



Education Sessions

Sorted by Track

Accommodations

Convergence 2024 – How to Leverage ALL Your Hotel Segments During Negotiations

Room rates are on the rise. CFOs are putting more scrutiny on lodging allocations. Hybrid work policies are driving more collaborative events and simple meetings. How can buyers in this environment mitigate rate increases while also prioritizing the security, sustainability and satisfaction elements they need to bake into their supplier agreements? This session will include tales from buyers on how they collected and leveraged data from all segments – transient, meetings and extended stay – to showcase their value to the hotel community and arrive at fair contracts that benefit travelers and management. Learning Objectives: Provide fundamental understanding of what convergence is and why this tactic makes sense for hotel procurement exercises. Keys to marrying transient and meeting volume AND leveraging the latest refined automation to illustrate that data properly to hotel sales. Receive 5 tangible steps to put into practice immediately after convention, regardless of program size.

Extended Stay Accommodations: Navigating This Crowded Space to Have a Better Experience

Companies are dealing with increased employee mobility and demand for extended stay accommodations. This has led to a crowded marketplace with many new providers, creating confusion in decision-making. Learn from corporate travel managers and mobility experts on how to review offerings, ensure duty of care, and prioritize ESG, costs, payments, and availability. Providers will also offer insights. Learning Objectives: How to evaluate providers for duty of care, ESG support, rates and payment How the experience varies amongst the providers and when to select the best one for the mission of the employee Analyze extended stay options for duty of care, ESG and cost to optimize the employee experience

Fragmented Accommodation and the Evolving Needs of Business Travelers

An uptick in demand for unconventional accommodation is leading to new challenges, including increasingly fragmented content and a variety of content sources, channels, and booking tools. In this panel discussion, we'll chat with seasoned travel buyers and suppliers about the latest trends, what can be negotiated vs shopped, and, if it is possible to deliver a consistently good experience in what is still a largely unregulated and untested environment. We'll touch on evolving travel policies to include remote work, workcations and leisure, accessibility, and flexibility. Through assessing an organization's data and booking behaviors and anticipating traveler needs, we'll share insights on what you can do to make it easier for your team to find – and book – safe, suitable and enjoyable stays while remaining in-policy. Learning Objectives: Understand new travelers' needs and corresponding trends in the accommodation industry. Aligning policies with traveler needs - how do we balance company goals with traveler needs? How to balance cost control, traveler safety and employee experience in a largely unregulated environment

Hotel Sourcing Season 2024 – What Lies Ahead?

After a turbulent year in hotel sourcing, this buyer-moderated panel of business travel experts discuss the lessons learned from the past sourcing season and what to expect for 2024. This session allows both buyers and

suppliers to walk away with a more robust understanding of where corporate pricing, distribution and the industry overall is heading in 2024. Learning Objectives: Build understanding of business travel market dynamics that are impacting the sourcing cycle Gain insights from the 2023 sourcing season Learn about new business travel sourcing trends in accommodations and its impact on contracting season 2024 Brought to you by the GBTA Accommodations Committee

Level Up Your Hotel Supplier Relationships: Creating Balanced and Structured Strategic Partnerships

Is your supplier relationship really strategic and balanced? Hear from travel program managers and hoteliers who have built best in class relationships - Building balanced programs with their suppliers that hold both sides accountable to drive program performance and success. From developing KPIs and agreed metrics for success to scorecarding and structured business reviews, the panel will share best practices and insights. Learning Objectives: Learn the value of building a strategic supplier management program Understand key metrics and scorecard best practices Walk away with a basic template to start developing your own strategic supplier management program Presented by the GBTA Accommodations Committee

Career & Professional Development

Getting to Yes: Why True Negotiating Skills Separate the Good from the Great

Negotiating is a part of our every day life as buyers and suppliers. We often get fixated on one or two things in these negotiations, and more frequently than not, there is a winner and a loser in this situation. However, some of the most strategic negotiators prioritize creating value over winning in order to find the most mutually beneficial outcome to all parties. In this session, we will facilitate a real time negotiation and use this exercise as the basis for our discussion on core negotiating skills, terms, and strategies. Ultimately, we will map textbook proven negotiating methodologies to real-life situations we encounter in our roles as travel professionals every day. Learning Objectives: Understand foundational negotiating tactics to leverage in day-to-day situations Strategically position your program for success by understanding your zone of agreement Learn when to walk away because there is a better alternative to the negotiated agreement

