

Maximize your profits, lower your costs and keep your customers happy

CONFERENCE • WORKSHOPS • EXPO • NETWORKING • PARTNERSHIPS



An **eye for travel event**

June 26 - 27 2003, Renaissance - Eden Roc Resort and Spa, MIAMI

How to integrate Revenue Management and Distribution to ensure your travel product generates maximum profitability

Apply the latest yield and revenue management techniques to guarantee you maximize revenue across all your distribution channels.

Real life examples you can use to:

- Develop the most profitable yield, pricing and marketing strategies across all your distribution channels
- Discover ways to price and sell complex products - and make sure your marketing initiatives produce the best possible return
- Make sure your pricing and marketing departments can work together to increase profits
- Identify specific revenue management tools that will help your business survive and prosper during the economic downturn
- Find out what revenue management techniques work in times of crisis
- Ensure your distribution partners sell your products at the most profitable price

PLUS hands-on **training workshops** to help you get to grips with:

- Displacement costs
- Discrete distribution
- Value added packaging
- Product differentiation
- Market segmentation
- Dynamic pricing
- 'Packaging-on-the-fly'
- Forecasting
- Optimization
- Technical revenue management

LEARN from the top travel executives in vital travel industry areas

WEB DISTRIBUTORS

Jim Fergusson *Director of Market Management Expedia*
John Redcay *Vice President, Hotel Revenue Management Priceline.com*
John Elieson *Vice President, Air Travelocity*
Montgomery Blair *Director of Science Dollar Thrifty Automotive Group*
Gregg Brockway *Chief Product Officer Hotwire*

AIRLINES

Harlan Bennett *Vice President-Revenue Management Delta Air Lines*
Tom Venga *Senior Director, Pricing America West*
Gary Parker *Manager, Revenue Management Performance Air Canada*

TOUR OPERATORS

Bret Gordon *Director of RM National Leisure Group*
Brian Robb *Chief of Staff Mark Travel Corporation*
Ricardo Pilon *Director, Special Projects, Sales & Marketing Air Transat*
David McDonald *Director, Distribution Management & Pricing RCI*

HOTELS and DESTINATIONS

Peter Strebel Sr. *Vice President, Sales & Marketing Cendant Hotel Group*
Ken Gifford *Corporate Director Revenue Management Omni Hotels*
Steve Pinchuk *Director of Revenue Management Harrahs Entertainment*
Leslie Lafferty *Co-founder/Managing Director T.I.M.A.*
John McEwan, *Vail Resorts*
Delia Valcarcel *Director Revenue Planning & Pricing Carnival Cruises*
Tammy Farley *Executive Vice President The Rainmaker Group*
William Peters *Vice President-Reservations Outrigger Hotels & Resorts*

PLUS cutting edge research and knowledge from leading analysts, academics and suppliers

Sponsored by



T.I.M.A.
Travel Industry Marketing Alliance, LLC



RAINMAKER

Researched and organized by



LOOK INSIDE TO SEE THE FULL AGENDA

“Revenue Management has contributed millions to the bottom line, and it has educated our people to manage their business more effectively. When you focus on the bottom line, your company grows.”

**Bill Marriott Jr. Chairman & CEO
Marriott International**

Book now for the event that's **GUARANTEED** to increase the profitability of your organization

Attend this conference to meet - and learn from - leading figures in all sectors of the travel industry who are successfully implementing revenue and yield management to increase the profitability of their companies.

Let them show you, step by step, how to apply RM techniques and best practices across your own supply chain in the key areas of marketing, sales, pricing and product development.

Put simply, revenue management means selling the right product to the right customer at the right time for the right price. But that's just the start of the sophisticated tools and technology that combine to create a business process that will maximize revenue from each market segment. Invented by the airlines, some say RM saved the industry in those heady, post-deregulation days.

Today - and even more so during a period of economic downturn - it has been embraced by an ever-growing number of travel sectors. Hotels, destinations, car hire firms and tour operators are amongst those now applying its principles to their products, with measurable success. It's easy to see why.

Quite simply, revenue management increases profits. The experts agree, RM can increase revenues by up to 6%. And in an industry like ours - one that's so competitive and with such small profit margins - this makes an enormous difference to company profitability.

