



# Couch Con 2020

Shifting from a mitigation to an  
anticipation mindset



APRIL 13 - 17, 2020 | ALL VIRTUAL



# MONDAY APRIL 13

**9:00AM**

## GCREW CHEFS COOK

CHOOSE FROM BREAD PUDDING, FANCY SCRAMBELED EGGS ON TOAST, OR EGGS BENEDICT. GCREW CHEFS WILL WALK YOU THROUGH THE RECIPES STEP BY STEP, SO WE CAN ALL COOK AND EAT TOGETHER!

**11:00AM**

## THE COMEBACK

FAST FORWARDING TO THE POINT IN TIME WHERE WE'VE ENTERED THE REBOUND PHASE AND AIRLINES HAVE BEEN QUICK TO ADOPT OUR OFFERING AS A KEY PART OF THEIR REVENUE RECOVERY STRATEGY AND ANSWERING THE QUESTION "WHY WERE WE SUCCESSFUL?"

**2:00PM**



**10:30AM**

## INTRO TO COUCHCON

THE KICKOFF TO COUCHCON 2020, INCLUDING THE OUTLINE TO OUR FIRST EVER GCREW HACKATHON.

**1:00PM**

## GDS ROUND TABLE

AN OPEN DISCUSSION WITH EXPERTS FROM THE WORLD'S TOP GLOBAL DISTRIBUTION SYSTEMS.

## A 1000FT OVERVIEW

HOW ALL OF OUR SOFTWARE WORKS TOGETHER. A NON TECHNICAL GLIMPSE AT HOW ALL THE VARIOUS ACRONYMS AND TEAM SYSTEMS CONNECT TOGETHER

## LEADING WITH RADICAL CANDOR

BUILDING TEAMS, GIVING GUIDANCE, AND ACHIEVING RESULTS ARE THE RESPONSIBILITIES OF ANY LEADER. LEARN HOW TO GET, GIVE AND ENCOURAGE GUIDANCE AND TACKLE MANAGEMENT BUGS AS A TEAM.

## DEEP DIVE: RECO ENGINE

IN THIS SESSION WE WILL EXPLORE HOW THE RECOMMENDATION ENGINE TEAM IMPLEMENTED THE FIRST VERSION OF THE MACHINE LEARNING ALGORITHM THAT DRIVES RECOMMENDATIONS OF SIMILAR PRODUCTS TO CUSTOMERS RELATIVE TO ONE OR MORE PRODUCTS.

**3:00PM**

## AIRLINE ROUND TABLE

AN OPEN DISCUSSION WITH SOME OF OUR AIRLINE CONTACTS TO DISCUSS WHERE THEY ARE, AND WHAT'S ON THEIR MINDS FOR THE INDUSTRY'S RECOVERY AND COMEBACK.

**3:30PM**

## STAY HOME STORIES

EVERYONE'S GOT SOME STORIES ABOUT THE NEW WORK FROM HOME SITUATION. SILVER LININGS? NEW PET PEEVES? LETS CATCH UP. BYOD

# TUESDAY APRIL 14

9:00AM

## VOICE OF THE CUSTOMER

RRC WILL BE JOINING US TO TALK ABOUT THEIR EXPERIENCE WITH THE WHITE LABEL APP, AND THEIR PLANS FOR THE FUTURE.

## BUILDING A COACHING HABIT

WHEN YOU BUILD A COACHING HABIT, YOU CAN BREAK OUT OF THREE COMMON LEADERSHIP TRAPS: CREATING OVERDEPENDANCE, GETTING OVERWHELMED AND BECOMING DISCONNECTED.

## VOICE OF THE SUPPLIER

CHAT WITH MARK HALBERSTEIN, FOUNDER & CEO OF SIMPLENIGHT TO HEAR MORE FROM THEIR PERSPECTIVE.

9:30AM

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## FLUTTER

INTRO TO FLUTTER, AND AN UNDER THE HOOD COMPARISON BETWEEN CROSS-PLATFORM SOLUTIONS.

11:00AM

## VOICE OF THE SUPPLIER

CHAT WITH TIQUETS, ONE OF OUR CONTENT PARTNERS TO HEAR MORE FROM THEIR PERSPECTIVE.