Purpose and Values - Determining your Foundation for Growth

While many people can explain what they do and how they do it, it's not often we take time to think about why. We are living in a more purposeful era when it comes to work, with a stronger desire to conduct meaningful work that has an impact. In this workshop, we will lay the foundation as each person will create their purpose statement, identify their core values and then discuss how we can use these to motivate and guide careers. Come ready to find inspiration in your business travel career! Learning Objectives: Create a purpose statement that details the 'why' of your work Determine the 2-3 values that guide your decisions Describe the next steps you will take to incorporate your purpose and values into your career

Data Analytics & Distribution

Air Distri-CONFUSION? Distribution Strategies for Today and the Future Landscape

Is your head spinning when it comes to airline distribution NDC? Direct Connect? Even the most experienced of travel managers can find it confusing. We'll clarify what Air Distribution looks like in 2023, uncover the different strategies being taken by airlines and hear from experts and buyers on how they are managing this. The goal is to provide attendees a clear understanding of what airline distribution is, the typical terminology/lingo used right now, what are the different strategies currently being undertaken, and how travel buyers can integrate Airline Distribution in their travel program. Learning Objectives: Gain a clear understanding of what airline distribution is Understand the terminology/lingo used surrounding this topic Learn the different airline distribution strategies

in the marketplace and different options to integrate into your travel program Presented by the GBTA Aviation Committee

C-Suite Conversation on NDC – From Turbulence to Transformation

Nearly eight years after the first set of official standards were released, New Distribution Capability (NDC) has taken flight and is readying for the mainstream. Take a seat around the board table as top industry executives discuss how the roll-out of NDC is impacting their brands, their products, their customers, and the travel ecosystem at large.

Taking NDC from Theory into Practice

The story you've been waiting for is finally here: a tale of successful NDC integration. It's not just conjecture anymore, it's a reality, and we want to tell you all about it. This is the story of how a client, TMC, airline, and OBT came together for a ground-breaking pilot that may finally unlock the true potential of NDC. You'll hear how the strategic partnership resulted in essential integrations that enabled NDC content, such as negotiated bundles, to be delivered to travelers, including servicing and duty of care solutions that ultimately paved the way for an exciting future. Learning Objectives: Explore the current state of NDC readiness in OBTs and the pros and cons of incorporating it into your program. Understand how NDC changes your partnerships with preferred airlines Learn what it takes to realize it's potential through the lens of a real-world pilot

The Great Channel Throwdown: Omnichannel vs Single Channel

Should travelers book where they want or be forced to use the booking tool? This session brings together three disputants: the single channel loyalist, the omnichannel advocate, and the moderate in between. We'll examine single-channel realities—costly direct-connects and fickle supplier strategies. And we'll study omnichannel impacts—lack of comparison leads to higher cost. Who wins? You decide. Learning Objectives: Evaluate the various approaches to travel policy Weigh the effectiveness of each side's philosophy Analyze the ways in which the current travel landscape hurts or hinders policy flexibility

Unexpected Lessons that We've Learned from Travel Data

There is a saying that goes, "the numbers don't lie," and that rings true for your travel program, too. There are many long-held beliefs and practices in travel that when you look at the data, actually don't make very much sense. In this exciting session, we'll explore several unexpected lessons that we've learned from years of analyzing travel data across different industries. We will take you through several real-life scenarios where the data told us a different story than we expected. Our goal is to challenge you to stop making assumptions and use first and third-party data to drive your decision-making. Learning Objectives: Learn how to prove everything with data - don't make assumptions Identify the areas where you can take a look at your program or your own data Understand the importance of bringing in third party data when assessing your program

What is Program Leakage and How Much Does it Really Matter?

