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## **NEWS RELEASE**

### **A WORLD OF CHANGE AND ITS IMPACT ON TRAVEL**

Deloitte, the business advisory firm, to address 2017 Advantage Conference



Advantage has announced Alistair Pritchard, Lead Partner for Travel at Deloitte as the third keynote speaker for the conference in May.

Alistair will address the conference, taking place between 12 and 15 May at Club Med Opio en Provence in the south of France.

Alistair will also explore the importance of having the right culture in your organisation and having the right staff to properly manage the ways in which consumer behaviour is changing. He will also share his perspectives on how technology will change the way we work and how we interact with our customers.

Speaking about the appointment Julia Lo Bue-Said, Advantage Managing Director said: "We are delighted with the booking of our third keynote speaker, Alistair

Pritchard. Alistair's presentation will provide delegates with a comprehensive view of the challenges facing the travel sector now - as well as where to look for opportunities."

"Challenges within the travel sector are something facing our members every day and the issues Alistair will talk about will provide real insight into these subjects for our members to listen to and take away with them."

In a presentation tailored to the independent travel sector of the industry, Alistair will consider a number of external influences on the sector including the cyber threat, the balancing of risk and security in both leisure and business travel sectors and the impact of Brexit, the start of which is likely to have been triggered by the time of the conference.

The Advantage Conference 2017 will convene to consider the powerful combination of smart technology and human service to enhance the world of travel.

The appointment of Alistair Pritchard follows the release of the outlined programme, as well as the news Sir Chris Hoy MBE and Jason Bradbury, will be keynote speakers at the 2017 conference in May.

For all the latest conference news please visit [advantageconference.co.uk](http://advantageconference.co.uk) or contact the events team at [events@advantagetravelpartnership.com](mailto:events@advantagetravelpartnership.com) or 020 7324 3945.

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For more information, contact Danni de Nervaux at Advantage Travel Partnership on 020 7324 3942 or 3934.