Roles & Responsibilities
Volunteer Opportunities 2021 / 2022

GBTA Canada

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Section 1: GBTA Canada Advisory Board

The purpose of the Advisory Board is to be a Buyer-led, volunteer group comprised of key individuals who have proven their enthusiasm, expertise and active involvement in GBTA Canada. The Advisory Board will be comprised in greater share Buyers, then Suppliers, to represent the interests of the Canadian business travel community. The Advisory Board will provide insights and guidance to the Canadian Regional Vice President in developing the strategic direction for GBTA Canada.

Title A: GBTA Canada Advisory Board Chair

The role of the GBTA Canada Advisory Board Chair is to lead the Canadian Advisory Board during meetings and be the main point of contact with GBTA Canada’s Regional Vice President and any appointed GBTA Canada staff or contractors.

He/she is paramount to liaising with the Advisory Board Members and the Regional Vice President in establishing the direction of GBTA Canada, undertaking a public representational role (with potential reference in press), being visible in events in Canada and by presenting an introductory speech where possible.

In addition, the Advisory Board Chair shall ensure that the Advisory Board, Committees & Taskforces represent the interests of the Canadian business travel community and GBTA Canada buyer members, in particular, in the final guidance provided by the Canadian Advisory Board to the GBTA Board of Directors and GBTA Canada Regional Vice President.
The Advisory Board Chair needs to be an active BUYER Member of GBTA Canada, and hold a decision-making role within their employing organisation. He/she should have the full support of the employing organisation to act as the GBTA Canada Advisory Board Chair and to fulfil the responsibilities and commitment as set out below.

The title does **not** carry legal director responsibility.

**Advisory Board Chair Responsibilities**

- Speech at 2-3 Canadian events per annum, representing the voice of the Advisory Board & the Buyer members
- To attend and chair all Advisory Board conference calls, bi-weekly to monthly, and approximately four half-day meetings (which will be planned to coincide with annual events).
- Represent GBTA Canada as the head buyer and, where possible, agree to reference in that capacity in press interviews.
- Maintain regular call contact with the GBTA Canada Regional Director and other GBTA Canada appointed staff to discuss any issues in implementation of strategy. Scheduled one-to-one calls will be limited to 60 minutes, twice per month, or as additionally agreed to. Further calls may be held on an “as needed” basis, as determined by the Advisory Board Chair and GBTA Canada Regional Director.
- To act as an ambassador to proactively promote GBTA to potential members and sponsors and assist in membership growth strategies.
- To attend GBTA Canada’s Conferences, as a key representative for GBTA Canada as assigned.
- The length of service shall be a 2-year appointed term, with the potential for an additional 2-year term to support the continuity of volunteer leadership in the region.

**Title B: GBTA Canada Advisory Board Member**

The role of each Advisory Board Member is to represent the interests of the Canadian business travel community and GBTA Canada members in the final guidance provided by the GBTA Canadian Advisory Board to the GBTA Canada Regional Vice President.

The Advisory Board Member needs to be an active member of GBTA Canada and hold a decision-making role within their employing organisation. He/she should have the full support of the employing organisation to act as a GBTA Canada Advisory Board Member and to fulfil the responsibilities and commitment as set out below.

The title does **not** carry legal director responsibility.
Advisory Board Member Responsibilities

- To attend all GBTA Canada Advisory Board conference calls, monthly and approximately 1-2 full-day in-person meeting annually.
- To act as an ambassador to promote GBTA to potential members and sponsors and assist in membership growth strategies.
- To provide guidance on membership strategy, content, themes, and membership value and expansion to GBTA Canada via the GBTA Canada Regional Vice President.
- To serve as a Lead, as appointed, to carry out duties as required to facilitate and support initiatives and volunteer groups.
- To attend at minimum the GBTA Canada conference in Toronto annually, and where possible attending other GBTA Canada conferences or events, to act as a key GBTA Canada volunteer representative and provide support as assigned.
- The length of service shall be a 2-year appointed term, with the ability for renewing service to support volunteer continuity in the region, at the discretion of the Regional Vice President, GBTA Canada.
- Must hold a valid, active GBTA membership for the duration of the term.
- Advisory Board members may not hold similar volunteer positions with any organization deemed to be of competitive nature to GBTA during the agreed term of service.
- Advisory Board members may not speak at, represent, nor advocate for any organization deemed to be of competitive nature to GBTA and/or its event during the agreed term of service.

