



Learn.  
Inspire.  
Connect.

“We are delighted to work with OTT to bring Barrhead Travel’s very first Online Training Academy to our 1000 colleagues across our UK network. The online courses allow us to enhance our training and development offering to our team, complementing our established training and mentor programmes as well as our Training Academy, located in Glasgow city centre.”

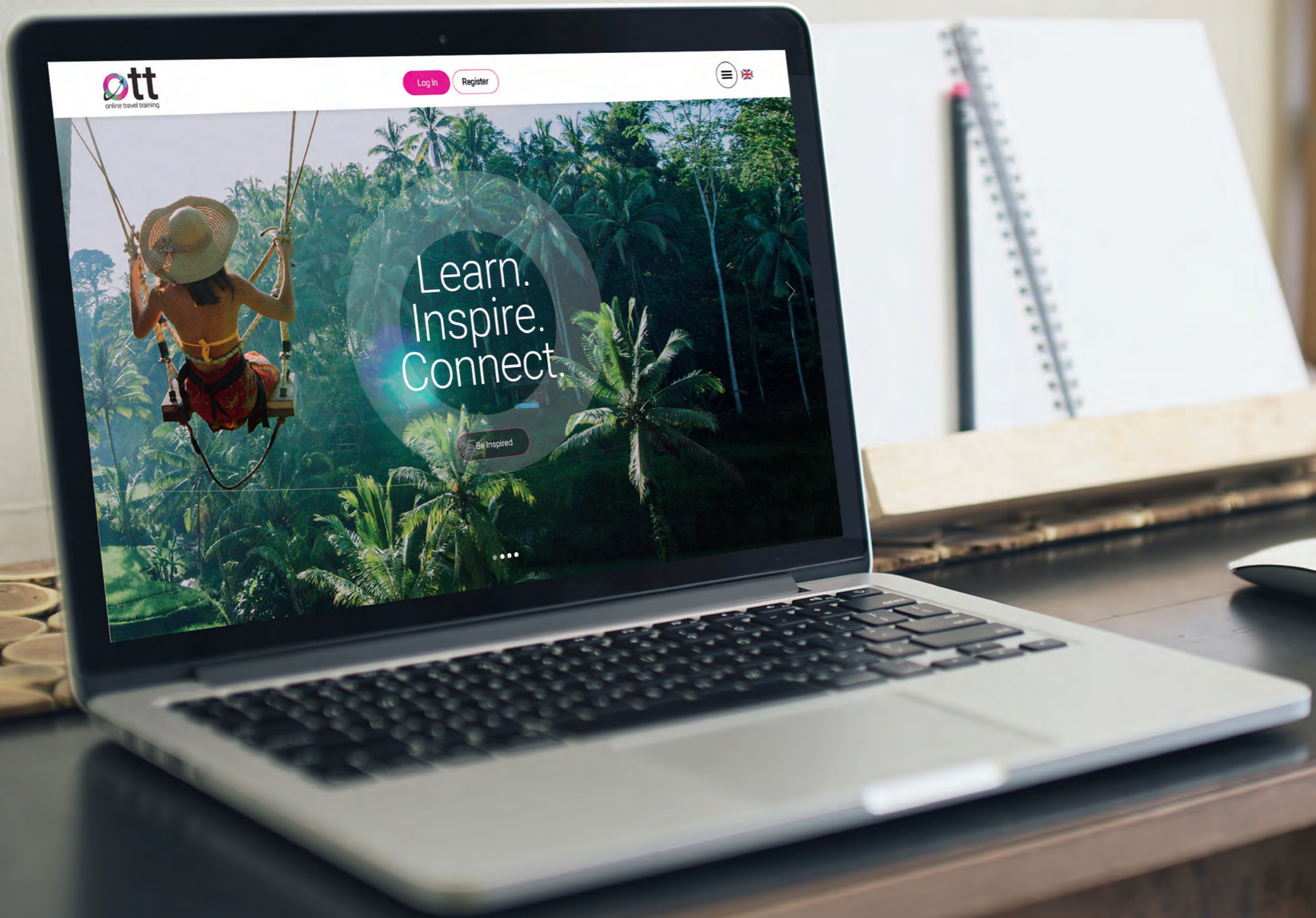
Clare Stuart, Head of Training, Barrhead Travel