For years Leakage elimination has been one of the core goals for many, if not most travel teams. Leakage - that is, where there is clearly spend showing in the financial data but little detail on what the spend was because of a lack of detailed booking data has many impacts. From limiting the ability to leverage volume in sourcing activities, to opening up avenues for policy evasion and even fraud, leakage is a barrier to insight as much as it is a policy breach in itself. Recent technological innovations have allowed the lid to be opened on this area, enabling you to shine a light on this leakage. From program configurations to post-fact data integrations, there are several ways to start to learn more about leakage than just the raw financials, who is doing what in your program, and why? Learning Objectives: What program leakage is and why it occurs How to understand from data what is happening How to address leakage, or make it irrelevant (with real-world examples)

GBTA Programs

GBTA GLP Designation Cohort: Flip the Script on Your OBT

In this session you will hear from a buyer, a Travel Management Company (TMC), and an Online Booking Tool (OBT) provider and the alternative approaches they have taken and/or would recommend when looking to procure an OBT. This session will also cover a new sourcing guideline prepared by the GBTA Global Leadership Program (GLP) designation cohort. The guideline is an update to the current NBTA 2012 RFP questionnaire and include updates from multiple sources and OBT RFPs submitted between 2021 through 2023. Learning Objectives: Develop an understanding of new and alternative approaches to sourcing online booking tools Empower attendees with an updated guideline to ask informed questions when sourcing for an online booking tool How to identify and select an online booking tool that will best fit your company's program

GBTA Around the World - APAC

The "GBTA Around the World" series will cover marketplace updates in each region, related to the biggest challenges and emerging solutions, the evolution of the distribution landscape and the increasing requirements around sustainability. If you are sending business travelers to APAC, this is your chance to interact with regional experts who will provide critical updates and answer your specific questions, in a peer to peer discussion format.

GBTA Around the World - Canada

The "GBTA Around the World" series will cover marketplace updates in each region, related to the biggest challenges and emerging solutions, the evolution of the distribution landscape and the increasing requirements around sustainability. If you are sending business travelers to Canada, this is your chance to interact with regional experts who will provide critical updates and answer your specific questions, in a peer to peer discussion format.

GBTA Around the World - Europe

The "GBTA Around the World" series will cover marketplace updates in each region, related to the biggest challenges and emerging solutions, the evolution of the distribution landscape and the increasing requirements around sustainability. If you are sending business travelers to Europe, this is your chance to interact with regional experts who will provide critical updates and answer your specific questions, in a peer to peer discussion format.

GBTA Around the World - LATAM

The "GBTA Around the World" series will cover marketplace updates in each region, related to the biggest challenges and emerging solutions, the evolution of the distribution landscape and the increasing requirements around sustainability. If you are sending business travelers to LATAM, this is your chance to interact with regional experts who will provide critical updates and answer your specific questions, in a peer to peer discussion format.

GBTA Ladders: Cultivating the Next Generation of Global Travel Leaders

Are you looking for ways to elevate your career? Grow your global network? And drive real industry change? Join this session and learn how GBTA Ladders, a unique team-based mentorship program, can accelerate growth and development for you or members on your team. The program is designed to drive connection and collaboration across the industry, and welcomes industry vets and rising stars alike. And once you've heard all about the program, you'll get to experience it in action. Hear the Season 9 winning team present their take on the season theme, 'Get inspired: Looking beyond travel to drive change.'

Human Resources & Stakeholder Management

DIY: Audit Your Program Like a Pro and Prove Your Value

Wondering how you can prove your value and your travel program's value? Learn how to DIY: Do It Yourself and perform your own audit of your company's travel program. We'll discuss creative ways that get the attention of your boss to prove all that your program brings to the company and where you could go if you were given a little more support. This session is good for your job security and your company's experience while traveling and even the most experienced travel buyers can learn from this!

Don't Leave Non-Employee Travelers in the '90s

Roughly 10-15% of company travel is classed as "non-employee." Think contractors, consultants, recruits, VIPs. They book travel manually and get reimbursed manually. This session examines industries with the highest rate of non-employee travel, like pharma, sports, media and tech. Plus, it looks at challenges of supporting this segment and what fixes exist, from HR strategies to adaptive tech. Learning Objectives: Evaluate the risks of overlooking the cost and duty of care requirements for non-profiled travel Analyze the various approaches and/or solutions that exist to manage non-profiled travel Collect stories or best practices from peers that serve as guide for your own approach to managing non-profiled travel

How Can Travel Providers and Suppliers Attract Professionals into Travel?