## THE NEW 1 ON 1

IT'S IMPORTANT TO CHECK IN REGULARLY WITH EACH TEAM MEMBER - BUT HOW CAN YOU MAKE THE BEST USE OF THE TIME? HOW CAN YOU TURN YOUR 1 ON 1 INTO MORE PRODUCTIVITY AND COLLABORATION? WHAT DO YOU NEED TO CHANGE AS A MANAGER, AND WHAT DO YOU NEED TO ASK YOUR TEAM MEMBER TO DO DIFFERENTLY?

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1:00PM

## VOICE OF THE TRAVELLER

TRAVELLING AROUND 150,000 MILES AND VISITING OVER 20 COUNTRIES EACH YEAR, JOHNNY JET WAS NAMED ONE OF FORBES'S TOP 10 TRAVEL INFLUENCERS FOR 2017. AS THE EDITOR IN CHIEF OF JOHNNYJET.COM, HE WRITES ABOUT TRAVEL TIPS AND TRICKS INCLUDING TRAVEL DEALS, HOW TO SCORE CHEAP FLIGHTS, AND WAYS TO MAXIMIZE CREDIT CARD POINTS TO USE TOWARDS ALL THINGS TRAVEL. HE'LL BE JOINING US IN AN OPEN CONVERSATION EXPRESSING THE VOICE OF THE TRAVELLER.

2:30PM

## Q&A WITH HENRY HARTEVELDT

HENRY IS ONE OF THE TRAVEL INDUSTRY'S MOST RESPECTED ANALYSTS, IS PRESIDENT OF ATMOSPHERE RESEARCH GROUP, AN INDEPENDENT, OBJECTIVE, AND UNBIASED TRAVEL INDUSTRY STRATEGIC MARKET RESEARCH FIRM.



## 3:30PM HACKATHON PITCHES

NOT SURE WHAT TEAM YOU WANT TO JOIN FOR HACKATHON? LISTEN TO HACKATHON IDEAS, AND ASK QUESTIONS THAT WILL HELP YOU PICK WHAT PROBLEM YOU WANT TO HELP SOLVE DURING OUR GCREW HACKATHON.



# HACKATHON

## WEDNESDAY APRIL 15

**9:00AM**

**OPENING CEREMONY**

A QUICK HUDDLE TO KICKOFF THE VERY  
FIRST EVER GCREW HACKATHON

**9:30AM**

**HACKATHON BEGINS**

**5:00PM**

**VIRTUAL EVENT**

REGROUP, REFRESH, CHILL

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## THURSDAY APRIL 16

**ALL DAY**

**WORK WORK WORK**

# FRIDAY APRIL 17



10:00AM

## HACKATHON PRESENTATIONS

PRESENT YOUR TEAM'S SOLUTION! POINTS ARE BEING AWARDED, AND THERE WILL BE A WINNING TEAM ANNOUNCED!



12:00PM

## TEAM LUNCH: THEMED UBEREATS

WE'LL BE SHARING LUNCH RECOMMENDATIONS FROM GCREW FOODIES FROM DIFFERENT NEIGHBOURHOODS. KEEP YOUR EYES ON THE RANDOM CHANNEL, ON WHAT THE BEST EATS ARE IN THE CITY AND BEYOND! LUNCH IS ON US!

1:00PM

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2:00PM

## A NEW GCREW WAY OF WORKING

RETRO ON HOW THE HACKATHON WORKED, HOW ALL REMOTE IS GOING...WHAT BEHAVIOURS SHOULD WE KEEP AS THE NEW NORMAL?



3:30PM

## HACKATHON WINNERS ANNOUNCED

WINNERS WILL RECEIVE \$250 EACH TO LEVEL UP THEIR WORK FROM HOME SETUP



3:00PM

## COUCHCON 2020 WRAP UP

CONCLUSIONS, ANNOUNCEMENTS, AND NEXT STEPS. WE'LL END WITH THE RETRO OF ALL RETROS... SHARING OUR BIGGEST LEARNINGS, NAGGING QUESTIONS, AND YOUR BIGGEST TAKEAWAY FROM COUCHCON2020.



4:00PM

## VIRTUAL HAPPY HOUR

RREGROUP, REFRESH, CHILL, CELEBRATE