOGUE
No fluff, no frivolity, no formalities. He never sits on the fence and always engages.

Philip C. Wolf, President and CEO, PhoCusWright Inc.

9:30 am - 10:00 am (30 min)

EXECUTIVE ROUNDTABLE: STREET TALK, VC TALK, WALK THE TALK

PhoCusWright's signature opening session analyzes the intersection of financial strategy and the world's largest industry: travel, tourism and hospitality, responsible for 8% of worldwide employment, 9% of capital investment and 10% of global GDP.

William J. Carroll, Senior Lecturer, School of Hotel Administration, Cornell University

Jeff Clarke, President and CEO, Travelport Inc.

Sophie Forest, Managing Partner, Brightspark Ventures

Jake Fuller, Managing Director, Thomas Weisel Partners LLC

Mark S. Mahaney, Director, Citigroup Investment Research

Moderated by: **Gene Quinn, Chairman, PhoCusWright Inc.**

10:00 am - 10:40 am (40 min)

KEYNOTE: CUSTOMER EXPERIENCE AND FLYING: NOT AN OXYMORON

Customer experience is not something most would expect in the title of a C-level executive at a major U.S. airline. Call it basic or call it daunting, whatever the price of fuel, the carriers that figure out how to truly make the customer number one will gain unprecedented competitive advantage.

Tim W. Simonds, Managing Director, Customer Strategy and Metrics, United Air Lines Inc.

Talkback (20 min): *Industry peers lead Q&A*

Joshua Weiss, Managing Director, delta.com and Self-Service, Delta Air Lines Inc.

Jim Young, Vice President, Marketing, Sales and Distribution, Frontier Airlines Inc.

10:40 am - 11:10 am (30 min)

RUMBA, RAP AND RUMINATE

Say that ten times fast... in between checking out all the exhibitors.

Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

11:10 am - 11:15 am (5 min)

FIVE MINUTES OF FAME: SHOWCASING INNOVATORS (1 OF 6)

The travel industry's six hottest, most innovative Web and mobile-based applications—selected by the audience of Monday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

Scott Hintz, Co-Founder and Vice President, Business Development, Triplt

11:15 am - 11:45 am (30 min)

EXECUTIVE ROUNDTABLE: INDIA'S OTAS TAKE CENTER STAGE

India's travel marketplace—inbound, domestic and outbound—is at an unprecedented tipping point. Internal social and economic factors combine with the global information age to create a once-in-a-lifetime opportunity. There is confidence in the air. A new, vibrant, knowledge-based, IT-driven, globally competitive travel marketplace is unfolding with a fury.

Deep Kalra, Founder and CEO, MakeMyTrip.com Pvt. Ltd. (makemytrip.com)
Dhruv Shringi, Co-Founder and CEO, Yatra Online Pvt. Ltd. (yatra.com)

Moderated by: **Ram Badrinathan, General Manager, Asia Pacific, PhoCusWright Inc.**

Announcing PhoCusWright's newest event, *The PhoCusWright India Travel Summit*, premiering March 17-18, 2009 in Mumbai, India.

11:45 am - 12:00 pm (15 min)

A MESSAGE FROM THE WTTC: THE CHANGING BALANCE OF POWER IN TRAVEL AND TOURISM

Millions of citizens will leave their borders for the first time this year and for many years to come. New travelers, new destinations, new ways to look and book, new priorities... new leaders in global tourism are rapidly emerging.

Jean-Claude Baumgarten, President and CEO, World Travel & Tourism Council

12:00 pm - 12:40 pm (40 min)

KEYNOTE: RETAILING, DISTRIBUTION AND TECHNOLOGY IN A NEW GLOBAL MARKETPLACE

Marketplace shifts come and go, business models come and go, new technologies come and go... but Sabre continues to play a leading, significant role in the global travel distribution arena. Straight talk from the top on the latest priorities and trends.

Sam Gilliland, Chairman and CEO, Sabre Holdings Corporation

Talkback (20 min): *Industry peers lead Q&A*

Gillian Gibson, Group Vice President, Multinational Customer Group, Amadeus IT Group S.A.
Cree Lawson, CEO, Travel Ad Network

12:40 pm - 1:50 pm (70 min)

LUNCHEON AND MIDDAY BREAK

This is not your average conference food! Enjoy a delicious meal, mingle with fellow attendees and get some work done. Bring your sunglasses. (Sorry, no meals served in the pool!)