Recruitment and retainment are top of mind affecting service delivery and ensuring a strong future. Whether you are a buyer, supplier, or technology provider, we are all feeling the squeeze. In this lively panel discussion, we will cover attracting new talent, growing new entrants into the next generation of leaders, and welcoming and growing under-represented communities into travel careers. Learning Objectives: Get new ideas to attract new talent Represent marginalized groups Grow new entrants into leaders

How to Boost Traveler Happiness Without Breaking the Bank: Using Data to Maximize Your ROI

Improving the traveler experience is easy to do with unlimited funds: fly first class, stay in expensive hotels, and the like. But how to judge what improvements give the biggest bang for the buck? What choices gain the most improvement in the traveler experience at the lowest cost? How can satisfaction increases be measured against the costs of these improvements? And what choices are best at increasing happiness, what are the lowest cost choices, and what are the best value choices? Mapping the above with company culture assessments (also done in this research study) will allow buyers and suppliers to better understand tools for keeping/retaining talent, easing traveler stress, deeper partnership, the value of loyalty status with company relationships. Join us to learn the cost and ROI of each improvement, based on brand-new, never before seen research. Learning Objectives: Understand how to gauge internal culture to set the framework for happiness model ROI. Analyze traveler happiness improvements by category (pre-trip, on-trip, post-trip) to select the most impactful changes and their related returns. Understand a variety of improvement ideas (and costs) with the current systems that can be utilized immediately for improvement, culminating with a take-away model for all to use

Inclusive Travel for People of All Abilities

According to a recent GBTA study, only 20% of business travel managers say they have clearly defined processes or resources that are largely effective for employees with disabilities. DEI statements often state that all employees will be included, yet many employees with disabilities continue to encounter accessibility barriers during their business travel. This population is not a small one. According to the US Census, twenty percent of the population has a disability which makes it the largest minority group in the US. In this presentation, audience members will gain a better understanding of the disabled traveler and what makes a trip accessible.

They will discover key accessibility concepts including the Three Pillars of Accessible Travel and the Five Requirements for Effective Accessibility Information. Learning Objectives: Understand the disabled traveler, their travel experience, and their psychology Discover key accessible travel concepts Learn how business travel managers can better serve travelers with disabilities

Managing The CFO Who Wants To Cut Travel

Like it or not, many CFOs will look at cutting travel budgets in 2024. Now is the time to bring CFOs and other stakeholders a compelling strategy for traveling for the right reasons. Learn how to change the conversation from cost-savings to value creation using language that CFOs love – with hard numbers to back you up. Learning Objectives: Pre-empt a "cut costs" with a "grow value" strategy. Identify essential elements of a travel strategy designed to achieve key goals. Showcase travel's quantified value and ROI.

Measuring Success – It's a Matter of Perspective

To evaluate the success of a travel program, we must consider everything from traveler experience to organizational priorities, which are shifting in an age of responsible business. Traveler and organization success is interconnected and drives enterprise-level outcomes. Join the panel to understand what success looks like for different stakeholders of an organization and how to better measure it. Learning Objectives: Transform your outlook on what success looks like for business travel in 2023 Demonstrate what the success factors are for all your business stakeholders Explore tools and processes to ensure success is visible and measurable for all

Operate from Anywhere: Hybrid Work is Here to Stay - What Does This Mean for Travel?

Today's distributed teams are using tools to collaborate, conducting business from their homes and coming together with coworkers, customers and partners in new ways, virtually and in person. In this session we discuss how companies can make planning, booking and expensing travel actually enjoyable so employees can come together easily, with the speed, efficiency and great experiences they deserve. Learning Objectives: Transform how they think about the role travel plays in getting work done on a global scale Boost business efficiencies with travel/finance tools Reshape the way we plan travel for group events

Protecting the LGBTQ Mobile Workforce

The old approach that all travelers were the same is no longer relevant as we see the demographics of traveler populations change. Supporting this diverse population is now a major part of an organization's Duty of Care. Our new generation of business leaders should be aware of the risks they face by openly identifying as a member of, or accepting of, any part of the diverse community because the modern worker can suffer emotionally and physically, especially when traveling abroad. This presentation will help attendees understand the challenges that LGBTQ travelers face, and how to educate and prepare them in the legal and social nature of destinations prior to travel. Learning Objectives: Understand challenges that members of the LGBTQ community face and offer equal treatment to staff who are part of this community. Offer LGBTQ-specific considerations in your travel risk program. Educate managers and your mobile workforce with travel risk programs that are updated every year.

Social Capital – Why Does It Matter, and What Is Your Role in Driving Success?

