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NEWS RELEASE

ADVANTAGE ANNOUNCES PROGRAMME FOR CONFERENCE 2017

The Advantage Travel Partnership has announced its conference programme. The three-day event will take place between 12 and 15 May at Club Med Opio en Provence in the south of France.

In the heart of Provence, Advantage will consider how the powerful combination of smart technology and human service can enhance the world of travel.

The conference programme will provide a great mix of inspirational keynote presentations with smaller and more interactive breakout sessions, as well as masterclasses tailored to the skills and knowledge of the delegates.

With sessions entitled **‘The Human Factor’**, **‘The Tech Zone’**, **‘It’s All About Me - When Machine Meets Man’** and **‘Eco-system Z - The NextGen Mega Session’**, the conference programme will inspire delegates to consider how we think about and interact with technology, as well as encouraging debate on the key areas of human/technology cross over.

These thought-provoking sessions will provide delegates with perspectives on the latest technological developments to wow our world and explore their relevance within the travel sector.

Commenting on the announcement, Colin O’Neill, Advantage Business Development Director said: “We are delighted to reveal the inspirational conference programme at this stage. Our objective is for Advantage members to return home from the conference with one idea, that has totally inspired them to make it happen within their own businesses.”

The outlined programme follows the recent news Sir Chris Hoy MBE is the keynote speaker at the 2017 Conference in May.

For all the latest conference news and to see the full programme, please visit advantageconference.co.uk/conference-programme or contact the events team at events@advantagetravelpartnership.com or 020 7324 3945.

Ends

For more information contact Colin O'Neill at Advantage Travel Partnership on 020 7324 3942 or 3934.