

ADVANTAGE ANNOUNCES THEME FOR 2018 MIAMI CONFERENCE

The Next Chapter... Miami Advice



Advantage Travel Partnership, the UK's largest independent travel agent consortium, has revealed the theme for its 2018 conference, being held in Miami, between 10 and 13 May 2018, will be 'The Next Chapter... Miami Advice'.

The two programmes will focus on the destination and the vibrant side of Miami, running side by side to cater for both Advantage leisure travel members and business travel members – and their suppliers. Plenary sessions, keynote speakers, workshops and networking opportunities will all adhere to the theme, as well as acknowledging the challenges and changes to come in 2018 from GDPR to PSD2 and the Package travel directive. Speed networking will take centre stage on one day of the conference with a minimum of four hours of formal networking activity through a speed dating appointment system between members and business partners.

Conference sessions will focus on customer engagement and experience, and how the ability to communicate effectively helps build the foundations of a successful business. The conference will be divided into three distinct areas:

- 'My Story' sessions will emphasise the importance of maintaining and growing personal development.
- 'The Travel Industry Story' sessions will focus on industry knowledge and offer delegates the opportunity to explore how to convey their message and story most effectively.
- 'The Story of our Brand and Business' will showcase to delegates how insights, training and workshops assist in building a brand that resonates with customers, staff and partners.

Managing director, Julia Lo Bue-Said said: “The Advantage conference is a key event in the travel industry calendar and, as in Provence this year, we have had unprecedented interest in registering early this year – everyone is excited that we are going long-haul to Miami next May!

“This year with our ‘Man and Machine’ theme, we threw the spotlight on the emergence of new technology that is set to shape businesses of the future. Next year we will look at finding that perfect balance between technology and human interaction – ‘The Next Chapter... Miami Advice.’”

The conference website has been redesigned to feature the new theme and new features have been added to ensure delegates can find everything they need to know regarding the three-day event. Since opening for registrations sign-ups to attend the Advantage Conference have been strong with limited spaces available remaining.

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.

Advantage Travel Partnership (www.advantagemembers.com).

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For further information about Advantage Travel Partnership please contact Lauren Williams (lauren.williams@brightergroup.com) or Katherine Lawrey (Katherine.lawrey@brightergroup.com), +44 (0) 20 7 326 9880

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.

WIN is a select group of corporate travel specialists working together to provide a superior service to international clients. They provide local service excellence using global products and technology to build a truly Locally Global solution. There are around 6,000 travel agent members in over 70 countries worldwide.