

OpenTravel Ideas Market

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What is the Ideas Market?

- All Audience Participation, All the Time...
- There are three Idea Stations, each with a Conversation Leader and a Facilitator, to lead a discussion and a flipchart to use as visuals.
 - The Conversation Leaders facilitate a discussion around a chosen topic.
 - Questions and issues to explore are posted on the flipchart.
 - The Facilitators record ideas that come up.
 - As pages fill up, the Facilitators tape them on the wall nearby so attendees can see the points covered.

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What is the Ideas Market?

- Attendees are free to roam around the room, shopping for ideas until you find a topic or discussion of interest.
 - You can listen, voice your opinions, offer your experience, and get involved in the discussion.
 - You are welcome to stay at one Idea during the session or move around as you like.
- At the end of the session the Conversation Leaders will report briefly on their group's two top discussion points.
- Flipchart pages will be transcribed and made available after the conference.

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2011 Topic #1

Implementation Support Resources

- OpenTravel has added several new support mechanisms in the last year.
 - Are they useful?
 - How can we increase usage by implementers?
- What other resources can we offer to encourage engagement, input, adoption and membership?

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2011 Topic #2

Multiple Standards Bodies

- There are several standards bodies active in the travel industry – IATA, HTNG, ATPCo, Open Axis, etc.
- Are they competitive or complementary?
- How should OpenTravel work with these organizations?
- What is the impact on your company?

2011 Topic #3

Direct Connect

- How does all the talk about “direct connect” affect the work of OpenTravel?
- How can OpenTravel support the changing business models in the industry and remain neutral and effective?

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2011 Topic #3

Beyond XML

- Beyond XML are other formats, frameworks and architecture and even more semantics. This talk looks beyond and how XML helps you be prepared for what is beyond.
 - Formats and Syntax: JSON
 - Frameworks and Architectures: .Net, Web-Services, REST, SOA
 - Contracts and APIs : Message handling is next-generation API, .NET, JiBX, JaxB
 - Semantics: more than structure constraints - RDF, OWL, etc

Time for you to find an IDEA...

- We'll take the next hour to collectively brainstorm the topics outlined. Feel free to add items to discuss to the starter lists
- At the end of the session the Conversation Leaders will report out briefly on their group's discussion.
- Flipchart pages will be transcribed and made available after the conference.

Conversation Leaders Report...

- Implementation Support Resources
- OpenTravel Partnerships
- Architecture

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Time to Relax!

- Opening Reception and Tnooz Appy Hour
 - 6:30pm in Ironwood Ballroom 2&3

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Thank you for your participation!

All notes will be available on
www.opentravel.org soon!

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