To help you see exactly how it fits into your particular business, we've recruited people who run some America's most profitable travel businesses:-

- Tour Operators
- Airlines - budget and majors
- Hotels
- Destinations
- Online dynamic package distributors

All of them are eager to share their success stories with you at this important conference.

Learn how to apply Revenue Management across all your distribution channels

This is your chance to meet executives who face the challenge of applying the principles of revenue management across an ever-growing number of supply chains. For example, Cendant, one of the world's biggest travel company, has multiple brands and distribution partners to sell through. How can the optimum price be applied across all? Come to the Conference and find out! In a special session made up of pricing experts from the biggest online agencies you will also learn how the market leaders apply RM to the latest - and least tested - channel, the Internet. How can packaged, revenue managed products survive the transparency of web distribution? You might be surprised to find out how it's done.

Use RM to make your marketing budget work harder

You'll also learn tried and tested RM solutions to ensure optimum use of your marketing budget, so that strategies and initiatives are used to sell your most profitable products. We'll show you how RM can be deployed to direct products to customers who see them as a perfect fit - while making sure your own business emerges with maximum profit. You'll see how to identify downtimes when extra marketing is needed. And learn how to identify and exploit market segments in order to increase revenue.

Pass this information on

Team discounts available

Pricing, sales, marketing and technology executives will all benefit from attending this event.... Send a team and we'll give you **BIG** discounts

Buy a corporate pass and send **5** executives for the price of **4**

Call **TODAY** on 1 800-814-3459

Predictive and dynamic pricing: How do you set the optimum price so your product sells for maximum revenue?

Placing the optimum price on your product is the goal. To help you achieve this, the Conference will help you get to grips with the analytical practices and tools you need. Discover how to capture and analyse proprietary and competitive data. Spot the best ways to utilise appropriate pricing and fences in all channels. And importantly, learn how to adjust your pricing in times of crisis. What prices will get customers flocking back to your product - is it simply about 'giveaways', or are there other more useful techniques you can activate? All this and more will be discussed, in depth. And you'll see we've also included two special Workshops - one before the Conference and one afterwards - to help you capitalize on the RM sessions.

Revenue management in product development

It's a fact that many new products fail. And that costs money. That's why the Conference also explores the key pricing and yield factors you need to consider whenever you bring a new travel product to market. So if you're planning to develop a new hotel service... compile a new package... flying a new route... or even adding to your portfolio of hotels, the Conference is definitely for you. This is the one event where you are guaranteed to meet and network with leading pricing, marketing and distribution experts. People who are developing and using pricing and yield every day to increase the revenue of their companies by millions of dollars. The knowledge you will gain from this event will help your company generate additional income. Guaranteed. And in today's tough economy, RM knowledge can ensure your business not only survives, but thrives. It really is that simple.

Reserve your place today.

Call now on 1 800-814-3459
or **email** tim@eyefortravel.com

Register for your place **TODAY** www.eyefortravel.com/rdmusa2003

Day 1

How distributors can use Revenue Management to make packaged products more profitable

MORNING: WEB DISTRIBUTED PRODUCTS

Applying Revenue Management to web distributed products

This is your chance to talk to the leaders in online travel distribution and find out how they use Revenue Management to increase the profitability of their products. Can Revenue Management apply to dynamically packaged goods? We've brought together the market leaders from the flourishing online sector - the fastest growing distribution channel of them all.

This session looks beyond sales and examines how Revenue Management can be applied to the hugely transparent web distribution.

- How far have the online agencies moved from being commission-earning businesses to companies that actually control the price of their products?
- Can Revenue Management practices be applied to other agency products?
- Revenue Management is not always a customer-appreciated process - in the transparent world of the web could its application lose your customers?
- Which technologies are the online agencies using to apply Revenue Management to their products - and should you follow their example?
- Supplier distressed inventory: What Revenue Management practices should be applied to these short notice email distributed products?
- Should you link customer web activity to the price of your product?
- What can online dynamic packagers learn from the traditional tour operators?

