



PRESS RELEASE

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NBTA Europe Moves Into New Dimension

New Approach to Conference and Newly Formed Partnership Demonstrates Fresh Approach

NBTA Europe, Europe's largest buyer-led business travel and meetings network has announced, on the last day of its conference in Lisbon, the dates and theme for its 2011 conference. The "**3rd Dimension**" is to be held on 12th – 14th September in Europe in 2011 in partnership with its European association partners. The location is still to be confirmed.

The **3rd Dimension** seeks to bring content and participants from other business travel programme stakeholder groups – HR, Legal, Finance, Communications – to the event to provide an all-encompassing support programme for corporations which invest heavily in travel. The network intends to build Europe's first ever business travel event designed to allow the corporate stakeholder groups to engage and benchmark with their direct peers from other companies.

Speaking about this new approach, Caroline Strachan, Global Category Leader for AstraZeneca and Chairman of the NBTA Europe Advisory Board, said, "***There are many stakeholders involved in delivering a safe, efficient and productive travel & meetings infrastructure in any organisation. It is obvious to me that if we, as the business travel community, could get a wider reach across all functional areas in any business there could be added benefit for the corporate and potential incremental revenue for the supplier. I see great opportunity to connect a wider peer group to help reach an organisation's specific goals, whether that's for example, cost reduction, employee wellbeing or indeed both.***"

The network also announced an exclusive partnership with i-mobility management, a new media platform created as a support system for international operating corporations who buy and manage business travel, fleet, meetings & events and alternative technologies. In the words of Caroline Thonnon, Editorial Director, "***i-mobility management is about shaping the future Corporate International Integrated Mobility Management Approach and helping corporations to define and implement a mobility management strategy. Understanding when people need to move or not. This is about deciding when face-to-face is most valuable, understanding why***

people travel the way they do and then applying the most efficient means to get the most for your business.”

Commenting on the partnership, Paul Tilstone, Managing Director of NBTA Europe, said, ***“This is the first time any publication has taken a rounded look at travel and meetings in a strategic fashion and with NBTA Europe’s approach and its management of our CSR programme, ICARUS, it seemed a natural and exciting fit.***

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About NBTA Europe

NBTA Europe is the only buyer-led business travel and meetings industry network across Europe. The network is part of the National Business Travel Association (NBTA), the world’s premier business travel and corporate meetings organisation, with a role to lead debate, networking, education, advocacy, events and innovation in the business travel and meetings sector. NBTA Europe represents more than 2,000 regional corporate and government travel and meetings managers, as well as travel service providers. Members of the network collectively manage and direct more than €100 billion of global business travel and meetings expenditures annually on behalf of more than 3 million business travellers within their organisations.

NBTA Europe is powered by the Institute of Travel & Meetings (ITM).

For more information, visit www.nbtaeurope.org

About i-mobility management

i-mobility management is new international media platform (magazine, website, newsletters and events) that will help high level international decision makers to evolve from fleet, travel and meeting management to mobility management.

i-mobility management is a product of MMM Business Media International (editor of Fleet Europe). The magazine will reach more than 10,000 European decision makers and will focus on top HR, Finance and Purchasing functions, as well as fleet, travel and meeting managers. The editorial focus will be on cost optimisation, innovation & smart technology, best practices sharing, international management & processes and Corporate Social Responsibility.

For more information, visit www.i-mobilitymanagement.com

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