In the new world of work, maintaining social capital is becoming a strategic priority – and an area where travel and meetings can play a critical enabling role. Social capital is the set of networks and interactions that enable people to work together, and effectively achieve goals and positive outcomes. It is the fabric that creates cohesion internally and underpins successful business relationships externally. It builds trust, strengthens relationships, collaboration, reciprocity, and supports wellbeing. Social capital is strongly linked to travel & meetings: we are all in the connections business – companies increasingly understand how bringing people together drives innovation, engagement, loyalty, productivity. Learning Objectives: Understand opportunities

to grow social capital using travel and meetings Identify and implement metrics to measure, track and report on social capital Define how T&M programs can drive customer/employee value proposition

Speak Your Traveler's Language: Create Exceptional Traveler Journeys From Feedback

Artists and storytellers create using input collected from things that are compelling and important. For travel managers, creating exceptional traveler journeys is the same and comes from collecting input from your travelers. But how do you turn survey data into a compelling story for your travelers? In this hands-on workshop, we'll start by introducing the concept of analyzing survey results so participants have a clear understanding of where to start. Then, we get to work. We'll break into smaller groups to create ideas for change based on data for each segment of the traveler journey, and then bring all participants together again to build unified, consistent plans. Learning Objectives: How to take a large amount of qualitative data (that's words, not numbers) and use it to tell a story about your travelers to make good business decisions You'll learn where and how the story comes from your data How to meet your travelers' expectations by delivering what they expect and getting ahead of the trends

Supporting the Neurodivergent Traveler

You've heard the term "neurodivergent" before, but do you know what it means? According to Harvard Medical School, "[n]eurodiversity describes the idea that people experience and interact with the world around them in many different ways; there is no one "right" way of thinking, learning, and behaving, and differences are not viewed as deficits." So how does it apply to your travel program operations? The truth is, around 15-20% of the global population is considered to be neurodivergent, so this is an identity you definitely need to take into account when creating travel policies. Neurodivergent travelers come from all walks of life and backgrounds, and a hallmark of this classification is how people react to various stimuli and situations. Travel can often be quite overwhelming, so how do you make this process smooth for those travelers who may find it especially distressing? Learning Objectives: Concretely define neurodivergent and the types of diagnoses that fall into this group Strategies to incorporate neurodivergent-inclusive needs in your travel policies Learn how to build neurodiversity awareness into your day-to-day organizational operations

Sustainability and DEI - What's Changed or Just a Silent Confusion?

Sustainability, Planet and People, commonly known as ESG, are key topics in both our work and social life as well as the core focus of the GBTA Foundation. We all have a position or agenda when it comes to how to make change and be the drivers when maneuvering through this important topic. Join the GBTA DEI Committee and a group of panelists from across the industry as they discuss, showcase, share, and debate how ESG, Sustainability, and DEI is positioned in their organisations. Learning Objectives: Is Sustainability and DEI equally important? Does each have its own platform in your organisation? Does cost and value influence the level of importance? Presented by the GBTA DE&I Committee

Traveler Wellbeing - The Missing Metric

Is traveler wellbeing still squeezed uncomfortably into safety and security within your travel program? If so, join this session to gain a better understanding how traveler wellbeing differs from safety and security, and how it can be measured within your travel program. While organizations focus on reducing carbon emissions or costs, travelers may at risk without a metric to represent their needs. Learning Objectives: Discover how to use your existing travel data to measure wellbeing Explore practical applications of how wellbeing data can be used to support responsible travel goals Prove the benefits wellbeing focus can bring to your organization

Meetings & Events

It's Trivia Time: How Much of an Event Budget Expert Are You?

As many companies still struggle to revitalize in-person work and client meetings, small and medium events are emerging as a winning tactic. This presents a challenge for procurement teams whose priorities have been set to cost-saving with the first signs of a recession. Meetings & events make up 43% of the average company's total travel & event spend, yet they're notoriously hard to track and wildly unoptimized. That's why we're inviting all procurement professionals to play a little game of trivia and collectively uncover savings opportunities. We'll share insights from Meetings & Travel experts across the US, while the audience answers live questions about event trends, event programs, and procurement tech. Come test your knowledge and learn about the best ways to maximize your event budget. Game on! Learning Objectives: Key event trends to take into consideration when building a meetings and events program How to set and track the right KPIs for your meetings and events program Must-have policies to start saving on event spend

Safe Meetings – A Shared Responsibility. Who Owns Duty of Care?

