

# OpenTravel Ideas Market

Lisa Fues

Marriott International



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2007  
ADVISORY  
FORUM

April 17-18  
Montreal  
Quebec

# 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 An 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 Station 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.

# 2006 Topic & Results

## **What can OTA as an organization offer to members and non-members to make them more successful?**

- Better marketing
  - Rebranding and new web site
  - Logo program
    - Member, registered member, certified member, logo usage guidelines
- Better communication of member benefits
  - New web site content, increased marketing via press release and newsletter, more speaking engagements
- More 'merged' workgroups
  - Proposed new workgroup structure
  - Functional focus on project teams
- Test system
  - Interoperability test suite being developed by architecture

# 2006 Topic & Results

**What should OTA be looking at to make its message structure more valuable to support member companies' objectives?**

- More time spent improving documentation
  - Schema review
  - Built a wiki
  - Implementers forum
- More messages
  - Driving participation via the advisory forum and more marketing

# 2006 Topic & Results

## How can OTA provide value to companies in the travel industry?

- More marketing to provide support to member organizations
  - Inclusion of member companies in panels at industry conference
- More registrants
  - Up to 30
- More press releases
  - 18 in 2006, 10 in 2007 (so far)



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# Topic #1

## Member Benefits

- Certification - is this the best way?
- What should an implementation support program look like?

# Topic #2

## Organizational Structure

- Will the proposed organizational changes better help Opentravel achieve member success?
- What other structural changes would enable OpenTravel to be most responsive to the travel industry and how would they help?

# Topic #3

## Architecture Questions

- How can the architecture subcommittee best serve OpenTravel and its members?
  - What are the obstacles to the Lego snaps and how can architecture help?
- What business and commercial opportunities should Architecture support?

# 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.

# Thank You

See You Next Year in Atlanta

The Story Continues...



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