



The 'Inflight Sales Person of the Year' (ISPY) event has as of 1 June, opened for registration to all Inflight Retail stakeholders. The organisation behind ISPY, Travel Retail Training UK (TRT UK), reveals that, after just two days, two airlines signed up to attend with Thomson Airways confirming a delegation of 12.

ISPY 2013 which took place in Brighton in January attracted some 50 airlines, 100 of the world's best selling cabin crew and more than 40 supplier sponsors. Since then, ISPY has launched with a brand new look website www.ispy-international.com which features detailed information on every aspect of the event.

As well as the main ISPY competition there will be a new award, 'Master ISPY'. This competition is for crew members who have previously been to ISPY and are now ready to take on an Inflight Retail coaching role.

CEO Christine Martin says: "It is important for us to give the crew a chance to progress and develop their skills in order to have an even greater influence on sales for their airline.

"With regard to offering our Sponsors unrivalled value for money, we guarantee that there will be no more than four companies exhibiting from each product category and that every sponsor will see every airline delegation over the two day tradeshow.

"We protect the investment of those who invest in us by not allowing suppliers to attend in any capacity other than that of a sponsor. We have especially high expectations for the new interactive management conference, which we are sure is going to be a huge success".