It can take one person to plan a fun event, but it takes a village to ensure the safety of all attendees while at that meeting or event. It's an exciting time as organizations continue to shift from pandemic necessitated virtual postures back to an emphasis on in-person meetings and events. With that shift comes more travel, and of course attendant medical and security risks associated with that travel. Organizations, now more than ever, need to support their employees in planning for the unplanned and security managers must ensure workforce are prepared for the risks they may encounter. Although many business travelers have resumed regular travel, preparedness still needs to be top of mind as we develop our checklist of tasks related to meetings or events. Every day threats have not diminished. From civil unrest (both domestic and abroad) to crime and medical care, the challenges for travelers have never been greater. Learning Objectives: Learn how all meetings (small and large) can be managed successfully and how to start a discussion with a client or prospect about duty of care. Receive access to a valuable meetings risk checklist Discuss best practices for planning an event

Small and Simple Meetings Technology: Uncover What You Need to Know to Maximize Value!

Simple meetings have roared back beyond 2019 levels. This coincides with a global move to effectively manage company meetings, with a focus on cost, risk, suppliers, and data. Research shows simple meetings represent around half of all company meetings, combined with a significant % of respondents who do not track small meeting spend at all—the need of small meeting technology has NEVER been more important. This session provides insights into small meetings technologies creating value for buyers!

Payment Solutions

A Case Study: Business Travel Innovation enabled by AI & Machine Learning

Co-developed with American Express How are AI and Machine Learning capabilities driving innovation in Business Travel? In this interactive session, we will discuss how new solutions remove friction and pain points, find new ways to improve traveler experiences, and reduce the cost of travel management. Learning Objectives: Discuss how AI is enabling integration across online booking, agent support, and payment experience. Share how AI technologies can remove the largest pain points for corporate travelers, and turn it into opportunities. Highlight how AI and Machine Learning are not just a fad, but will make long lasting benefits for travelers, travel managers, finance teams, TMCs, and suppliers.

Dystopia to Utopia - How Do We Get to Payment Paradise?

Come join industry thought leaders as they take you through the journey of the current, near-future, and long

term travel industry payment landscape. Buyers and suppliers alike should attend this session to understand how virtual payment is continuously evolving in and beyond hotel applications and how current opportunities are shaping what will be available to the market near term and in the future. With an end goal of Eutopia, we will share insights into the technologic innovations that contribute to optimizing all aspects of the travel payment ecosystem. Learning Objectives: Gain a better understanding of the complexities within the travel payment ecosystem Determine and assess the payment gaps in your current program based off the content shared during the session. Consider implementing near term and plan for long term adoption of high tech solutions to address your pain points Presented by the GBTA Payment Solutions Committee

Gold Rush: The Art of Mining Your Payment Data

Join this session and demystify critical data components such as Level 1 vs. Level 3 data. Hear from industry experts on how you can capture quality data to advance expense reconciliation, improve policy adherence and inform strategic decision making. Review both profiled and non-profiled traveler journeys as well as in-channel and out of channel bookings. Discuss potential “breaks” in data and how you can expand the process, all with respect to data privacy requirements. Leave this session with best practices you can implement in your own travel program. Suppliers welcome to join the discussion to learn how to best support their customers’ reconciliation needs. Learning Objectives: Realize end to end data flow for optimal travel expense reconciliation Appreciate privacy laws to protect travelers and the impact to data capture Hear best practices and innovations to improve your program with payment data Presented by the GBTA Payment Solutions Committee

Modernizing Global Travel Management: The Elephant in the Room

Co-developed with Brex The modern employee experience has been redesigned with people in mind; have your T&E solutions kept pace? With a plethora of inventory channels holding their own sets of rules, it is difficult for travelers and managers to navigate and stay within budget and policy. Join our interactive panel discussion on the challenges and opportunities present for the traveling population.

