



CONFERENCE PROGRAMME ANNOUNCED AHEAD OF THE ADVANTAGE CONFERENCE 2019

Delegates can personalise their conference experience

London, UK – 05 April 2019: Advantage Travel Partnership, the UK's largest independent travel agent consortia, has unveiled its full programme ahead of this year's Advantage Conference. 2019 will see delegates experience a new programme format, which can be tailored to their interests through a combination of inspiring main stage speakers and a choice of engaging breakout sessions, designed to address some of the key topics, challenges and opportunities currently impacting on the industry. Delegates will be able to take away practical insights and actionable takeaways.

Advantage delegates will be able to choose the sessions they would like to attend, and curate their own breakout session programme giving the opportunity to learn about a different area of the travel industry or immerse themselves in content befitting of their existing business model. Delegates can choose which era they step back in time to with the breakout sessions including, 80s room: The Trading Floor, 90s room: Industrialised Technology, 00s room: Human Talent and 20-10s room: Co-creation.

The breakout sessions will run on Sunday morning at the three-day event, complementing a plenary programme featuring BBC Scotland Editor, Sarah Smith, and Ant Middleton, best known for this role in SAS: Who Dares Wins.

Julia Lo Bue-Said, CEO at Advantage Travel Partnership said, "This year we are elevating our conference content to another level, using more expert speakers to deliver plenaries and a new format of breakout sessions. I am confident we have a conference programme we can be really proud of, and we can provide plenty of insight and inspiration to attending members."

"The industry has evolved over the years, the line between corporate and leisure travel is becoming increasingly blurred. We take an individual approach to working with each of our members, and we know in today's world – one size doesn't fit all. So, we have designed our programme of content to also reflect this."

The 'Vivolution' theme for the Advantage Conference 2019 will see attendees discuss, reflect and look forward to how members and business partners can contribute in shaping the future of travel. The conference will take place between 17-20 May 2019 in the sunny Andalusian province of Sancti Petri,



Cadiz, and will reflect on the evolution of the travel industry over the last 40 years, in celebration of Advantage marking its own 40th anniversary.

Conference sessions will be held at the four-star Valentin Sancti Petri Hotel and Convention Centre, the largest event space in the Cadiz region. Advantage Conference guests will stay in a number of four and five-star hotels located on Sancti Petri's beachfront.

For more information about the conference, please visit www.advantageconference.co.uk/cadiz-2019

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For further information about Advantage Travel Partnership please contact Lauren Williams on bgadvantage@finnpartners.com or +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.