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... Developing a Sales Culture

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TRT launches **ISPY+** at Cannes airlines conference

The world renowned inflight retail event ISPY, that focuses on training, rewarding and giving recognition to airline cabin crew for their sales skills is launching a sister event **ISPY+**.

ISPY+ will run alongside ISPY next September and provide conferences & workshops to suit the needs and interests of the key decision makers from Inflight Retail - Buyers, Concessionaires and Suppliers. Our objective is to encourage the airlines to send a "delegation" representing crew, their training and performance management and management from Inflight Retail. This will be the first time that one event brings together all the stakeholders from Inflight Retail under one roof. The programme will be designed to deliver energetic debate and innovation to prosper.

Those attending the TFWA airline meeting on Tuesday 20th October, at 8.00am to be held at The Scene, which is next to the Palais de Congres will hear more about **ISPY+** from a presentation to be made by Christine Martin, MD of TRT.

Christine Martin, MD of TRT commented

"Over the course of the last 9 years, we have been building our reputation for attracting airlines from around the globe and from all sectors. Developing a business conference programme that delivers a real opportunity for networking, stimulating debate, whilst celebrating all that is good within this unique industry has to be the natural progression, and evidence of our continuing commitment to the market."

ISPY & ISPY+ will become THE ONLY event that those involved in Inflight Retail will need or want to attend. ISPY 2009 attracted decision makers and crew from 25 airlines, 25 sponsors and 4 inflight retail concessionaires including:

Decision makers from key airlines such as Thomas Cook, Thomson Airways, Jet2.com, Flybe,



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easyJet, Aer Lingus, bmibaby, Finnair, Emirates Airline, Malaysia Airlines, Singapore Airlines, Cathay Pacific Airways, Dragon Air, All Nippon Airways, Air Canada, Air Transat, Delta/Northwest, American Airlines, and continues to attract even more interest from global airlines.

Major brands such as Coty Prestige, Mars, Britvic, GTP, Scorpio, Diageo, Transformulas, Fazer, Kraft, Distilleria Bottega, Russ, Red Bull and L'Oreal.

Leading inflight retail concessionaires from around the world such as, ISG, Tourvest, Alpha, DFASS

Specialist inflight retail suppliers such as, Onboard Retail Solutions, Portfolio Partners, Scorpio and Premier Portfolio

ISPY has always attracted a high percentage of senior industry figures including buyers and business owners

ISPY & **ISPY+** delegates will experience training, conferences, workshops, networking, trend analysis, product showcasing and socialising. If a business is serious about developing this retail channel then this is the only event they need to attend. ISPY has a fantastic reputation within the industry and **ISPY+** will build on the brand heritage and broaden the scope..

ISPY+ is a major programme development for TRT who have also enlisted the support of former Alpha Communications Director, Avril Appleyard of Appleyard Communications to develop and co-ordinate ISPY+. If you would like to be involved contact avril@appleyardcommunications.com,

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.

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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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