

August 2019

## The BTA's TMC Zone Returns To The 2019 Aviation Festival

The Business Travel Association (BTA) will be hosting a series of key industry panels as the TMC Zone returns to this year's Aviation Festival (5-6 September 2019). The discussions, hosted alongside a stellar line-up of BTA Members and Industry Partners, will tackle sector hot topics including NDC, distribution, personalisation, technology and content.

Taking place at the Business Design Centre in London, The Aviation Festival features the TMC Zone for a second year running, alongside its series of more than 400 expert speakers from the world's leading airlines, airports and digital intermediaries.

Nicky Tollworthy, partner relationship manager, BTA, said:

"We're in an interesting time for the aviation sector and corporate travel, there'll certainly be some very thought-provoking talks and debates at this year's Aviation Festival. We're looking forward to bringing the TMC Zone back for a second year and to tackling the biggest industry issues with our expert panels."

Four industry panels will take place in the TMC Zone over the two days:

- **What's another year? The NDC debate continues...**  
Panel: Pat McDonagh, Clarity; David Bishop, Gray Dawes Group; Richard Addey, Sabre; Dan Murphy, British Airways
- **Commoditised or personalised? Have we lost focus on value and service?**  
Panel: Steve Barrass, TAG; John O'Sullivan, Key Travel, Christina Lawford, Diamond Air International; Rami El-Dahshan, Virgin Atlantic
- **Is it all about the tech? How much more can the traveller take?**  
Panel: Mike Atherton, Mantic Point; Alice Ferrari, Founders Factory; Mick Gibbs, Norad; Paul Broughton, Travelport
- **Are you content with your content? How many choices does the business traveller really need?**  
Panel: Elisabeth Martins, Atrii; Sam Cande, Traveldoo; Bex Deadman, Blue Cube; Ludo Verheggen, Amadeus

The Aviation Festival takes place at the Business Design Centre in Islington, London. The BTA TMC Zone seminars will take place in Seminar C on the 5-6 September. For further information and to register for the conference, visit:

<https://www.terrapinn.com/conference/aviation-festival/index.stm>

For more information on BTA please visit: [www.thebta.org.uk](http://www.thebta.org.uk) or call 020 3657 7010.

-Ends-

**For more information: please contact:**  
Carla Zambujo or Stacey Stockwell at Siren Comms  
T: 020 7759 1150  
E: [BTA@sirencomms.com](mailto:BTA@sirencomms.com)

## NOTES TO EDITORS

### **About BTA:**

The BTA is the authority on business travel. Working collaboratively across the industry and with government to promote the integral role of business travel and events to the wider economy.

Originally founded in 1967, the BTA has a diverse membership and roster of industry partners. It's TMC membership accounts for over 90% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors.

The BTA focuses on delivering practical solutions to challenges and market changes, as well as supporting best practice, sustainability and the wellbeing of travellers.