MORNING TIMINGS	9:00 - 9:30 Case study - Expedia
	9:30 - 10:00 Case study - Priceline.com
	10:00 - 10:30 Coffee
	10:30 - 11:00 Case study - Travelocity
	11:00 - 11:30 Case study - Thrifty Dollar
	11:30 - 12:00 Case study - Hotwire
	12:00 - 12:45 Panel debate - Expedia, Priceline.com, Travelocity and Thrifty Dollar
	12:45 - Lunch

YOUR SPEAKERS & PANELISTS

Jim Fergusson *Director of Market Management Expedia*

Expedia is the largest online travel site and the 8th largest travel agent in the USA. Expedia is the world's leading online travel service and the eighth largest travel agency in the U.S. Expedia is a majority-owned subsidiary of USA Interactive.

John Redcay *Vice President, Hotel Revenue Management Priceline.com*

Priceline.com's travel service offers leisure airline tickets, hotel rooms, rental cars, vacation packages and cruises. The name Your Own Price booking system enables customers to reserve travel products at up to a 40 percent less than other online reservation services. Customer flexibility is the key factor to ensure the best price.

John Elieson *Vice President, Air Travelocity*

Travelocity is the most popular travel service on the Web, giving consumers access to reservations and information for more than 700 airlines, 55,000 hotels, 50 car rental companies and 6,500 cruise and vacation packages, all backed by more than 1,000 customer service representatives who offer 24-hour assistance. With 37 million members, Travelocity is the sixth largest travel agency in the United States.

Montgomery Blair *Director of Science Dollar Thrifty Automotive Group*

Dollar Thrifty Automotive Group has a 10% market share but a 50% share of the online market. Dollar Rent A Car has more than 400 worldwide locations in 26 countries, with a significant presence in Australia, Canada, the Caribbean and Latin America, including more than 250 locations in the United States. The company and its licensees have locations at most major airports across the nation, and a fleet of 75,000 vehicles.

Gregg Brockway *Chief Product Officer Hotwire*

Hotwire is a leading discount travel Web site where leisure travellers trade their flexibility for deep discounts. Hotwire was founded with investments by six of the nation's largest airlines: American, America West, Continental, Northwest, United and U.S. Airways. Hotwire was created by travel suppliers to help with their unsold inventory. By selling through a brand shield (customers don't know exact airline, hotel or car rental company until after purchase), Hotwire is able to help travel suppliers gain new customers without competing for the suppliers' core business customers and brand loyal travelers. Currently, Hotwire is partnered with 33 domestic and international airlines, more than 6,000 top hotels and several major car rental companies.

AFTERNOON: TOUR OPERATORS

How tour operators apply revenue management to increase profitability

Discover how America's tour operators maximize their revenues by optimal pricing and the correct management of their distribution channels. What Revenue Management strategies and investments are they making - and why?

Topics under the microscope include:

- What are the best ways for tour operators to integrate the revenue and marketing elements of their businesses - how do you pick the right distribution channels to get the right products to the right customers at the right time?
- How can you use Revenue Management techniques to develop and market a product that not only optimizes profits but also passes the yield test?
- How much has Revenue Management increased the profitability of tour operators - and how can this be measured?
- Crisis Pricing: How do you predict the right price when historical data no longer applies to your business?
- Selling the most profitable product lines: What's the best way to integrate Revenue Management and package pricing strategies?
- What is the role of Revenue Management in the creation of new packaged products that might include insurance, flight, room and activity elements?
- How do you make sure all your sales channels not only sell your core product at the best price but also sell the most applicable add ons and packages?
- What are the cheapest ways of knowing the inventory of many low-tech suppliers?
- How can a tour operator handle the risk of airline and hotel products whilst ensuring optimized profit margins?

AFTERNOON TIMINGS	2:00 - 2:30 Case study - National Leisure Group
	2:30 - 3:00 Case study - Mark Travel Corporation
	3:00 - 3:30 Coffee
	3:30 - 4:00 Case study - Air Transat
	4:00 - 4:30 Case study - RCI

YOUR SPEAKERS & PANELISTS

Bret Gordon *Director of RM NLG*

National Leisure Group, Inc. (NLG) provides vacations and cruises sold directly to consumers through its own brand and through world-class affiliate partners via television, internet, direct marketing and retail. NLG provides technology, support, and private label fulfillment solutions to many of the major online and offline retailers of vacation packages and cruises. NLG sells direct to our customers through Vacation Outlet brand, Orbitz, Yahoo, BJ's, and GM Credit.

