



Conference news



When a British Airways Boeing 777 crash-landed at London Heathrow on January 17 the airport's emergency services swung into action with a military precision honed over years of experience and well-rehearsed efficiency.

Thankfully, all 136 passengers and 16 crew members aboard flight BA038, inbound from Beijing, escaped with only a handful of injuries.

Heathrow's emergency teams responded instantly as the alarm was raised. But there were other key people at the airport who needed to be notified of the near-disaster; BAA, the airport's operator, needed to alert more than 100 of its senior managers who were scattered across the vast site.

Fortunately, more than a year

IMMEDIATE RESPONSE...

ago, BAA invested in a text messaging service operated by Telsolutions Ltd, of Elstree, near Watford, that proved its worth that fateful day.

Rob Perry, CEO of Telsolutions, explains: "The immediacy and responsive nature of text messaging is perfect for business critical messaging.

"What BAA needed that day was to quickly inform key managers that a major incident had occurred and instruct them to view their e-mail for more information. Within seconds of logging on and entering a user ID and password BA was able to select the appropriate distribution list, type its message and send

simultaneously as a text message directly to each manager's mobile."

Now, CiB members attending the annual national conference at Brighton in May, can see the advantages of the Telsolutions short text messaging service.

"CiB will be able to send out a welcome text and registration reminder to delegates before the conference, send a text asking for feedback on day one and give them any key information or updates," says Rob.

» Telsolutions would also welcome comments from delegates. E-mail rob.perry@telsolutions.co.uk or call 0208 387 4045.