

The Transformation of the Travel Buyer

Start Date: Sep 10, 2019 2:00 PM

End Date: Sep 10, 2019 3:00 PM



The Transformation of the Travel Buyer – Discover, Discuss and Prepare for the Future!

Tuesday, September 10th

2:00 pm ET60 minutes

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The role of the travel buyer is constantly changing, with travel buyers now taking on responsibilities that extend far beyond travel management. But how are travel buyers adapting to this shifting landscape? Building on 2019 research from Cvent and GBTA, this webinar explores some of the biggest factors impacting the travel buyer role today, how travel buyers are reacting to these influences, and what strategic choices can be made to prepare your travel program for the future.

At the end of the session, participants should be able to:

Understand how changing workforce demographics are impacting the travel buyer role

Identify technology advances that are driving industry change

Address mis-alignment in the industry by adapting to key drivers of change

Presenters:

Ginna Tucker
Sales Executive, Business Transient Technology