



...Developing a sales culture

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Press release – 17.12.09

Airlines sign up for ISPY 2010

The organisers of ISPY are delighted to announce that a number of top airlines have already pledged their support to the event by registering their teams only 2 days after registration officially opened.

Aer Lingus and Thomson Airways, considered leaders in their field have both registered a 'delegation' to attend ISPY and ISPY+.

Aer Lingus, a legacy carrier who has in a relatively short period of time, developed a crew sales culture with the help of TRT & ISPY. Joe Harvey the Crew Sales Manager at Aer Lingus has been quoted as saying "At every ISPY we attend we learn something new and adapt it to work for us at Aer Lingus. Coming from a time when we were a full service airline, we have had to become more commercial and now the crew want every opportunity to sell. ISPY has certainly helped us make that transformation".

Thomson Airways with their established crew sales culture also benefit from attending ISPY and use it to identify new talent within their crew workforce, and to provide crew the reward, recognition and additional development they deserve.

Alan Hayes commented, "ISPY is an important event in Thomson Airways calendar and we decided early on to send a strong delegation to next year's event. The benefits to our team in attending ISPY are immeasurable and they return brimming with enthusiasm for what they have learnt that never fails to motivate the rest of the business and which always results in a commercial benefit to the company."

The registration cutoff date is 30th January 2010 and registration can be done online at www.regonline.co.uk/ispy_2010 . The organizers are anticipating that 35 global airlines from all sectors will sign up to participate to compete for the coveted title - the World's best selling cabin crew.



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ISPY for crew & its training & performance management is a five day event, whilst ISPY+ runs alongside ISPY for the last three days. At certain sessions & social event both groups will have the opportunity to come together.

Meanwhile, it has been a busy couple of months for Raymondo since the start of his worldwide, record breaking attempt and so far he has clocked up 229,424.86 km, which means he is now just up to over half of the current record and we still have 9 months to go! The current Guinness World Record™ for Most Travelled Toy Mascot is 446,500 km and Raymondo intends to challenge that over a 12 month period starting from September 2009.

He has travelled with Bob Franks from Britvic to South Africa, Flybe and Thomas Cook all over Europe, across "all of the big ponds" and back several times with Air Transat and American Airlines and even found time to pop into DFASS for Thanks Giving. He has visited Dubai with Martyn Westbury, "The man from Mars" and he is now making his way to Lapland to see Father Christmas with his friends from Finnair. For more info and photos please go to www.ispyworldtour.com

For further information on how to register your airline for ISPY please contact Mads Bushnell mads@trtuk.com.

For press and ISPY+ sponsorship enquiries please contact Avril Appleyard avril@appleyardcommunications.com



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Notes to editors

Inflight Sales Person of the Year (ISPY) is a unique weeklong event where cabin crew are trained, assessed, rewarded and given recognition for their sales skills.

ISPY+ is a 3 day business conference for inflight professionals which overlays onto the annual ISPY crew conference.

ISPY and ISPY+ will both take place in September 2010.

www.ispy-international.com

www.ispy2010worldtour.com

Dedicated to development of the inflight retail sector, Travel Retail Training (TRT) provides clients with workable and cost effective solutions to their staff motivation and training needs, ensuring the effectiveness of their workforce.

www.trtuk.com

Contact:

For ISPY enquiries please contact:

Mads Bushnell mads@trtuk.com

Steve Auston steve@trtuk.com

For press and ISPY+ sponsorship enquiries please contact:

Avril Appleyard avril@appleyardcommunications.com

M +44 7958 335985

www.appleyardcommunications.com