Tool Time with Virtual Payments

Join an interactive discussion on virtual payment programs and discover the resources and tools available to you for future use in the GBTA HUB. Whether your just getting started or have an existing virtual card program attendees will leave the session with a greater understanding of how virtual cards can be leveraged in the full business travel ecosystem. Learning Objectives: Gain Fundamental Knowledge of Virtual Card Program(s) including definitions, players and how to start. Learn how to access the GBTA Virtual Payment Solutions Expanded Tool Kit on the GBTA Hub. Participate in Peer-to-Peer Experience and Open Discussion of Virtual Card Programs beyond Lodging in order to be able to walk away with best practices. Presented by the GBTA Payment Solutions Committee

Virtual Payments: Let’s Get Ready for a Frictionless Travel Payment Experience

GBTA's “The Buyer and Supplier Outlook on Virtual Payment Solutions” confirms a growing demand from travel buyers for virtual payment solutions. Join this session to hear perspectives from buyers, TMC, and hotels about how they are navigating this chaotic landscape. Hear from industry insiders about key considerations for buyers to develop a best-in-class program. Learning Objectives: Learn about payment solutions Factors that support a frictionless traveler experience and drive compliance Avoid pitfalls from experienced buyers

Procurement & Sourcing

Best-in-Class Travel and Expense Policy Workshop

With the ever-changing landscape of our industry and increased demand from organizations to do more with

less, having a foundational best-in-class Travel & Expense policy is more important than ever. Please join the experts in this interactive workshop to understand what components make up a best-in-class T&E policy, how to update what you already have in place today, or how to start from scratch if you have nothing. Learning Objectives: What components are essential in a best-in-class Travel & Expense Policy How to repurpose what you have today – or how to start from scratch Which players to involve in their organization and how to foster support for the change

Ensuring the Hotel Rate You Negotiated Is There at the Point of Sale

Every hotel program manager deals with the challenge of rates they negotiated not being present when travelers and/or agents try to book. These availability issues drive millions in lost negotiated savings, particularly for multi-national programs. At a time when public rates are on the rise and corporations are competing with leisure travelers for rooms in many key destinations, this topic deserves greater awareness. Buyers should be fully aware of the services at their disposal to close the availability gap. This session, featuring input from hoteliers and travel buyers, will review what conditions allow availability issues to arise, how to preclude availability errors in the rate loading process, and updates on technologies that can prevent erroneous rates from even being displayed to travelers using OBTs at the point of sale. Another section will touch on the real-time reporting and rate auditing services procurement leaders can use to measure rate performance, contrast content sources and guide program alterations that maximizes a program's overall lodging allocation. Learning Objectives: Learn about the realities of the "Availability Gap" in today's marketplace and how it too often results in the negotiated rate not being available at the Point of Sale. Take away tactics for discovering instances of negotiated rates not being present, as well simple steps to engage with hotel suppliers to rectify the issue. Receive tangible steps they can put into practice immediately after convention, including the types of transparent reporting to request from their supporting TMC and/or tech suppliers, and best strategies to increase rate integrity from preferred hotel suppliers.

Everything You Want To Know About Hotel Pricing In 2023

Want to know more about hotel pricing? Join this panel session and gain more insights! Buyers will learn the basics of "Revenue Management" in the hotel industry, including analyzing and forecasting demand, adjusting inventory and pricing, and optimizing booking channel management. In this panel discussion, you will gain an understanding of the key tactics deployed as part of hotel revenue management, and how you can benefit from these insights as part of your RFP negotiations to get the best deals that suit your hotel program travel patterns. This session will cover concepts like dynamic pricing, length of stay, stay patterns, peak seasons and shoulder nights/periods. We will also explore how Hotel Revenue Management has evolved in recent years with technology and artificial intelligence. Learning Objectives: Identify the key tenants and tactics that drive Hotel Revenue Management decisions. Capitalize on these insights in getting the best deals for your hotel program. Understand Revenue Management and how it has evolved with technology/AI.

How Travel Managers and Airports Can Work Together to Improve Air Service

Travel managers are often faced with situations where they wished a nonstop flight or better flight time existed to meet their needs, and airports are always pursuing improved flight options with airlines. Our panel will educate travel managers on how powerful their voices can be in the pursuit of improved air service. We'll peek behind the curtain to understand how airlines make route decisions and discuss how partnering with your local airport can drive flight schedule improvements.

Invest in a Travel Program with the Power of a Group Purchasing Organization

This session is for all GBTA buyers, suppliers, and consultants. We will provide a solid foundation on what is a

Group Purchasing Organization (GPO) and how it can assist in the ever-changing Travel and Procurement areas. The panel will consist of a GPO representative, a travel management supplier for that GPO, and a participating member of the GPO. Learning Objectives: Understand the GPO's value and the buyer's ability to expedite the sourcing process. Understand the buyer's ability to expedite the sourcing process. The buyer's access to the ongoing category management with the GPO.