Pool Terrace, Renaissance Hollywood Hotel, Level 5 and The Annex, Hollywood & Highland Center, Level 5

1:50 pm - 1:55 pm (5 min)

FIVE MINUTES OF FAME: SHOWCASING INNOVATORS (2 OF 6)

The travel industry's six hottest, most innovative Web and mobile-based applications—selected by the audience of Monday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

Bret Gordon, President and CEO, Wandrian Inc.

1:55 pm - 2:35 pm (40 min)

KEYNOTE: EXPANSION STRATEGIES AND REALITIES IN A NEW MARKETPLACE

Global expansion continues with an international footprint that defies the competition. Furthermore, to augment OTA commissions, mark-ups and fees, this company encourages a media model through its subsidiary's network as well as referrals on its own sites.

Dara Khosrowshahi, President and CEO, Expedia Inc.

Talkback (20 min): *Industry peers lead Q&A*

Christine Brosnahan, Vice President, Distribution and Reservation Services, Carlson Hotels Worldwide

Chris Cuddy, CEO, Cheapflights

2:35 pm - 3:05 pm (30 min)

EXECUTIVE ROUNDTABLE: THE PERFECT MINI STORM

The corollary "storms" created by The Perfect Storm spawn more perfect opportunities. A lively, spirited discussion will ensue on ever-evolving issues like B2B and/or B2C; third-party engines vs. fulfillment services; optimal revenue models; platforms and/or networks; transportation vs. experiences; responses to competitive shifts and M&A; and then some.

Rod Cuthbert, Founder and Executive Chairman, Viator Inc.

Tina Fitch, CEO, EzRez Software Inc.

Kenneth Purcell, CEO, iSeatz.com

Ranjan Singh, Co-Founder and CEO, isango.com

Moderated by: **Douglas Quinby, Senior Director, Research, PhoCusWright Inc.**

3:05 pm - 3:45 pm (40 min)

KEYNOTE: MORE TYPES OF BEDS IN MORE TYPES OF PLACES

From the world's largest lodging franchisor to the largest inventory of vacation ownership properties to a 60,000 vacation property rental network, this speaker has a lot to manage. With a slightly different approach from other large hospitality companies, this point-of-view from the top will shape yours.

Stephen P. Holmes, Chairman and CEO, Wyndham Worldwide Corporation

Talkback (20 min): *Industry peers lead Q&A*

Aaron Cooper, Group Vice President, Online Marketing, Orbitz Worldwide Inc.

Brian Sharples, Co-Founder and CEO, HomeAway Inc.

3:45 pm - 4:15 pm (30 min)

JAVA, JASMINE AND JABBER

Take a break from the theater but not from the action. Mingle with the exhibitors and fuel up on snacks and refreshments. There are hours and hours to go!

Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

4:15 pm - 4:20 pm (5 min)

FIVE MINUTES OF FAME: SHOWCASING INNOVATORS (3 OF 6)

The travel industry's six hottest, most innovative Web and mobile-based applications—selected by the audience of Monday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

Tom Romary, Co-Founder and CEO, Yapta.com

4:20 pm - 4:40 pm (20 min)

SPOTLIGHT: ACCELERATING TRAVEL SEARCH AND IMPROVING LOOK-TO-BOOK

Price, convenience and low switching costs are driving consumers to instant access to multiple travel sites. Gain insight from Akamai on accelerating site performance, improving look-to-book and how this all translates to the bottom line.

Pedro Santos, Chief Strategy Officer, E-Commerce, Akamai Technologies Inc.

4:40 pm - 5:20 pm (40 min)

KEYNOTE: VIDEO'S IMPACT ON TRAVEL SEARCHING, SHOPPING AND BUYING

Videos and travel go together like nothing else. Yet rich media's full impact on tourism has yet to be felt... until now.

Patrick Younge, President and General Manager, Travel Channel

Talkback (20 min): *Industry peers lead Q&A*

Robert Flynn, Global Travel Publisher and Vice President, Frommer's
Henry Woodman, President, ICE Portal Inc.

5:20 pm - 6:00 pm (40 min)

KEYNOTE: MOVING THE NEEDLE AGAIN WITH USER-GENERATED CONTENT

He put user generated content on the map for the travel industry. In a matter of just a few years, the "wisdom of the crowd" has revolutionized the entire travel researching and planning dynamic. Following in your own footsteps is a huge task, but he is up to it!

Stephen Kaufer, President and CEO, TripAdvisor

Talkback (20 min): *Industry peers lead Q&A*

Timothy Jarrell, Vice President and Publisher, Fodor's Travel Publications
Pablo O'Brien, Director, Product Management, Yahoo! Travel

CENTER STAGE
WEDNESDAY, NOVEMBER 19, 2008

6:00 pm - 7:00 pm (60 min)

TRIPADVISOR MEDIA GROUP COCKTAIL RECEPTION

While being entertained by TripAdvisor Media Group, debate the day's proceedings, catch some exhibitor demos, schedule one more appointment and approach that leader you have been waiting to meet!

Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

9:00 pm - 12:00 am (3 hrs)

MOONLIGHT BASH HOSTED BY AOL'S PLATFORM-A

There's no better way to end the day than with cocktails and a party full of industry executives... even if they don't act like executives!

Level 3 Nightclub, Hollywood & Highland Center, Level 3

MIDNIGHT CURFEW

Bedtime stories, recharge your PDA, get plenty of rest... okay, just kidding!

CENTER STAGE
THURSDAY, NOVEMBER 20, 2008

Center Stage sessions generally take place in the Grand Ballroom on Level 5 of the Hollywood & Highland Center; other session locations are noted.

8:00 am - 3:15 pm (7.2 hrs)

PHOCUSWRIGHT RECEPTION DESK OPEN FOR CENTER STAGE

Register, or check-in and collect your credentials and materials. PhoCusWright Reception is the "go-to" place for all your needs.

Grand Ballroom Terrace, Hollywood & Highland Center, Level 5

8:00 am - 9:00 am (60 min)

BREAKFAST

Fuel up for another dynamic day and grand finale! A hot continental breakfast awaits you.

Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

8:00 am - 3:15 pm (7.2 hrs)

EXHIBITOR SHOWCASE

Meet with *Center Stage* exhibitors one-on-one. It's deal-making time!

9:00 am - 9:15 am (15 min)

BEHIND-THE-SCENES TOUR

Commoditization is a dirty word in the travel industry. Ditto for conferences, an industry mired in a "sea of same." PhoCusWright is fighting commoditization just like you. Inspired by the Kodak Theater next door, home of the Oscars, we take you behind the scenes to demonstrate the latest technologies PhoCusWright uses in specially-equipped television production trucks that travel from venue to venue. See the virtual network command center where our directors and technicians control what you see and hear on the many screens and speakers throughout the event.

Bill Baxter, Producer, AVI-SPL Creative Show Services

Philip C. Wolf, President and CEO, PhoCusWright Inc.

9:15 am - 9:20 am (5 min)

FIVE MINUTES OF FAME: SHOWCASING INNOVATORS (4 OF 6)

The travel industry's six hottest, most innovative Web and mobile-based applications—selected by the audience of Monday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

Kerry J. Cannon, CEO, Interactive MOBILE @dvertising LLC

9:20 am - 9:45 am (25 min)

EXECUTIVE INTERVIEW: HOW TO CREATE OTA ENTERPRISE VALUE

The story is one of the best our industry has to offer. After meteoric highs and unprecedented lows, one of the world's most recognized e-commerce brands successfully repositioned itself to become a Wall Street darling. A special close-up conversation with the architect behind it all.

Jeffery H. Boyd, President and CEO, Priceline.com Inc.

One-on-one interview with **Philip C. Wolf, President and CEO, PhoCusWright Inc.**

9:45 am - 10:05 am (20 min)

SPOTLIGHT: REAL MOBILE TRAVEL APPLICATIONS

Mobile technology is finally on the precipice of altering consumer travel planning behavior. New wireless applications and convergent devices are in the offing, forcing travel players to respond.

Ricky Heath, Travel and Transportation Industry Head, AT&T

10:05 am - 10:45 am (40 min)

KEYNOTE: SEARCHING, SHOPPING AND BUYING IN A PROCUREMENT WORLD

When you consider the brand's recognition and clout, the sheer volume processed and the tumultuous nature of the global economy, his job presents unique challenges and opportunities. He's kept impressive pace with change as the logo transformed from the famed Viking image to the now-familiar white letters in a blue box. And he won't stop!

Charles J. Petruccelli, President, Global Travel Services, American Express Company

Talkback (20 min): *Industry peers lead Q&A*

Bret Gordon, President and CEO, Wandrian Inc.

Michael W. McCormick, Managing Partner, Hudson Crossing LLC

10:45 am - 10:50 am (5 min)

FIVE MINUTES OF FAME: SHOWCASING INNOVATORS (5 OF 6)

The travel industry's six hottest, most innovative Web and mobile-based applications—selected by the audience of Monday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

Mark Schroeder, CEO, Home&Abroad

10:50 am - 11:20 am (30 min)

REFUEL, REFRESH AND RECONNOITER

Prepare for a late lunch by nibbling now. Time to close the deal.

Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

11:20 am - 11:25 am (5 min)

FIVE MINUTES OF FAME: SHOWCASING INNOVATORS (6 OF 6)

The travel industry's six hottest, most innovative Web and mobile-based applications—selected by the audience of Monday's (November 17) *Travel Innovation Summit*—present their innovations. A blue ribbon panel of judges will select one winner.

Jim Hornthal, Chairman, Triporati Inc.

11:25 am - 11:50 am (25 min)

EXECUTIVE INTERVIEW: FROM METASEARCH TO AD NETWORK TO ???

With Orbitz, Travelocity and Expedia pedigrees among its founders and backers, the company still employs less than 100 people. Nevertheless, what started out as a U.S.-centric travel search engine now has bigger plans and ideas than many originally thought.

Steve Hafner, Co-Founder and CEO, Kayak.com

One-on-one interview with **Philip C. Wolf, President and CEO, PhoCusWright Inc.**

11:50 am - 12:30 pm (40 min)

KEYNOTE: WHAT'S NEXT WHEN YOU ARE NUMBER ONE?

The world's number one lodging and hospitality company also sports the largest hotel Web site business. Hoteliers around the world have more distribution choices than ever before, while savvy travelers have more ways to find their perfect place to meet and sleep. So what's next?

Amy McPherson, Executive Vice President, Global Sales and Marketing, Marriott International Inc.

Talkback (20 min): *Industry peers lead Q&A*

John Arenas, Founder and CEO, Worktopia Inc.

Del Ross, Vice President, Distribution Marketing, InterContinental Hotels Group Plc

12:30 pm - 1:00 pm (30 min)

ASK GOOGLE

No speech, no presentations. Nonstop audience questions from start to finish! Visit Google's "garage" in the exhibit area to video record your challenging question.

Rob Torres, Managing Director, Travel, Google Inc.

1:00 pm - 1:40 pm (40 min)

KEYNOTE: WHAT TRAVEL MARKETERS CAN BORROW FROM OTHER INDUSTRIES

Travel marketers have earned a reputation as pioneers. Many of these innovations (e.g., loyalty programs, package deals, tiered pricing) have long since become standard practice in other industries. In online marketing, however, travel marketers would be wise to heed innovation occurring elsewhere. Some of the most compelling ideas come from other industries. Draw connections to how travel marketers can apply these to their own efforts.

Scott Howe, Vice President and General Manager, Microsoft Advertiser and Publisher Solutions, Microsoft Corporation

Talkback (20 min): *Industry peers lead Q&A*

Tony D'Astolfo, Vice President, Travel Services, Rearden Commerce Inc.

James K. Davidson, President and CEO, Farelogix Inc.

1:40 pm - 1:45 pm (5 min)

EPILOGUE AND FIVE MINUTES OF FAME WINNER ANNOUNCEMENT

Summarize two momentous days in five minutes? You bet!

Philip C. Wolf, President and CEO, PhoCusWright Inc.

1:45 pm - 3:15 pm (90 min)

LATE LUNCHEON AND FINALE

End this four-day conference with a marvelous meal. Schedule some last-minute meetings, follow-ups and yes, goodbyes.

Grand Ballroom Exhibitor Showcase, Hollywood & Highland Center, Level 5

SEE YOU NEXT YEAR!

Please join your peers again at *The China Travel Distribution & Technology Summit* in partnership with PhoCusWright, China, date TBA; *WIT—Web in Travel* in association with PhoCusWright, Singapore, date TBA; *PhoCusWright@ITB* in Berlin, Germany on March 11-12, 2009; *The PhoCusWright India Summit* premiering March 17-18, 2009 in Mumbai, India; *Travolution Summit Europe* in association with PhoCusWright, London, United Kingdom, April 21, 2009 and *The PhoCusWright Conference* in Orlando, Florida, USA on November 16-19, 2009.

CENTER STAGE

THURSDAY, NOVEMBER 20, 2008

PLEASE NOTE: THE PROGRAM IS SUBJECT TO CHANGE WITHOUT NOTICE.

Location: Conference sessions during *The Travel Innovation Summit* event generally take place in the Hollywood Ballroom of the Renaissance Hollywood Hotel; other session locations are noted.

Conference sessions during the *Center Stage* event take place in the Grand Ballroom on Level 5 of Hollywood & Highland; other session locations are noted.

Hours: The conference will commence and continue punctually. Please take your seats early. The doors to the Hollywood Ballroom (during *The Travel Innovation Summit*), Grand Ballroom and Exhibitor Showcase (during *Center Stage*) will open at breakfast each day, and will remain open throughout each event until the end of the program each day.

Dress: You are welcome at all conference sessions and receptions to dress however you feel most comfortable.