Please note:
Regular and on-going attendance on the Advisory Board calls is a necessity. While it is understood that from time to time, Advisory Board members may not be able to attend a scheduled call, it is requested that members advise either or both the GBTA Regional Vice President and/or the Chair of the Advisory Board, of any absence. If there is a consistent absence of four consecutive Advisory Board calls, particularly without sufficient notice, Advisory Board members risk their future involvement on the Advisory Board.
Section 2: GBTA Canada Committee Member

The role of each Committee Member is to represent the interests of the Canadian business travel community through subject matter expertise of broad industry issues relating to the committee category. The Committees are separated by industry segments according to the relevance in the Canadian marketplace. Each Committee, Chair & Vice-Chair will be guided by the GBTA Canada Advisory Board Liaisons and will ultimately comply with the strategic direction determined by the GBTA Canada Advisory Board and Regional Vice President.

The Committee Member, Chairs & Vice Chairs need to be an active member of GBTA Canada and hold a decision-making role within their employing organisation. He/she should have the full support of the employing organisation to act as a GBTA Canada Committee Member and to fulfil the responsibilities and commitment as set out below.

The title does not carry legal director responsibility.

GBTA Canada Committees:
- Accommodations Committee
- Meetings Committee
- Risk Committee
- Transportation Committee (air, ground, rail)
- Technology Committee

Title A: Committee Chair and/or Vice-Chair Responsibilities:
- Facilitate the development of the Committees goals and objectives for the following calendar year including any deliverables and dates if possible.
- Plan a tentative calendar of meetings and conference calls at least six months in advance with confirmation of meetings 14 days in advance.
- Plan & distribute the meeting details and agenda in advance.
- Send an email notification / calendar invitation to all Committee Members of pending meetings or conference calls.
- Assign a member of the Committee to take minutes for each meeting or conference call (this may rotate within the Committee). All minutes must be sent via email to the GBTA Committee Liaison within one week of the meeting or conference call.
- Communicate with the GBTA Committee Liaison on a monthly basis.
- The GBTA Canada Committee Liaison will provide new Chairs and/or Vice-Chairs with orientation.
Title B: Committee Member Responsibilities:

- Attend scheduled conference calls and/or meetings
- Contribute and takes ownership of tasks delegated by Chair and /or Vice Chair
- Fulfil assigned activities related to delivering four annual projects for GBTA Canada.
  Annual Projects include:
  - One Education Session for GBTA Conference – Toronto
  - One Education Session for GBTA Western Canada Conference – Calgary
  - One GBTA Canada Webinar Presentation
  - One Direct Talk Buyer Only Virtual Presentation
- Lend expertise and support to the association’s initiatives, programs and operations.
- Attend GBTA Canada Events, where possible and support onsite volunteer requirements
Section 3: GBTA Canada Taskforce Member

The role of each Taskforce Member is to represent the interests of the Canadian business travel community through focused segmentation via the designated taskforces. These taskforces will be structured according to the needs of the Canadian marketplace, GBTA Canada’s growth requirements, and designated to the specific GBTA Canada annual events. Each taskforce will be guided by the GBTA Canada Advisory Board Leads and will ultimately comply with the strategic direction determined by the GBTA Canada Advisory Board and Regional Vice President.

The Taskforce Member needs to be an active member of GBTA Canada and hold a decision-making role within their employing organisation. He/she should have the full support of the employing organisation to act as a GBTA Canada Taskforce Member and to fulfil the responsibilities and commitment as set out below.

The title does not carry legal director responsibility.

