

Let's Get Emotional



The Conference

Selling online is all about establishing an emotional connection with your customers.

Emotion is a powerful motivator. Positively appeal to a person's emotions and they will act as you need them to. This is the basis of just about all advertising from political campaigns to selling travel.

In advertising, traditionally the catchy slogan and the persuasive photograph were the prime emotional motivators. They are still in use. However, in our online era, a direct appeal to the individual based on their known characteristics has proven very successful. For example, in the recent UK Brexit referendum and subsequent elections, personal data was used extensively to tailor focused messages to the electorate based on a wide range of attributes.

Our personal data is readily available. We are constantly being tracked as we browse from website to website. Our social media profiles are available to be used to shape the messages put before us. Our online lives are under constant scrutiny. This is just a fact of modern life and, indeed, it is accepted by many as an aid to an easier way of living. It is very convenient if someone can offer you

just the product you want based on what they know about you.

There are tools and techniques available that can help travel companies tap into the emotions of potential customers and raise the likelihood of catalysing a purchase. Some of these are based on data, some are based on behavioural tracking, others seek to make focused use of social media. All can make the difference between a sale or a bounce as a potential customer goes elsewhere.

At this event, we will examine these tools and techniques. You will learn how they can be applied to your business. Attend TTI's Autumn conference webinar and Let's Get Emotional.

Venue:

At your home or office via Zoom

(Login details will be emailed to you prior to the event.)

The Speakers

Richard Baker, Chief Commercial Officer
Inspiretec

Katy Howell, Chief Executive Officer
Immediate Future

Moshe Demri, Vice President Revenue
Optimove

Cyril Puget, Sales and Marketing Director
myElefant a Sinch Company

Eddy Swindell, CRO & Co-Founder
Fresh Relevance

The Sponsors

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Let's Get Emotional



The Agenda

10:00 Welcome & TTI Update Tim Wright, Chairman

10:10 Let's Get Emotional

Making strong emotional connections with your customers has a two-fold benefit. Firstly it can catalyse a prospective customer into action, turning them from a looker to a booker. Secondly, it can engender loyalty that results in first-time customers coming back to you time and time again. In this keynote session you will hear about building those emotional bonds that can make a real difference to your business.

**Richard Baker, Chief Commercial Officer,
Inspiretec**

10:40 Connecting with the Emotional on Social

One of the most important channels for conveying emotion is social media. In this session, you will hear about how this vital channel contributes to successful customer engagement. There is much to learn about the behaviours and the language of customers that lets you know how they feel so shaping the phraseology you use to contribute to positive feelings.

**Katy Howell, Chief Executive Officer
Immediate Future**

11:10 Coffee Break

Time to check your email and get yourself a coffee.

Tools and Techniques

There are a number of tools and techniques that have been specifically developed to make those emotional connections with your customers. In this session you will learn about three of these. Firstly, there is mobile messaging that, used correctly, can get you really close to your customer. Next is the use of artificial intelligence to create emotionally intelligent communications that enable you to understand, interact with and better monetise your relationship marketing. Last but not least, there is the power of social proof messaging, such as the popularity or scarcity messages that may be displayed during a search and booking process.

11:30 Mobile Messaging

**Cyril Puget, Sales and Marketing Director
myElefant a Sinch Company**

12:00 Emotionally Intelligent Communications

Moshe Demri, Vice President Revenue, Optimove

12:30 Social Proof

**Eddy Swindell, CRO & Co-Founder, Fresh
Relevance**

13:00 Chairman's Summary and Close

Tim Wright, Chairman, TTI

Moderator: Paul Richer, Genesys Digital Transformation

(TTI reserves the right to change this conference programme due to unforeseen circumstance.)

Registration

[This is event is free to attend but please register in advance on Eventbrite using this link.](#)

Zoom login details will be sent to you prior to the event.

To contact TTI, email admin@tti.org or call 0330 1595030