



The Wharton School at the University of Pennsylvania is one of the most highly charged intellectual environments in the world and a leading provider of customized executive education programs. Wharton's academic departments have received more number-one and top-five rankings than any other business school.

In continuing its mission of providing unparalleled educational opportunities for the business travel professional, the NBTAFoundation has partnered with The Wharton School to create a new level of learning for those responsible for corporate travel decisions: The Global Leadership Professional (GLP) program. Wharton brings together some of the world's leading scholars in disciplines such as leadership, marketing, finance, and management, and has drawn in world authorities on issues such as leadership and change management, electronic commerce, entrepreneurship, strategy and ethics.

The Global Leadership Professional (GLP) program at The Wharton School is designed to provide opportunities for executive development and to engage in "deep dialogue" on major issues and dynamics affecting corporate enterprises. This program will be a resource for the entire business travel industry. The seminars and courses are not travel centric specifically, though any existing or prospective executive in the business travel field will derive benefit from it. The courses will take executives out of the business travel field to broaden their thinking and grasp of business. The program will satisfy the requirements of many corporations for upgraded education as well as training for executives in strategic thinking and management dynamics.

PARTICIPANTS

The program is designed to provide a high-level education experience to individuals in the process of growth and development within their companies. It will encompass individuals who have reached a significant executive position within their company or those who are deemed to have potential to reach that level.

Courses are open not only to individuals whose function is related entirely to travel management but also extends to others who are beyond that position, including travel managers, supplier representatives, CFOs, and purchasing managers.

COURSES

Two-Day Seminars

Two-day seminars will be held in a variety of locations in the U.S. Each two-day seminar is a focused learning experience on a specific theme, issue or business dynamic.

Five-Day Seminars

All five-day programs are held at the Steinberg Conference Center on the University of Pennsylvania campus in Philadelphia. Each five-day program is a broad-based learning opportunity. Programs will equip participants to meet the challenges of marketing, strategy and management in the corporate sphere and in travel management.

APPLICATION PROCESS

Each applicant must:

- Complete and submit application and current resume no later than three weeks prior to desired session.
- Applications must be complete to be considered.
- Payment will be due upon acceptance into the program.
- Submit application to: **NBTA Foundation**
110 North Royal Street, Fourth Floor
Alexandria, VA 22314
Phone: (703) 739-3410 Fax: (703) 739-3183

Application review:

- Applications are treated as privileged communication and are restricted to the Foundation, its staff and collateral reviewers.
- Applicant must meet Global Leadership Program criteria.
- The decision not to accept participants is within the sole discretion of the Foundation.

SELECTION

Attendance to the Global Leadership Program will be granted based on the following standards:

Minimum Requirements:

- 7 years professional experience
- College degree (*will consider combination of college and professional experience*)
- Supervisor recommendation
- Resume

Other Considerations:

- Value of the experience to individuals in or related to, or significance to corporate enterprise and travel management.
- Education background and stature within their company.
- Scope of individual's responsibilities within their company.
- Potential growth of the individual as an executive.
- Awards and distinctions.

TUITION & FEES

| | |
|--|--|
| Two-Day Session | (a \$4,100 value as compared to similar Wharton programs) <i>Includes tuition, materials and most meals. Does not include accommodations.</i> |
| NBTA Member (Includes NBTA Affiliates) | \$995 |
| Non-NBTA Member | \$1,950 |
| Five-Day Session | (a \$8,750 value as compared to similar Wharton programs) <i>Includes tuition, materials, meals, and lodging.</i> |
| NBTA Member | \$4,995 |
| Non-NBTA Member | \$6,500 |

GLOBAL LEADERSHIP PROFESSIONAL PROGRAM



| | |
|----------------|-------------|
| Name: | Title: |
| Employer: | Telephone: |
| Address: | City/ST/Zip |
| Email Address: | |

| | |
|--|---|
| <input type="checkbox"/> February 21-26, 2010 <i>Essentials of Management: Mastering Core Business Concepts</i> The Wharton School – Philadelphia Competency: Management | <input type="checkbox"/> September 8-10, 2010 <i>Managing Uncertainty</i> NBTA Europe Conference Lisbon, Portugal Competency: Management/Leadership |
| <input type="checkbox"/> May 2-4, 2010 <i>Marketing Metrics</i> The Wharton School – Philadelphia Competency: Marketing/Finance | <input type="checkbox"/> October 3-5, 2010 <i>Globalization & Global Strategy</i> Los Angeles, CA Competency: Management |
| <input type="checkbox"/> August 7-8, 2010 <i>Effective Leadership through Stronger Relationships</i> NBTA Annual Convention – Houston Competency: Leadership | <input type="checkbox"/> November 7-9, 2010 <i>Scenario Planning & Critical Thinking</i> New Orleans, LA Competency: Management |

| Tuition & Fees | NBTA Member (Includes NBTA Affiliates) | Non-NBTA Member |
|--|---|-----------------|
| Two-Day Session *Includes tuition, materials and most meals. Does not include accommodations | \$995 USD | \$1,950 USD |
| Five-Day Session *Includes tuition, materials, meals and lodging | \$4,995 USD | \$6,500 USD |

Credit Card Payment: Visa American Express MasterCard Diners Club Scholarship

| | |
|-------------------|-----------------------|
| Card Number: | Expiration Date: |
| Cardholders Name: | Cardholders Signature |
| Billing Address: | Billing City, ST, Zip |
| Phone: | Total Amount Charged: |