

# 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.



# 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.



# 2010 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?



## 2010 Topic #2

# OpenTravel Partnerships

- OpenTravel is actively seeking out partnerships
  - Long tail organizations
  - Organizations that need schema support
- Who should we be involved with to extend our work?
- Who does your company work with?
- What services should we offer to other organizations?



## 2010 Topic #3

### OpenTravel 2.0

- Removing Complexity
  - Data Type Models
- Tackling Code Bloat
  - Schema Design
- Change Management
  - Namespaces
- Cross Platform Integration
  - Data-At-Rest
- Blended Schema
  - 'Other' standards
- Concept To Cash
  - Time to Market
  - Reusability



## 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



# Time to Relax!

- Opening Reception tonight
  - 6:00pm in Grand Pacific Ballroom EFG
- Tnooz #tcamp4 Seattle
  - 7:30pm in the Library



# Thank you for your participation!

All notes will be available on  
[www.opentravel.org](http://www.opentravel.org) soon!



**2010 ADVISORY FORUM**