



**Sunday, March 27, 2011**

9:00 am – 4:00 pm	<b>Fundamentals of Business Travel Management (CTE Designation Program)</b> <i>Pre-education session advance registration required by March 15 Convention Floor, Bay Room</i>
3:00 pm – 5:00 pm	<b>Conference <a href="http://www.wallstreetjournal.com">http://www.wallstreetjournal.com</a>/Registration Opens &amp; Exhibitor Set-Up</b> Convention Floor, Lower Lobby

**Monday, March 28, 2011**

7:30 am – 9:00 am	<b><a href="http://www.wallstreetjournal.com">http://www.wallstreetjournal.com</a>/Registration</b> Convention Floor, Lower Lobby
8:00 am - 8:45 am	<b>Breakfast sponsored by Concur</b> Convention Floor , Lower Lobby
9:00 am - 9:15 am	<b>Welcome/Bienvenue Opening Remarks</b> Convention Floor , Grand Ballroom Salon AB
9:15 am – 9:30 am	<b>Opening Speaker Peter Greenberg</b> <i>Sponsored by Best Western International</i> Convention Floor, Grand Ballroom Salon AB
9:30 am – 10:30 am	<b>Industry Vice President Panel Presentation - Hosted by Peter Greenberg</b> <i>Panelists: Best Western International, Enterprise Holdings, and WestJet</i> Convention Floor, Grand Ballroom Salon AB
10:30 am – 11:30 am	<b>Exhibitor Showcase Opens (<i>morning coffee</i>)</b> Convention Floor, Foyer and Grand Ballroom Salon CD
11:30 am – 12:30 pm	<b>Concurrent Education Sessions</b> Convention Floor (101)DT- Aviation 2011 Ancillary Fees, Alliances, & More (102)Spend Management: Corporate Cards-How to Optimize Program Performance (103)Strategic Meetings Management (104)Essential Tools For Change Management
12:30 pm - 1:30 pm	<b>General Session Luncheon - Dr. Sherry Cooper-Executive Vice President &amp; Chief Economist BMO Financial Group</b> Convention Floor, Grand Ballroom Salon AB
1:45 pm – 2:45 pm	<b>Concurrent Education Sessions</b> Convention Floor (105) Innovation: ETA – Extended Travel Assistance (106) Collective Buying Power (107) Strategic Meetings Management (108) Technology-Managing Extensive Changes In the Corporate Travel Industry (109) Risk Management-Risk Assessment & Analysis



2:45 pm - 3:45 pm	<b>General Session- Corporate Sustainability Challenge</b> <b>Steven Pacifico, B.Sc. (Env.) MES, Manager Sustainability &amp; Stakeholder Engagement</b> <b>The Delphi Group</b> Convention Floor, Grand Ballroom Salon AB
3:45 pm - 4:00 pm	<b>Closing Remarks</b> Convention Floor, Grand Ballroom Salon AB
4:00 pm – 6:00 pm	<b>Opening Reception in Exhibitor Showcase</b> <i>Sponsored by Egencia</i> Convention Floor, Foyer & Grand Ballroom CD
7:00 pm-10:00 pm	<b>Opening Dinner – Invitation Only</b> <b>Sponsored by oneworld and WestJet</b>

**Tuesday, March 29, 2011**

8:00 am – 9:00 am	<a href="http://www.wallstreetjournal.com/">http://www.wallstreetjournal.com/</a> <b>Registration</b> Convention Floor, Lower Lobby Level
9:00 am – 9:15 am	<b>Welcome/Bienvenue Opening Remarks</b> Convention Floor, Grand Ballroom Salon AB
9:15 am – 10:15 am	<b>General Session – Social Media Maze</b> <b>Amber MacArthur, Web Consultant, Strategist &amp; Journalist – Power Friending: Demystifying Social Media to Grow Your Business</b> Convention Floor, Grand Ballroom Salon AB
10:15 am – 11:15 am	<b>Exhibitor Showcase (<i>morning coffee</i>)</b> Convention Floor, Foyer & Grand Ballroom Salon CD
11:15 am – 12:15 pm	<b>General Session – Globalizing Business Travel <i>from the European Perspective</i></b> <b>Paul Tilstone, Managing Director NBTA Europe &amp; CEO Institute of Travel &amp; Meetings(UK)</b> Convention Floor, Grand Ballroom Salon AB
12:30 pm – 2:00 pm	<b>Conference Closing Speaker – Dr. Jay Keystone</b> <i>Lunch sponsored by Marriott Hotels &amp; Resorts Canada</i> Convention Floor, Grand Ballroom Salon AB
2:00 pm - 2:15 pm	<b>Closing Remarks</b> Convention Floor, Grand Ballroom Salon AB