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Log In

Register



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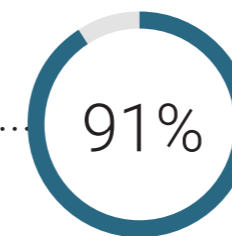
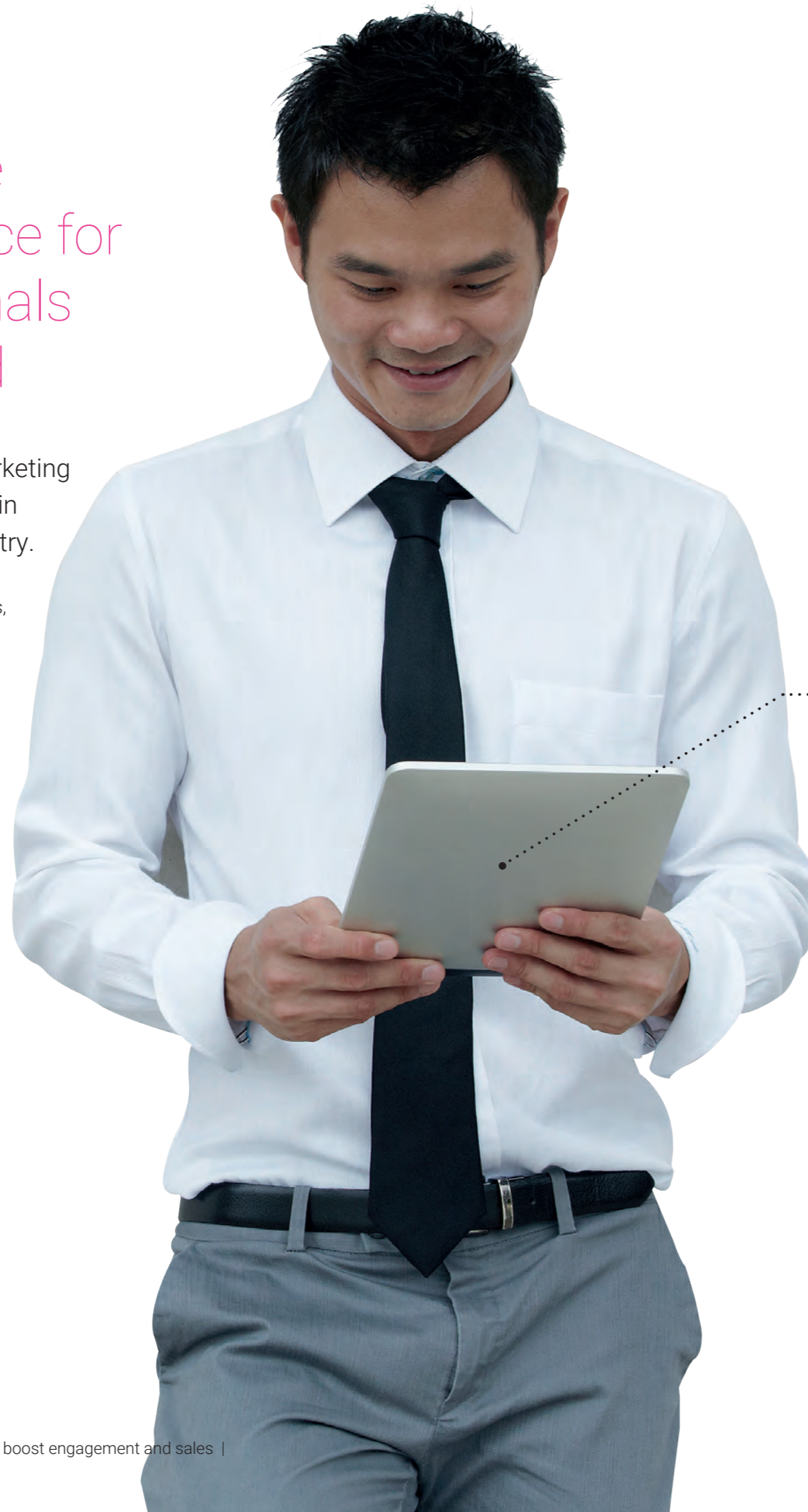
Be Inspired



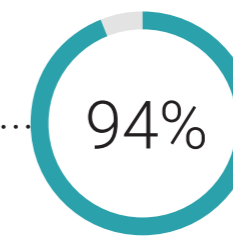
# The number one knowledge source for travel professionals across the world

OTT is the largest platform for marketing and product communications within the global travel and tourism industry.

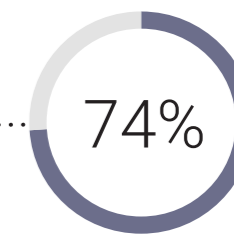
We work with key brands such as British Airways, Star Alliance and Barbados Tourist Board to boost product knowledge and awareness among travel professionals. For ten years, OTT has maintained its competitive position through continual product innovation and excellent customer service.



of travel professionals say product training helps them sell more



said that online training was important as a source of product knowledge - more than any other source of information



of those who expressed a preference said they preferred online training over face-to-face

SPIKE Marketing, Agent Survey 2017

# The benefits of using OTT

Suppliers: achieve revenue goals by growing knowledge about your brand and products.

