

PRESS RELEASE
May 10 2005

Technology helps travel agency find the recruitment method of the future

Independent travel agency Travel Counsellors claims to be implementing what could prove to be the recruitment method of the future.

The company – which won the Queen’s Award for Enterprise in the innovation category in 2003 – believes it may be the first in the UK to be using live webcasts to speak directly to people who have expressed an interest in finding out more about the agency, and what working for it is really like.

The company is to broadcast its second ever recruitment webcast next week (May 19), following the success of its first ever recruitment webcast earlier this year which led directly to a dozen new recruits.

Travel Counsellors developed the innovative new recruitment initiative following the success of its weekly TCTV webcast which is broadcast live over the web to its network of 500 agents throughout the UK – who are all based at home.

The 45 minute recruitment webcast– which will be broadcast live over the web from the company’s head office in Bolton – will target travel agents who are currently working on the high street or for other homeworking agencies.

Viewers can choose to watch either from the comfort of their own home – or alternatively Travel Counsellors is also sending out party packs so that its agents can host recruitment evenings in their own homes - inviting friends and former colleagues who they think may be interested in coming along to the evening.

The programme will have a relaxed ‘magazine style’ format and will explain what working from home as a travel agent for Travel Counsellors is really like. Viewers will be able to take part in a live phone in to ask questions direct to the company’s management, its current agents and suppliers. There will also be the chance to win fantastic prizes.

Travel Counsellors managing director Steve Byrne said: “Our first recruitment webcast proved that this is an excellent way of reaching exactly the right audience for our recruitment campaigns. It is possible for viewers to get far more of a flavour of the company and what working from home is all about than is possible to convey in a simple press campaign – and the fact that they sign up to watch already shows they are interested and want to find out more.”

“We are growing at a fantastic rate, have ambitious expansion plans and want more agents to join us. We would really encourage interested agents to watch our webcast next week to find out more about Travel Counsellors and the level of professional support we offer.”

A recent Travel Counsellors survey revealed that 97% of Travel Counsellors' agents would not return to the high street and 86% claim their work/life balance has improved since joining the company.

The recruitment webcast will be broadcast live over the web at 7pm on May 19.

Travel Counsellors requires that all its agents have a minimum four years experience. Agents with the necessary experience who are interested in watching the programme should contact recruitment executive Cathy Oldfield on 01204 536037 or email cathy.oldfield@travelcounsellors.com to be given the special web link to enable them to watch the show. A broadband connection is required.

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EDITOR'S NOTES: Travel Counsellors PLC is one of the UK's largest independent travel agencies with turnover at the end of its last financial year (Oct 312004) of £128 million, a 32% increase year on year. Founded by chairman David Speakman in 1994 it currently has over 490 travel agents nationwide who work from home with the support of nearly 100 staff at the company's head office in Bolton, Greater Manchester. Travel Counsellors prides itself on the exceptional levels of personal service it offers its clients, a fact that was recognised in 2003 when it received the prestigious Queen's Award for Enterprise. Travel Counsellors places all customer money in a Trust account, administered by the Barclays Bank Trust Company, which guarantees a 100% refund in the event that a supplier collapses. As well as its Personal Travel Counsellors, the company has specialist telesales, cruise and business travel divisions. It also has a sister company, Recruitment Counsellors, established in March 2003.

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