



ADVANTAGE'S 2018 CONFERENCE KEYNOTE SPEAKER IS... JERRY SPRINGER



London, January 2018 – Advantage Travel Partnership, the UK's largest independent travel agent consortium, unveils Jerry Springer as the keynote speaker for the 2018 conference, being held in Miami, between 10 and 13 May 2018.

Throughout an illustrious career, Jerry Springer has become a cultural and civic icon. Springer's notoriety is due in large to the hosting of his eponymous show, *The Jerry Springer Show*, for 27 seasons. Springer's career also includes time as a lawyer, the mayor of Cincinnati, an award-winning newscaster, author, Broadway actor, executive producer, ballroom dancer, and much more.

"We are utterly thrilled that Jerry Springer will be our keynote speaker at our 2018 conference in Miami. Our conference theme focuses on building a story and how to effectively communicate this narrative with audiences, and Jerry's career and experience is a perfect example of how best to achieve this. His exuberant personality adds an exciting dimension to the conference and will give our members a new perspective;" commented Julia Lo Bue-Said, Managing Director, Advantage Travel Partnership.

Born in London, Springer's family immigrated to New York when he was five years old. It was during a dinner meeting with New York Senator, Robert Kennedy, in 1968 that changed Springer's life. He signed on with the Kennedy campaign and shortly thereafter felt the horror of Kennedy's assassination along with the rest of the world. It was this catalyst that sprung Springer into the political world,



spearheading the movement in Ohio to lower the voting age from 21 to 18 which led to the ratification of the 26th Amendment to the Constitution that lowered the voting age for all Americans.

In 1982, Springer made the move in television as the anchor and managing editor of WLWT, where he turned the shows viewing figures around and landed eight regional Emmys® for The National Academy of Television Arts & Sciences (NATAS) Columbus/Dayton/Cincinnati Chapter (what is now the Ohio Valley Chapter). His work ethic and success caught the eye of several executives and in 1991 started his own talk show in Cincinnati, The Jerry Springer Show, which grew to become a syndicated national TV show. Reaching a level of success that was remarkable in 1998, Springer became a household name with the show entering its 27th season in September 2017.

Springer diversified over the recent years taking part in ABC's Dancing with the Stars and has become a theatre actor with stints in London's West End and New York's Broadway with the musical Chicago. Springer blended the theatre with the loved format of his talk show launching Jerry Springer: The Opera, which premiered in London and won a Laurence Olivier Award.

The Advantage Conference 2018 will look at the most important parts of our businesses in detail – our people and our customers, under the theme, 'The Next Chapter... Miami Advice'.

Leisure and Business Travel programmes will run side by side operating plenary sessions, keynote speakers, workshops and networking opportunities will all adhere to the theme, as well as acknowledging the challenges.

Advantage has worked closely with airlines and accommodation partners to offer members value for money with special negotiated rates. An Advantage Conference ticket will also include breakfast, conference lunches, social evening events with drinks, resort fees and taxes. More information available on www.advantageconference.co.uk.

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Note to editors: *Advantage Travel Partnership is the UK's largest independent travel agent partnership. Advantage leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £4.5bn of travel sales each year, making members experts in every aspect of the travel industry.*