- **Increase brand awareness and boost sales**  
Talk to more than 165,000 global travel professionals throughout the OTT travel trade network.
- **Reach your precise target audience**  
Our course and digital marketing products have built-in flexibility, ensuring you achieve perfect representation of your brand across relevant market segments.
- **Create, manage and measure**  
Create your course using OTT's user friendly CMS. Use our reporting and analytics tools to gain insights into user interaction with your content. Courses can be created in 15 different languages on 23 OTT country sites.
- **Gain the attention of an engaged audience of travel professionals**  
According to our user analysis, enthusiastic travel professionals spend an average of 19 minutes 15 seconds on the OTT travel training platform.
- **Drive new travel professionals to your course**  
Every single day: your courses could be selected to appear on our partner Academy sites such as Barrhead Travel, Travel Counsellors and Uniglobe.
- **Get the right travel professionals to your event**  
OTT's marketing event packages ensure your event details are communicated directly to the agents who promote your destination or product.
- **GDPR compliant email marketing**  
Powerful Email Marketing Platform to communicate with some or all of your engaged Travel Agents and Tour Operators including automated emails, responsive email templates, unsubscribe management and full reporting.

Travel professionals: helping them to stay up-to-date and maximise sales.

- **Greater knowledge equals better sales**  
Keeping up-to-date with product developments helps agents to stay ahead of the competition.
- **Free registration**  
OTT is a free one-stop shop for product and destination information.
- **Learn where you want, when you want**  
OTT provides agents with the freedom to learn at work, at home, or even on the move.
- **Celebrate successes**  
Agents can complete a choice of online courses to win treats, prizes and certificates from some of the world's leading travel brands.
- **Establish your own online training academy**  
Agents can tailor their online training to meet the specific needs of their agency and audience. They can create their own personalised training portfolio from OTT's 200 plus product training courses.

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“OTT is a great, cost effective solution to reach out to a wide portion of the trade community and raise product & brand awareness.”

