



International Session: Panel & Open Discussion

*Presented by Mike Bell of Driven Worldwide (London),
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EQSL Global (Paris)*

Moderated by Colin Devine of Devine's Worldwide (Dublin)

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Session Overview:

- Panel introduction
- 3 sections to today's discussion
 1. The competitive environment today across international markets
 2. What it takes to be a credible international affiliate
 3. A future perspective for global operators
- Q&A
- Final key takeaways

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1. The Competitive Environment Today Across International Markets

- How do we compete with a global tech company in international markets?
- How are competitive forces shifting in your market and how do we fight back?
- How to differentiate your brand in a crowded market.

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2. What It Takes to Be a Credible International Affiliate

- Relationships and expectations
- Cultural differences and how to navigate them
- Local legislation and laws
- Pricing and charging policies across markets
(to include cancellation policies and local taxes)

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3. A Future Perspective for Global Operators

- The rise of “bleisure” and how to capitalize on it across markets
- Moves towards environmentally friendly vehicle options
- The need to diversify the business in this difficult time for our industry
- What do you want from a European or international association?

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