

OTM Forum

KEY SESSIONS

OTM Forum 2019 was a knowledge-sharing initiative aimed at bringing together India and Asia's most influential travel leaders on one stage. The Forum witnessed panel discussions, masterclasses and workshops conducted by top-level executives from industry leaders like Jet Airways, Thomas Cook, MakeMyTrip, Facebook, Emirates, Cox & Kings and AirAsia.

DAY 1

Day 1 began with an insightful panel discussion on **India's Outbound Potential-What's Different in 2019**. The session took place between Mahendra Vakharia, President, OTOAI and Peter Brun, Chief Communications Officer, VFS Global and was moderated by Manoj Gursahani, Chairman, US India Investors Forum.



Another interesting panel discussion took place on **The Rise of Experiential Travel**. Moderated by Nisha B., Founder, Elevated Consultancy Singapore, the discussion saw key players in the field of immersive travel like Vijay Nair, Country Head, National Geographic Expeditions; Aditya Bhat, Head, Jio Studios and Vikram Ahuja, Founder, Byond Travel talked of curated experiences and their influence on today's travellers.



The panel discussion on **Re-envisioning the Future of Hotel Distribution** was moderated by Joerg Esser, former Group Director, Thomas Cook Group. Eminent panellists Karan Anand, Head-Relationships & Supplier Management, Cox & Kings; Ankush Nijhawan, MD, Travel Boutique Online and Joseph Xia, Founder, Yearth Group discussed their views on the future of hotels bookings.

Moderated by Daksh Sharma, Managing Partner, TravHQ, a panel discussion on **How Millennials Will Travel in 2019** had industry experts like Naveen Perla, COO, JetSetGo; Ruchi Lahoti, Area Manager-India, Booking.com; Maitrayee Das Banerjee, Head of Marketing, Keys Hotels and Todor Gerovski, COO, 15toGO discuss the changing taste of the millennial travellers and their expectations from the travel industry.



Decoding the Use Cases of AR-VR in Travel brought together Daksh Sharma, Managing Partner, TravHQ; Aditya Bhat, Head, Jio Studios and Vikram Ahuja, Founder, Byond Travel on one stage, discussing the much-hyped use cases of AR/VR in travel. From busting myths to exploring the fast-changing landscape of technology in travel, the last session of the day was a powerhouse of knowledge.



Day 2 was no exception in bringing the best minds of the industry on one platform to discuss travel.

Influencer Marketing and its Role in the Travel Path to Purchase, moderated by Hitesh Rajwani, CEO, Social Samosa was an eclectic mix of various stakeholders. Leading travel influencers with millions of followers like Sharanya Iyer, Priyanka Chandola and Varun Vagish along with Ajay Awtaney, Founder & Editor, LivefromALounge talked of the role of a travel influencer in inspiring travellers to take a trip.



Digital Marketing and Social Media in Travel - Hear from the Giants was a panel discussion that had industry biggies from Facebook, Kayak, Twitter and Uber converse on the changing needs of today's customers and the demand for tailoring every service to their needs in a highly competitive landscape.



The Future of Travel Content Marketing, moderated by Daksh Sharma, Managing Partner, TravHQ had the best minds of travel trade including Sesh Seshadri, General Manager, Lonely Planet India; Bhawna Grover, Head of Content, Golbibo; Daniel Cheng, Founder & President - Redefine Tourism Mixer and Abraham Alapatt, President & Group Head - Marketing - Thomas Cook India discuss the metamorphosis of content from traditional to UGC and its impact on the travel industry.



Opportunities in Indian Aviation: Making it Big in the World's Most Challenging Aviation Market had eminent panellists from top aviation companies like Rajkumar Paranthaman, Head of Marketing - India - AirAsia; Raj Sivakumar, Senior Vice President - Network & Revenue Management - Jet Airways; Nitin Sethi, Vice President - Digital - Indigo Airlines and Salim Khan, Chief Security Officer - India - Emirates engage in a panel discussion about the changing facets of the aviation industry and its implication for the travel business.



Masterclass

With the aim of bringing participants up-to-speed with the trends and best practices of the travel industry, a series of masterclasses were conducted at the OTM Forum.

Day 1 began with a masterclass on **Creative and Strategic Engagement with Your Audience in a Travel Show**. Nisha B., Founder - Elevated Consultancy Singapore took an engaging and informative class on how to connect with an audience, make business conversions and build a relationship.

Day 2 began with a masterclass on Strategic Partnerships in Travel. Joerg Esser, former Group Director, Thomas Cook Group advised travel businesses on how to build strong and sustainable partnerships.

User-Generated Content (UGC) and the Future of Content Marketing, hosted by Bhawna Grover Bagai, Head of Content, Golbibo followed. The concept of UGC and its influence on brand image and business conversions was discussed.

