

**vibe**

The image features the word "vibe" in a bold, lowercase, sans-serif font. The letter "v" is a vibrant lime green, while the letters "i", "b", and "e" are white. The text is centered on a solid black background. Below the text, there is a subtle reflection effect, where the letters appear to be mirrored and slightly faded, creating a sense of depth and a glossy surface. The overall aesthetic is modern and minimalist.

# Content is King

How will Travel Managers and TMCs aggregate content in their CBTs in the future?

A panel session chaired by  
Julian Mills, CCO of Vibe Software Ltd,



# The Panel

- Clare Murphy
  - Managing Partner, Bouda
- Simon Ferguson
  - Commercial Director UK & Ireland, Travelport
- Julian Mills
  - CCO, Vibe Software & P&P Associates



# Complete picture?

- What do travel managers & travellers need?
- Will we ever get to Nirvana?
- Suppliers have a multi-channel agenda.
- Who foots the bill?
- Compliance & Reporting
- The Traveller knows best...
- Who shares the liability?



# What next?

- Entrants into the market are challenging the status quo.
- New Technologies empower the TMC and the Corporation to get access to broader content.
- Its more flexible and agile.
- Its mobile.
- It blends tradition with innovation.



# For the panel...

- The Corporate Buyer
  - The Technology Provider
  - The TMC
  - The SBT Provider
- 
- How do they see the future and what are the challenges...



# Sample Questions to Panel...

- How do you think the Corporation views the current fragmented SBT content equation?
- How does a technology provider keep up with such a fast changing landscape?
- Will the financial model change?
- Direct Connect – is it viable or just more fragmented content to maintain?



Over to you the audience...

Questions?

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