Richard Carret, Star Alliance

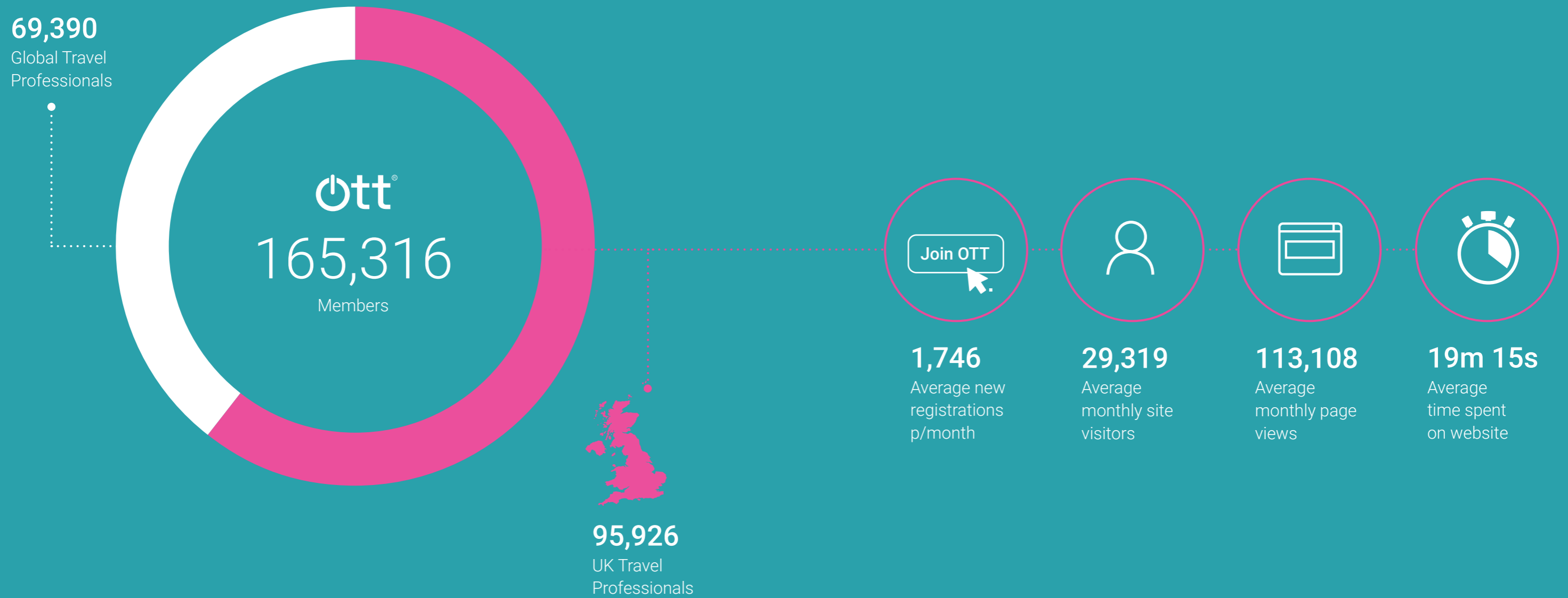




## Join our global community

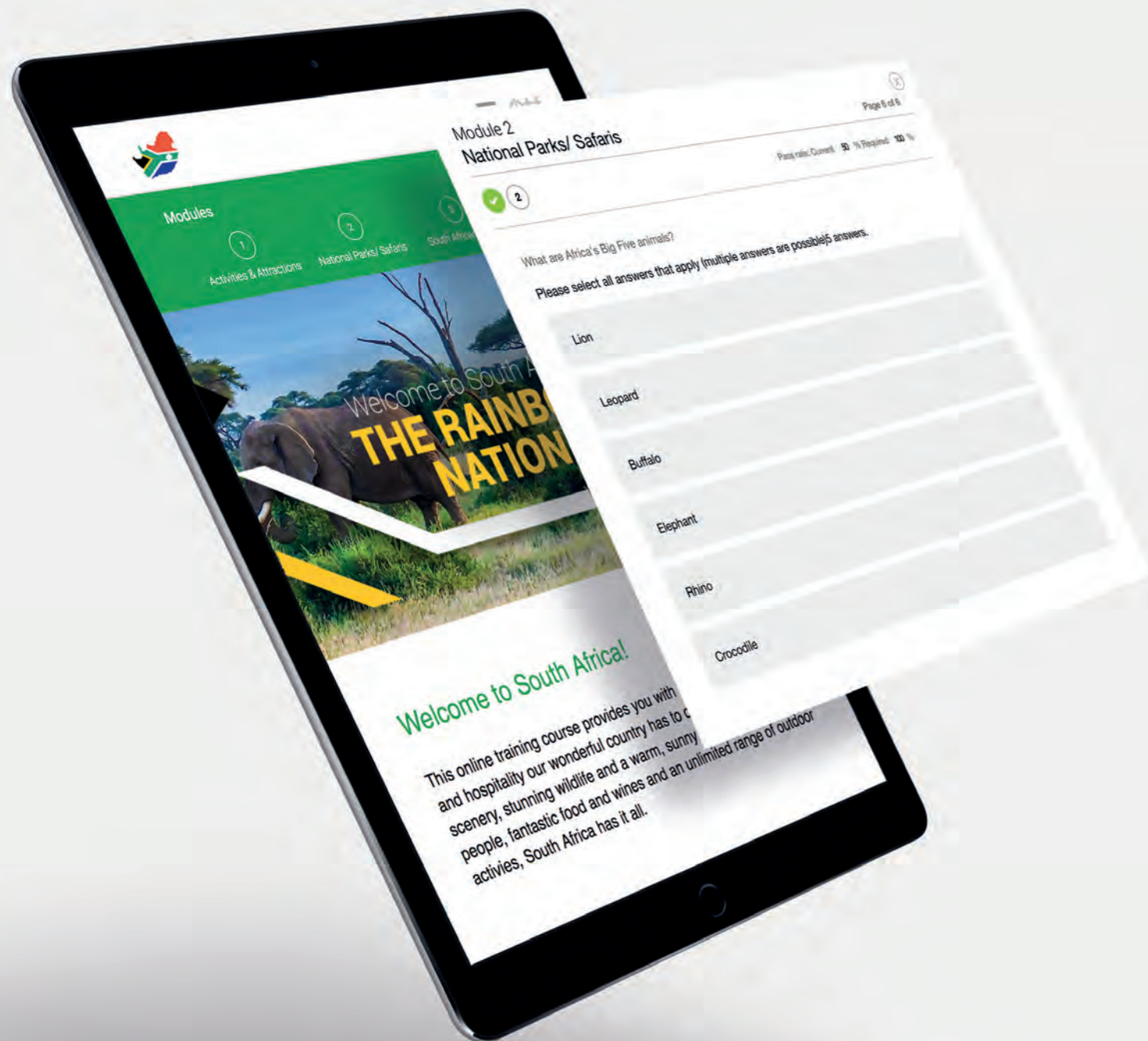
OTT hosts more than 200 training courses for some of the biggest names in the global travel industry. Here are some of the amazing brands we work with...

Reach thousands of travel professionals in the UK and around the world





## Create branded, user friendly courses quickly and easily



- > OTT's CMS provides the tools you need to create and manage your course – and your dedicated account manager is there to support you every step of the way (including building it for you!)

Each course is interactive and responsive on any device, with high quality images, videos (including 360 degree video) and presentations. Content rich multi-media is combined with proven eLearning techniques and we can host in multiple language versions

- > Made your own product training course, but lacking engagement?

Let OTT help! We create a one module course describing your larger bespoke course. Agents who complete this 'mini introductory' course are encouraged to go to the bespoke course to complete their knowledge on your brand.

OTT also provides single 'sign-on' technology, so Agents won't need to 'double log-on. You get the data about who has engaged.

- > Want to promote your industry partners too? Try an OTT 'Marketplace'

OTT Marketplace is the perfect solution for tourist boards and hotels, in particular, to increase their brand awareness to the trade collectively – just as they do at exhibitions (but online!).

The 'host' is invited to create a 'marketplace' about their destination or hotel with aggregated relevant content from participation of their partners. All partner courses are displayed on a marketplace landing page with a unique url for marketing.