Brian Robb *Chief of Staff Mark Travel Corporation*

The Mark Travel Corporation is the biggest vacation packager in the US. In 2001 annual revenues exceeded US\$1.5 billion. The vacation companies of The Mark Travel Corporation include such well-known names as Adventure Tours USA, AeroMexico Vacations, ATA Vacations, Blue Sky Tours, Funjet Vacations, Mark International, MexSeaSun, MGM MIRAGE Vacations, Mountain Vacations, Showtime Tours, Southwest Airlines Vacations, Town & Country Tours, TransGlobal Vacations, Travel Charter, United Vacations, US Airways Vacations and Vegas and More.

Ricardo Pilon *Director, Special Projects, Sales & Marketing Air Transat*

Air Transat is part of the Transat vacation group (number 10 world-wide), owns Tour Operators, an airline with a fleet of 17 aircraft that serves 90 destinations. Annual turnover is approx. CAD 2.3 billion. Ricardo is the project leader responsible for the implementation of a central reservations system and a revenue management system and is currently instilling the RM philosophy and a new manual yield management approach for the control of flight-only capacity.

David McDonald *Director, Distribution Management & Pricing RCI*

Since incorporating in 1974, RCI has arranged exchange vacations for more than 54 million people worldwide. The company, which reported \$433 million in revenues for 2000, is a subsidiary of Cendant Corp, a global provider of consumer and business services.

Call **NOW** to reserve your place: 1 800-814-3459

Day 2

How profitable suppliers - airlines destinations and hotels get the right price and so maximize revenue

MORNING: HOTELS AND DESTINATIONS

How Hotels and Destinations integrate revenue management into marketing, pricing, distribution and product development to maximize profitability

This session covers the three essential areas of Revenue Management for hotels

Revenue Management in hotel marketing:

How can Revenue Management help your price, positioning and marketing campaigns?

- Revenue Management techniques to establish competitive pricing and maximize revenues
- Using Revenue Management to control price and marketing when you distribute your product via wholesale and tour operators
- Adjusting seasonal rates to reflect the need of your hotels
- Exploiting Revenue Management to maximize revenue during down periods via special pricing and incentives
- Group booking profitability: Using displacement analysis to protect against losses
- Effective tactical marketing based on Revenue Management system output
- Identifying profitable distribution partners - and how to renegotiate terms and conditions for maximum revenue
- Making available promotional products to fill in the gaps around base business
- Marketing relevant offers to the right person at the right time

Revenue Management in hotel product pricing:

Forecasting and the use of historical data to set the right price for the customer at the right time every time!

- How do you make the best use of proprietary and competitive data to fix the optimum price?
- Using historical demand to predict the best price -and what to do when historical data no longer applies
- How important are supplier relationships when predicting product pricing?
- How can Revenue Management analysis help you negotiate the best rates with different costing distribution partners?
- Should you prioritize individual hotel or group data when predicting prices - and if so, how?
- How to set and control appropriate pricing and fences in all channels
- What works best - one rule for all channels or different rules for different channels?

Product development:

Use Revenue Management to create products that sell

- How to use Revenue Management to set the optimum room/suite mix ratio and price points
- The role of Revenue Management in developing hotel services
- How does Revenue Management help develop packages that sell

MORNING TIMINGS	9:00 - 9:30	Case study - Cendant	11:30 - 12:00	Case study - Outrigger Hotels & Resorts
	9:30 - 10:00	Case study - Omni Hotels	12:00 - 12:30	case study - Vail Resorts
	10:00 - 10:30	Coffee	12:30	Lunch
	10:30 - 11:00	Case study - Harrahs Entertainment	1:30	Hotel Panel session
	11:00 - 11:30	Case study - Carnival Cruises		

YOUR SPEAKERS & PANELISTS

Peter Strebel Senior Vice President, Sales & Marketing **Cendant Hotel Group**

The hotel group of Cendant Corporation, based in Parsippany, N.J., is the world's largest lodging franchisor with more than 6,600 open hotels representing more than 549,000 rooms. According to Smith Travel Research Cendant's franchised hotels sell one out of every 4 economy and midpriced room-nights in the United States, and Cendant franchises 12.5 percent of the entire U.S. hotel room supply.