Taskforce Member Responsibilities

- Pre-identified event-based taskforce participation.
- To attend all GBTA Canada event specific taskforce conference calls within an approximate duration of 4 months of service.
- To act as an ambassador to promote GBTA to potential members and sponsors.
- To participate in the designated taskforces, contribution to the growth strategies, development, content, delivery and execution.
- GBTA Canada 2021 Taskforces include:
  - GBTA Canada Conference Taskforce
  - GBTA Western Canada Conference Taskforce
- The length of service shall be approximately 4 months within the event year.
- Taskforce members MUST hold a valid and paid GBTA Canada membership for the duration of their term.
- Taskforce members may not hold similar volunteer positions with any organization deemed to be of competitive nature to GBTA during the agreed term of service.
- Taskforce members may not represent, nor advocate for any organization deemed to be of competitive nature to GBTA and/or its event during the agreed term of service.
Section 4: Buyer Champion

The role of the Buyer Champion is to represent the interests of GBTA Canada’s Direct / Buyer Members in the respective region of Eastern or Western Canada, within the Regional Direct Talk Groups. The Buyer Champions will fulfill a 2 year term, and will organize and facilitate the Regional Direct Talk Group calls, on a regular basis, as determined by the market needs. Each Buyer Champion will be guided by the GBTA Canada Advisory Board Leads and will ultimately comply with the strategic direction determined by the GBTA Canada Advisory Board and Regional Vice President.

The Buyer Champion needs to be an active Direct / Buyer member of GBTA Canada and hold a decision-making role within their employing organisation. He/she should have the full support of the employing organisation to act as a Buyer Champion and to fulfil the responsibilities and commitment as set out below.

The title does not carry legal director responsibility.

Buyer Champion Responsibilities

- This volunteer position will co-lead, with a partner Buyer Champion, monthly or quarterly (as determined by market needs) Direct Member (buyer-only) calls for the Eastern or Western Canada region.
- Work with the GBTA Canada Committees, organizing discussion topics and source subject matter experts relevant to the content.
- Develop a network of fellow buyers in your respective region on behalf of GBTA Canada to promote the Regional Direct Talk Buyer Only calls as a member offering.
- Arrange logistics of the Regional Direct Talk calls, including sending calendar invites, coordinating presentations, requesting and vetting buyer-lists, updating and communicating to GBTA Canada invalid contacts or requests for removals, taking notes/minutes when necessary, responding to buyer questions or requests, and other duties as required.
- Proactively inviting non-member buyers for trial participation and following up with feedback to encourage membership and involvement with GBTA Canada.
- Represent GBTA Canada as a volunteer champion & advocate, supporting event requirements as necessary.
- Work with Eastern & Western Canada co-champion to provide regular updates to the Advisory Board Lead on quarterly Direct Talk Buyer Only calls for the assigned region.
Section 5: General Volunteer Terms

Remuneration:
All roles identified above carry no remuneration and are on a voluntary basis only. Expenses incurred as a result of undertaking the role are at the expense of the volunteer or volunteer’s company, unless pre-determined with approval by the GBTA Canada Regional Vice President. Membership fees and event registration fees are at the expense of the volunteer. There is no travel and expense reimbursable.

Benefits/Organizational ROI:
Most of the returns of becoming an Advisory Board Chair, Advisory Board Member, Committee or Taskforce Member are in the experience gained in terms of personal career development. From strategic discussion and taking an industry leadership role, to developing a greater network of contacts, and raising one’s personal professional profile, advisors benefit from the time they put in. Employers of the volunteer’s also gain benefit from heightened company name exposure and enhanced visibility through the volunteer’s actions. Advisory Board members are required to attend and play an active role at the GBTA Canada Conference and Western Canada Conference.

Change of Job / Loss of Job:
If a volunteer for any Advisory Board, Committee, or Taskforce has a job change or loss, but is still within the travel industry, the member may remain as a volunteer until completion of the term. If a member has a job change outside of the travel industry, the member may remain as a volunteer at the discretion of the Regional Vice President, GBTA Canada and the Chair of the Advisory Board.

Multiple Member Volunteers from the Same Company:
There shall be only one member per company per Advisory Board, Committee, or Taskforce. If this occurs due to a job change, the GBTA Canada Advisory Board Chair in consultation with the Regional Vice President, GBTA Canada have 90 days to determine which member will remain in the volunteer capacity.

Appointment:
The GBTA Canada Regional Vice President can appoint specific individuals of their choice to the Canadian Advisory Board, Committees & Taskforces through a co-opt method or ask for nominations and then interview candidates. In the case of the latter method, the Canadian Regional Vice President retains the right not to shortlist nor select candidates who they believe are working with a conflict of interest, such as seeking sponsorship, holding Director posts or other strategic roles in other competing and/or industry related associations, or creating products and services such as forums, events, research, etc., in competition to GBTA and GBTA Canada.