

## Greenlight Hosts its First Speed Conference for the Travel Sector

Written by Australian Business

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LONDON, October 28, 2013 /PRNewswire/ --

In the second of a new series of events, leading independent digital marketing agency, [Greenlight](#), hosted its first **Travel Speed Conference** at Vanilla, Central London, on Wednesday 23 October.

The event saw experts from the travel industry get together for four minute one-to-one sessions.

Speakers came from businesses ranging from **WorldPay** to **TripAdvisor** and the brands represented by attendees included **Lastminute.com**,

**Preferred Hotel Group**,

**Southall Travel**,

**Travel and Entertainment Group**

and

**Great Rail Journeys**.

Greenlight's new concept of speed conferencing gives attendees the opportunity to discuss a wide variety of digital marketing opportunities and gain some expertise specific to their industry in a short space of time.

Warren Cowan, CEO of Greenlight said:

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"The format gives participants a straightforward and convenient means to exchange with peers across diverse brands and to learn from experts about the extensive range of online marketing tools available. In a world where time is valuable, this suits all involved."

Last month, Greenlight hosted its [Fashion Speed Conference](#) , the agency's first of occasions using this style of set-up. It was well received and attended by brands such as

**ASOS**

,

**EMU**

**Australia**

,

**Shopcade**

,

**Debenhams**

,

**McArthur Glen Ltd**

and

**Reiss**

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The success of the Speed Conferencing format will see Greenlight continue to utilise the method across different industries over the coming months.

### **About Greenlight:**

Greenlight is a leading independent digital marketing agency. With over 100 blue-chip clients including Santander, Sky and ghd, Greenlight is a leader in the digital marketing space, and is recognized worldwide for its commitment to delivering record ROI for its clients and investing in the future.

Greenlight is considered the premier thought leader in the sector publishing widely read industry reports, original research and speaking at trade events. Founded in 2001, Greenlight is headquartered in London, with offices in New York.

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