Ken Gifford Corporate Director Revenue Management **Omni Hotels**

Omni Hotels is a privately owned, operating 40 first-class and luxury hotels and resorts throughout the United States, Canada and Mexico. Omni Hotels' company-wide technology structure includes a newly developed Windows-based property management system, updated central reservation system and customer database and state-of-the-art integrated revenue management system.

Tammy Farley Executive Vice President **The Rainmaker Group**

The Rainmaker Group's business focus is to work with clients to improve their revenue generation capabilities through business process improvements and the implementation of customer-focused technology solutions. The Rainmaker Group has formed a strategic alliance with Manugistics and is responsible for providing software support and development for the Hotel Revenue Optimization and Hotel/Gaming Revenue Optimization Products.

Steve Pinchuk Director of Revenue Management **Harrahs Entertainment**

Harrah's Entertainment, Inc. is the most recognized and respected name in the casino entertainment industry operating 26 casinos in 13 states under the Harrah's, Harveys, Rio, and Showboat brand names.

John McEwan, **Vail Resorts**

The Company owns and operates 4 ski resorts in Colorado, 1 ski resort in Lake Tahoe, California, and 1 summer resort in Grand Teton, Wyoming. In addition, the Company recently acquired a majority interest in Rock Resorts, which manages 10 luxury resort hotels across the US

Delia Valcarcel Director Revenue Planning & Pricing **Carnival Cruises**

Carnival Cruise Lines is the world's largest cruise line based on passengers carried and the flagship brand of Carnival Corporation, a publicly traded company with annual revenues in excess of \$4.5 billion

William Peters Vice President, Reservations **Outrigger Hotels & Resorts**

Outrigger Hotels & Resorts is a division of Hawaii-based Outrigger Enterprises, Inc. Under its Outrigger Hotels & Resorts and OHANA Hotels & Resorts brands, the company currently operates or has under development 48 hotels and resort condominiums throughout the Pacific region, representing more than 12,000 hotel rooms and condominium units in Hawaii, Guam, Marshall Islands, Fiji, New Caledonia, New Zealand and Australia

Leslie Lafferty, Co Founder/Managing Director, **Travel Inventory Marketing Alliance, LLC**

Travel Inventory Marketing Alliance (TIMA) promotes and maintains a centralized travel inventory distribution hub that facilitates the distribution and marketing of merchant-model inventory. Through TIMA's standardized XML language, "Suppliers" post inventory to a global network of "Subscribers" (eCommerce marketers) who make requests for and may acquire this inventory through the TIMA System. TIMA's unique structure allows Suppliers to effectively utilize their inventory and maximize revenues while Subscribers may selectively sell this high-margin inventory without commission-based collection issues.

Email tim@eyefortravel to reserve your place NOW

Day 2

How profitable suppliers - airlines destinations and hotels get the right price and so maximize revenue

AFTERNOON: AIRLINES

Can Revenue Management keep airlines profitable in these tightest of times?

Your chance to pick the brains of top pricing and distribution airline industry expert. What are their pricing secrets - and how can you apply their methods to your own business?

Who's applying successful revenue management and how?

- How Revenue Management can help you to survive and thrive in times of crisis
- How airlines structure their Revenue Management teams - which departments do they belong to?
- Specific Revenue Management tools deployed by airlines to create rapid, consistent success - and increase market share
- Selection of systems that allow you to control revenue generated at each point of sale -and across all your distribution channels
- Critical factors when you integrate reservation and revenue systems
- How to sell top management on the intricacies of Revenue Management
- Tools and practices that maximize the value of your data
- How to achieve faster and clearer analysis