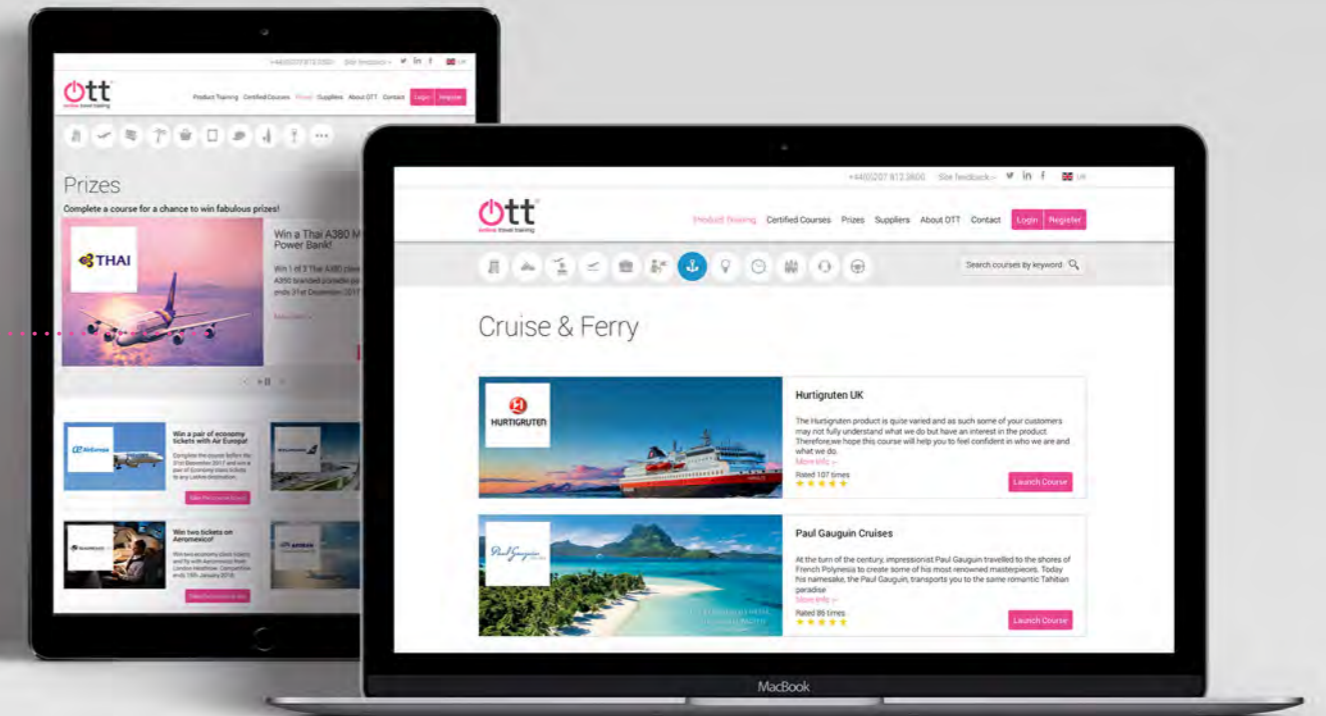
All partner courses have a one module course describing their hotel or destination. The market place has a prize slider to run competitions. The host will be able to see all data from their partners product training courses enabling the group to create a large pool of relevant and informed Travel Agents and Tour Operators.

The host can email this engaged user group in segments or 'as a whole' to increase tourism or sales and to get the right Agents to their events.

