

Press release – 01.12.09

ISPY opens airline registration

The organisers of ISPY are committed to providing airlines with one, all inclusive, event that offers many tangible benefits for crew, training & performance management plus Inflight Retail buyers and are delighted to announce that registration for airlines will open mid December. The registration cutoff date is 30th January 2010 and registration can be done online at www.ispy-international.com . 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.

For the first time all stakeholders within this unique travel retail sector will come together to learn from each other, be stimulated by industry experts, to discuss common concerns, evaluate its effectiveness & of course celebrate all that is good within Inflight Retail.

In addition to the traditional scope of ISPY (crew development, assessment, reward and recognition) we are extending the content of the week to include a full programme for crew training & performance management as well Inflight Retail buyers and suppliers with the introduction of ISPY+.

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.

Many leading companies have already committed to sponsor and attend ISPY & ISPY+.

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

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