Low-cost vs Majors: Revenue Management strategies that work

- What are the key differences in Revenue Management for majors and low cost airlines, who has the best strategy for future growth and profit?
- How are airlines protecting themselves from new entrants into an already crowded market?
- How traditional airlines are re-engineering themselves into lean, mean revenue-generating machines
- How can the majors use pricing and Revenue Management techniques to get back into the black?
- Defense techniques that protect your own business when competitors offer crazy prices
- Revenue strategies that can be adjusted to handle new entrants and excess capacity

Revenue Management within airline sales and marketing

- How can regional sales exploit demand forecasts to achieve maximum revenue?
- Should Revenue Management rules vary depending on the distribution channel?
- Can you align the transparent price process that customers want to effective Revenue Management practices?
- How to ensure that pricing strategy drives marketing initiatives, rather than the other way round
- Smart inventory management to sell the products that are most in need of marketing
- When - and how - to deploy special offers that deliver big profits, not just big sales
- Making sure sales staff understand your Revenue Management and pricing strategies

AFTERNOON TIMINGS	2:15 - 2:45	Case study - Delta
	2:45 - 3:15	Case study - America West
	3:15 - 3:45	Case study - Air Canada
	3:45 - 4:30	Airline Panel session
	4:30	Conference Ends

YOUR SPEAKERS & PANELISTS

Harlan Bennett Vice President-Revenue Management **Delta Air Lines**

Delta is the second-largest airline in terms of passengers carried, and third largest as measured by operating revenues and revenue passenger miles flown. Delta is the leading US transatlantic airline, offering the most daily flight departures, serving the largest number of non stop markets and carrying more passengers than any other US airline.

Tom Venga Senior Director, Pricing **America West**

America West Airlines is the nation's second largest low-fare airline and the only carrier formed since deregulation to achieve major airline status. America West also offers customers comprehensive packages to popular vacation destinations.

Gary Parker Manager, Revenue Management Performance **Air Canada**

Air Canada together with its regional airline subsidiary, Air Canada Jazz, provides scheduled and charter flights to more than 150 destinations worldwide, and carries 23 million passengers a year. The company launched a no-frills air service called Tango by Air Canada in November 2001.

Email tim@eyefortravel to reserve your place now

PLUS 2 workshops

to help you make the most
of the conference

The basics of revenue management

This pre-Conference Workshop gets you and your colleagues up-to-speed on revenue management, and its relevance to your distribution, pricing and marketing strategies:

- Learn which principles of microeconomics are applied to form the core of revenue management - and how you can apply them to optimise profits
- Discover how dynamic pricing, marketing and distribution allow these microeconomic theories to be applied through revenue management in different industries and markets
- Get to grips with the basic tools of revenue management and understand what's meant by terms such as displacement costs, discrete distribution, value added packaging, product differentiation, market segmentation, dynamic pricing, "packaging-on-the-fly" forecasting, optimisation and technical revenue management

Profitable use of revenue management in your organization

The post-Conference Workshop is designed to help you build on what you have just learned, and takes an in-depth look at how different revenue management applications can be deployed in each of the different sectors of the travel industry. The terminology learned in the pre-Conference Workshops will be further explored and clarified in the context of real world applications.

Particular emphasis will be placed on:

- Using all of your distribution channels to optimise revenue management applications - and using distribution channels to become part of your products
- Using revenue management to coordinate your marketing and pricing initiatives in order to generate maximum profit

We've made sure there will be plenty of time for discussions and questions - allowing you to return to your business with a clear picture of how revenue management techniques can be put to profitable use.

The workshops will be run by

Steve Pinchuk *Founder & President Profit Optimization Strategies Inc* and *Corporate Director of Revenue Management for Harrah's Entertainment*

FOR MORE INFORMATION CALL US NOW ON 1 800-814-3459

CONFERENCE • WORKSHOPS • EXPO • NETWORKING • PARTNERSHIPS

An  travel event

Revenue Management and Distribution USA 2003

June 26 - 27 2003, Renaissance - Eden Roc Resort and Spa, Miami

PRICES to attend the conference

FIRST 30 PLACES	US\$ 795 SOLD OUT
NEXT 40 PLACES	US\$ 995
NEXT 30 PLACES	US\$ 1295
NEXT 20 PLACES	US\$ 1495
ADDITIONAL PLACES	US\$ 1995