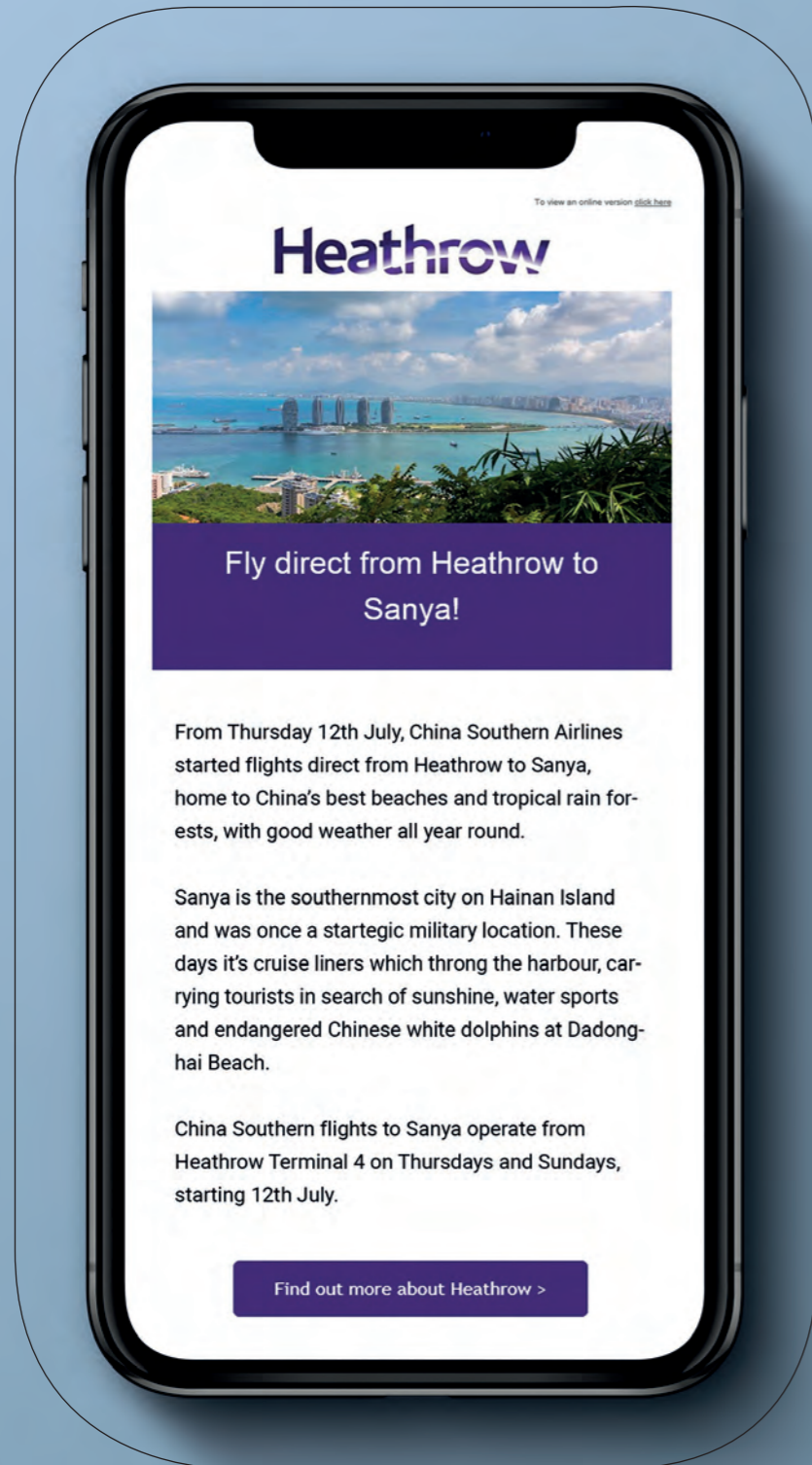


# Maximise your brand exposure using OTT marketing campaigns

Create marketing campaigns throughout the year. Your Account Manager will book and deliver all marketing packages purchased. These packages are designed to drive high levels of brand and course engagement.



- Solo e-Shot
- Shared e-Shot (1 of 6)
- Newsletter (1 of 4)
- OTTOMail
- Home Page Banner
- Premium Listing
- Prize Listing
- Prize Spotlight
- Home Page Prize Spotlight
- Event Marketing
- Social Media Posts
- Social Media Takeover
- Facebook Live
- Branded Course Certificate
- Course Banner for Partner Academy
- News and/or Blogs
- Directory Listing
- Webinars



## The quick and easy way to email your most engaged Travel Agents

- > OTTO Mail ensures your email marketing reaches the exact travel professionals you want to target.
- > Love data? As part of your package, you can download an analysis of course performance.

All your emails will appear the same, whatever device they are viewed on, and you can be confident that all your activities will comply with the GDPR legislation.

OTTO Mail makes light work of your email marketing – having your contact lists linked to your product courses means you can target agents who have expressed an interest in what your brand has to offer. There are no extra steps needed to manage your contacts – it's all done for you.

This powerful marketing platform includes setting up automated emails, responsive email templates, unsubscribe management and has full reporting. Talking to the travel world has never been easier!

This data analysis measures key matrix such as average time agents spend looking at your course, the number of starts and completions and details about the agents who have engaged with your course.

OTTO Mail provides comprehensive reports on engagement. Our data reports are fully GDPR compliant and provide you with the relevant details of travel professionals. The information generated from your courses is yours to keep or to forward to partners. You can use it for any of your future marketing activities and sales missions.



# OTT Academies

- > Successful travel companies understand the value of informed Travel Consultants, who can deliver superior customer service to their customers.

