

BTA teams up with 2019 Aviation Festival

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The Business Travel Association ([BTA](#)) will be hosting a series of panels at the 2019 Aviation Festival in London as its [TMC Zone](#) returns to the event.

Taking place from 5-6 September at the Business Design Centre, the Aviation Festival will feature the [TMC Zone](#) for the second year running alongside its series of more than 400 expert speakers from global airlines, airports and digital intermediaries.

The [TMC Zone](#) discussions will feature a line-up of [BTA](#) members and industry partners, who will tackle sector hot topics including [NDC](#), distribution, personalisation, technology and content.

Four industry panel discussions will take place across the two days of the event, with topics covering:

- 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, Atriis; Sam Cande, Traveldoo; Bex Deadman, Blue Cube; Ludo Verheggen, Amadeus

Nicky Tollworthy, partner relationship manager at the [BTA](#), commented: "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."

The [TMC Zone](#) discussions will take place in Seminar C at the Aviation Festival. To register to attend, click [here](#)