Check out the website (www.eyefortravel.com/rdmusa2003) for the latest price

Yes, please register me for the **Revenue Management and Distribution** conference

AND To attend the pre conference workshop \$150
To attend the post conference workshop \$150
To pre order the event report \$195 (17.5%VAT charged to UK residents)

Please send me information on sponsorship opportunities exhibition opportunities

Mr./ Mrs./ Ms./ Dr.: _____ First name: _____

BLOCK LETTERS PLEASE

Last name: _____

Position/ Job title: _____

Company: _____

Address: _____

THIS IS YOUR CUSTOMER PRIORITY CODE

Zip code: _____ Country: _____

Telephone: _____

Email: _____

PAYMENT DETAILS PAYMENT MUST BE MADE PRIOR TO THE EVENT

Please charge my credit card

Amex / Visa / Mastercard* for \$ _____ (*delete as appropriate)

Complete this form with your credit card details:

Card Number: _____ Expiry Date: _____

Name on Card: _____

Signature: _____

Please invoice my company. Purchase Order Number: _____

Name of authorizing manager: _____

I enclose a check/draft for \$ _____ (payable to First Conferences Ltd.)

WHO SHOULD ATTEND?

The correct application of revenue management across multiple distribution channels requires the co-operation and skill of a wide diversity of your colleagues. So forward this material (electronic versions can be found in pdf format on our web site) to your colleagues and bring a team. This could save you money as we offer big discounts for team bookings!

Executives who will benefit from this event include:

- Marketing
- Sales
- Finance
- Revenue management
- Purchasing and product development
- Technology

The pre and post event workshops are the perfect place for your colleagues to learn the basics in this profit maximizing practice.

We are also receiving registrations from revenue management systems experts and consultants. So this is the event where you will meet the experts and create the partnerships that will make your company bigger profits.

How to pay

PAY ONLINE VIA OUR SECURE SERVER

www.eyefortravel.com/rdmusa2003

CONTACT TIM GUNSTONE WITH YOUR CREDIT CARD DETAILS

tim@eyefortravel.com or call or 1 800-814-3459 (toll free from US&Canada) or +44 (0) 20 7375 7575

COMPLETE THE FORM ALONGSIDE WITH YOUR CREDIT CARD DETAILS

and fax it to 1 800-814-3460 (toll free from US&Canada) OR +44 (0) 20 7375 7511

COMPLETE THE FORM ALONGSIDE QUOTING A PURCHASE ORDER NUMBER

and we will invoice your company

SEND A CHECK OR DRAFT (Payable to First Conferences Ltd) to EyeforTravel, 7-9 Fashion Street, London, E1 6PX, England

Discounts

Discounts are available for group bookings, student and non profit making organisations. Call Tim for more information.

Accommodation

We have negotiated discounted rates at the Hotel in Miami. Room reservation forms will be sent to you when you register

Cancellations

Places are transferable. Cancellations received before 11 June, 2003 will be without penalty. Cancellations received after 11 June, 2003 will incur an administration fee of 50%. Please note - you must notify the conference desk in writing of a cancellation before the first day of the conference or we will be obliged to charge the full fee. E-mail: tim@eyefortravel.com

© Copyright 2003 First Conferences Ltd. EyeforTravel reserves the right to make changes to the program prior to the event. All rights reserved. www.firstconf.com/firstconf/legal_notice.html. This document contains original material which is protected by copyright. No unauthorized use of material herein may be made without the prior consent of First Conferences Ltd. EyeforTravel is a proprietary creation and trademark of First Conferences Ltd.


5 Easy Ways to Register

Don't forget to quote your customer priority code

WEBSITE

 eyefortravel.com/rdmusa2003

PHONE

 1 800-814-3459
(toll free from US&Canada)
or +44(0)20 7375 7575


FAX

 1 800-814-3460
(toll free from US&Canada)
+44(0)20 7375 7511

E-MAIL

 tim@eyefortravel.com

MAIL

 EyeforTravel
7-9 Fashion Street
London, E1 6PX
England

Fax this form to 1 800-814-3460