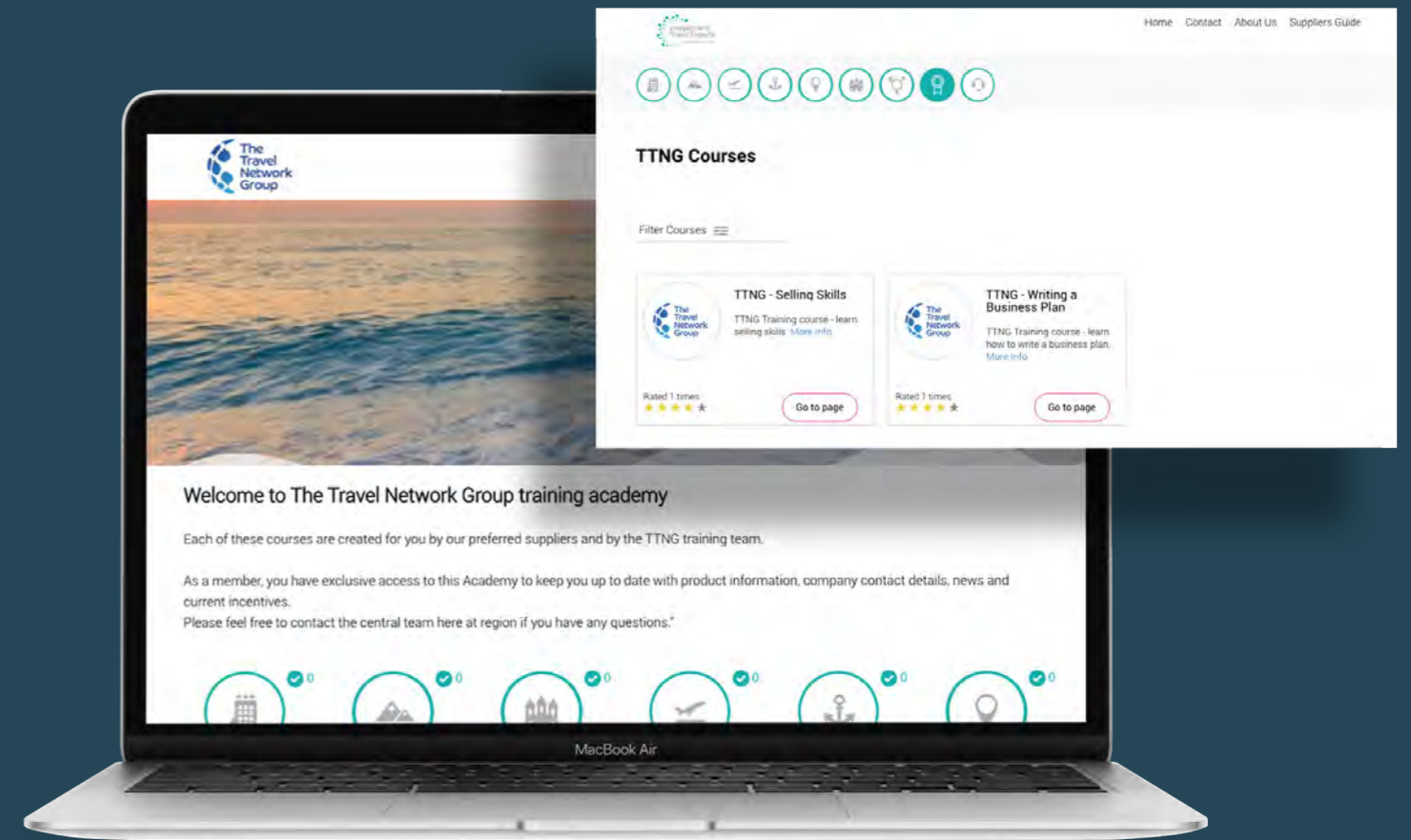
Similarly, travel suppliers understand the important role of Travel Consultants and are keen to develop deeper connections with consultants in order to increase knowledge, grow sales and grow their market share.

OTT's Academies combine ease-of-use with flexibility and scalability to provide a fun, cost effective platform for Travel Consultants and other staff to access bespoke product information, which they need, to sell more of their approved suppliers.

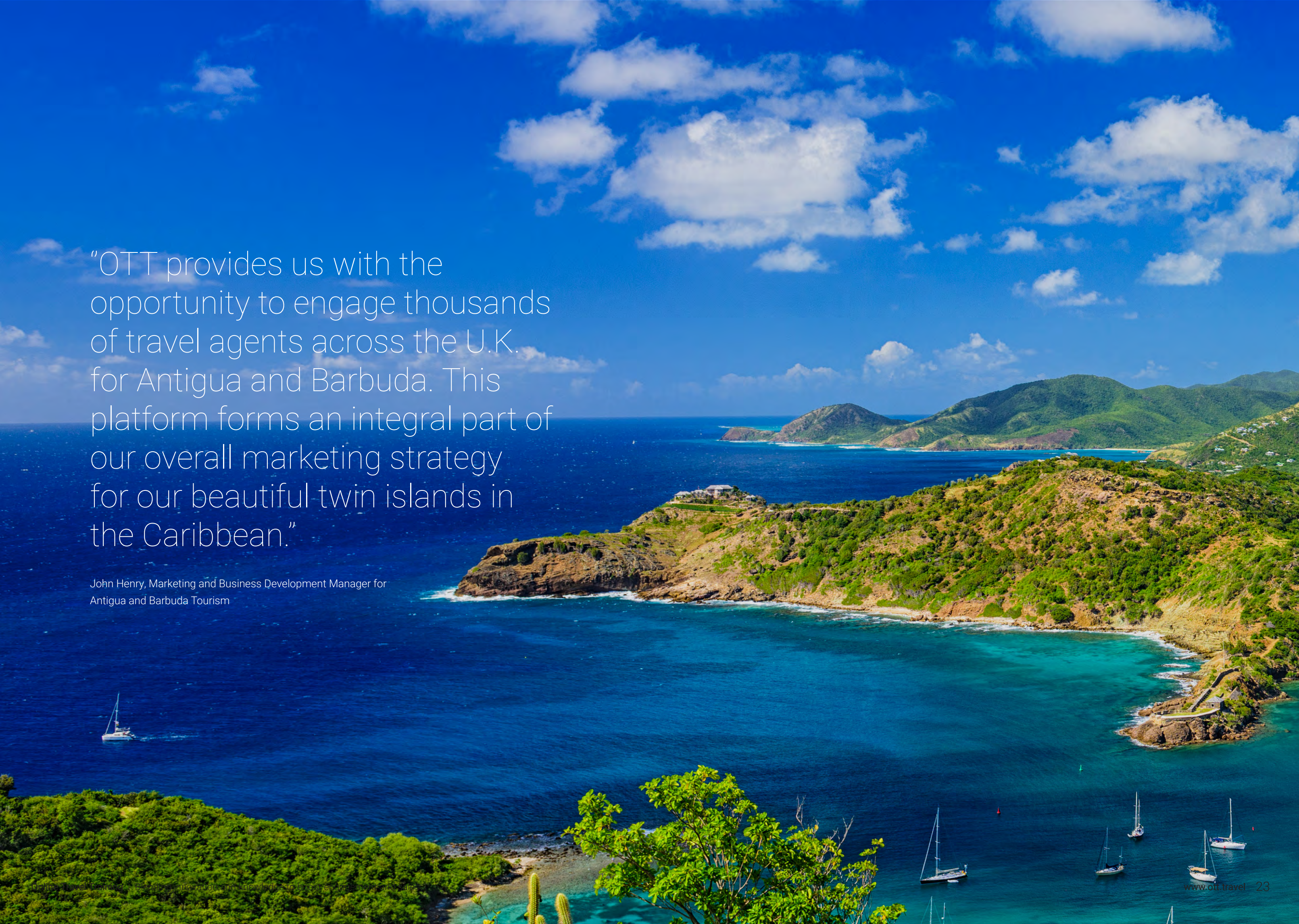
Training Managers can create induction courses and short microlearning courses to ensure understanding of Package Holiday Regulations, GDPR, Insurance rules and any other essential information to help reduce mistakes and improve service.

