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... Developing a Sales Culture

Press release - 210909

TRT launches Inflight Retail conference at ISPY 2010

At a recent workshop which included suppliers and concessionaires, TRT have announced that they plan to include an inflight retail conference and workshops programme called ISPY+ as a key element to their successful ISPY event.

In response to industry requests, ISPY+ will run alongside the annual week-long ISPY event for airline crew taking place next September. The objective is to hold an informative executive conference programme for airline management, buyers, concessionaires and suppliers under one roof, that tackles the issues and that enables management to maximise time effectively.

Christine Martin, MD of TRT commented

“In response to requests from both airlines and suppliers TRT will provide them with an event which is unique to any retail sector as far as we know. All stake holders of the business; suppliers, buyers, crew training and performance managers and crew will come together at ISPY for training, conferences, workshops, networking, product fair and socialising. If an airline is serious about developing their sales culture and maximising sales onboard and if suppliers are committed to this retail channel then this is the only event they need to attend. ISPY has a fantastic reputation within the industry and we are best positioned to broaden its traditional scope in this way, especially as next year will be our 10th anniversary.”

ISPY+ will take place on the last 3 days of ISPY culminating in the high energy gala awards ceremony and it has already attracted much support from a number of sponsors including Alpha, Britvic International, Coty, Diageo, Distilleria Bottega, Kraft, Mars, Russ Berrie, Scorpio and The Ad Plain. As 2010 will also be the 10th anniversary of ISPY the team are excited about moving ISPY onto another level at this important milestone.



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"Coty Prestige has been involved in ISPY for 10 years and will again be proud Gold Sponsors of ISPY 2010. It is an event I am personally proud to participate in and unless you have been there, you won't know what a fantastic effect ISPY has on everyone taking part. I am already looking forward to a week amongst friends, colleagues and The World's Greatest Selling Cabin Crew." Jan Kristiansen Binder, Sales Director Travel Retail & Export, Coty Prestige.

"Scorpio is absolutely delighted to support ISPY once again and is delighted to be involved in the 2010 10th anniversary celebrations. It is an event that attracts high quality attendees, well supported by airlines that see retailing as a core part of their offer. Including a conference aspect that involves the senior management adds further justification to be there!" Stuart McGuire, Heinemann-Scorpio.

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,

In the build up to ISPY 2010 Raymondo the teddy bear mascot began his Guinness Book of Records world tour challenge this week and he was ceremoniously despatched on a safari with Bob Franks, Commercial Manager. Britvic International. Airlines from around the world have agreed to host Raymondo for one week at a time ensuring that his passport is stamped on each leg of the journey. You can follow his journey on the ISPY2010 World Tour website and travel log here at www.ispy2010worldtour.com until his return just in time to attend ISPY and ISPY+ next September 2010.

"Russ Berrie is absolutely delighted to be associated with ISPY and we are very excited that Raymondo the teddy bear mascot is part of the Russ Berrie family. ISPY is a very special crew event and ISPY 2010 will be even better with the introduction of ISPY+." Beckie Kington, Russ Berrie



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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.

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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