## Academy features include:

- Academy style website branded in line with your look and feel
- Select up to 50 courses from over 200 existing supplier courses
- Create your own courses
- Responsive course design with intuitive interface which works across multiple devices
- Prizes: Bespoke courses may be published with or without a prize. Prizes will only be featured within each course. Academy owners are free to create a dedicated competition page within each course where relevant
- Prize Slider: Motivate staff to engage with courses by offering fun prizes and incentives
- Certificates which are awarded to agents on completion of courses can be branded in line with the owners own branding
- Secure Content: Users will be required to login before accessing the Academy - this means only authenticated users can view your content
- Additional Content Pages: OTT can create bespoke content pages to deliver messages from the training and HR team







“OTT provides us with the opportunity to engage thousands of travel agents across the U.K. for Antigua and Barbuda. This platform forms an integral part of our overall marketing strategy for our beautiful twin islands in the Caribbean.”

John Henry, Marketing and Business Development Manager for Antigua and Barbuda Tourism



# Language is no barrier to reaching travel professionals across the world

OTT's cloud-based online courses help you to reach travel professionals in all corners of the globe.



## > Think local to reach travel professionals across the globe.

OTT's localised content helps you to ensure the information on your product features can be made specific for each country or region. This allows your brand to include information which is as up-to-date and as accurate as possible:

- Add local information on currencies and pricing
- Include regulatory information specific to each country
- Provide security advice for each country
- Targeted marketing in local language
- Incentivise local audiences - with OTT you can organise competitions specific to an audience of travel professionals in that country

## > Quality translation services ensure a great user experience.

We offer a high quality translation service using native speakers to ensure the best experience for the agents you are trying to reach. The choice is yours - you can provide your own translated copy or OTT can arrange for a translator for you.

## > Top country & regional websites:

Reach international agents via our 23 localised country websites including:

**EMEA:** United Kingdom & Ireland, Germany, Austria & Switzerland,, Italy, France, Spain, Portugal, Netherlands, Norway, Sweden, Finland, Denmark, Iceland United Arab Emirates, South Africa **North America:** USA, Canada **Asia & Oceania:** China, India, New Zealand, Australia

## > Languages:

English, German, Spanish, French, Italian, Portuguese, Dutch, Brazilian Portuguese, Spanish Latin American, Arabic, Turkish, Simplified Chinese, Traditional Chinese, Chinese (Taiwan), Russian, Japanese, Korean

# Maximise your product exposure and reach a global audience through OTT's trade marketing and communication channels

Courses are at the heart of the OTT platform. They attract a dedicated, engaged community of travel professionals who are eager to boost their knowledge.

OTT employs a range of digital marketing initiatives including targeted emails, SEO and social media promotion, as well as partner academies to increase the reach of your course and expand your brand awareness.

When your course is listed on OTT, it can be 'picked' by OTT partner Academies such as large Travel Agencies, Representation Companies and Media Companies who market their academies to their staff or agent audience. This means your brand exposure is multiplied when your brand is promoted on OTT.