Looking Beyond Spend: How to Negotiate a Modern Air Program

Airline contract negotiations used to be relatively simple. Bring volume to the supplier, and you'll receive competitive discounts. Savings was the primary driver behind which airline partners became part of a preferred program. It's no surprise that things have changed, and the business travel industry is going through a dramatic period of transformation. Travel managers can and should take this opportunity to change their approach to negotiating with supplier partners. It's time to move away from focusing solely on spend and start negotiating based on total value of the partnership. In this exciting panel discussion, we'll dive into different considerations that should be included in negotiations for a modern air program – from a supplier's fleet efficiency and carbon footprint, to their pricing, inventory, and DE&I initiatives. We'll also explore how to harness the power predictive analytics to weigh these priorities and map out share shift scenarios, ensuring that travel managers understand true contract value and can determine which partners balance potential savings with realistic goals. Learning Objectives: Learn what new considerations beyond spend you should bring into your airline negotiations Understand how predictive analytics can forecast future program performance Discover how to optimize savings opportunities and build a future-fit air program

Practical Magic: Balancing Cost Control With Great Traveler Experience

Travel managers: Take a break from convention lectures by participating in an interactive session that helps create new possibilities. This hands-on workshop is fun and helpful—we'll develop ideas for controlling costs in travel programs in ways that won't deter great traveler experience. Our facilitator will lead everyone through easy activities that help you share your ideas and practices. Then we'll build on those to come up with enhancements or even new strategies. You'll also learn tips and tricks from each other as we navigate ways to keep travelers happily in compliance while making your travel program the envy of your industry. Learning Objectives: To understand specific tactics that help travel programs control costs and keep travelers happy To share to improve individual programs' ability to control costs and keep travelers happy To develop new practical knowledge and ideas that can improve individual programs' ability to control costs and keep travelers happy

The Paradox of Choice: Why Innovation is Disrupting Travel Policies and How to Adapt

Having more choice is generally considered a good thing, but recent innovations in distribution can wreak havoc on long-established travel policies. New technologies such as NDC and modern displays are impacting what products are available where. In some cases, that means removal of content such as lowest fares, and in others, more options beyond the "legacy" four cabins. With more decisions to make than ever, travel managers should consider adapting their approach to travel programs to reflect the changed offerings served up to their travelers. Learning Objectives: Discuss new distribution technologies and how they are upending longstanding approaches to travel policy Examine how new displays and technologies may support greater adherence to travel policies Educate the audience on what aspects to consider when evaluating and and/or drafting a new travel policy

What Should Tomorrow's Travel Procurement Process Look Like?

As travel managers continue to adapt their policies to accommodate hybrid workforces, produce cost savings in the face of rising costs, integrate sustainability considerations, and adapt to the ongoing business travel changes in our post-pandemic world, future-focused procurement strategies are essential. The audience will be invited to

engage with our panelists, providing clarity on how to integrate practical steps that advance these four goals now and in the future. Learning Objectives: Evaluate current procurement strategies and how procurement is evolving in 2023 that go beyond cost savings. Assess analytical tools and tactics that improve sourcing, contract management and savings. Examine ways to cultivate relationships with internal stakeholders and travel suppliers—even suppliers you don't ultimately select.

GBTA Research

2024 Global Pricing Forecast: What Is the Forecast For Air, Hotel and Ground Prices?

Made Possible by CWT As the business travel industry continues its recovery from the depths of the global pandemic, what does recovery look like in terms of business travel pricing ? How has inflation, supply chain bottlenecks, labor shortages, energy costs, global conflict and rising interest rates impacted the business travel industry? How will the industry respond to these pressures and what it means for air, hotel and ground prices in particular? This session is the first look at where pricing is trending and where the industry should look for opportunities. Join us for this critical pricing presentation based on data and learn about the forecast for business travel spending.

Global Business Travel Index (BTI)[™]: Outlook for Global Business Travel 2023 – 2027

Made Possible by Visa For the past 15 years, the BTI has been a signature GBTA research study. It is a critical industry planning tool and benchmark that provides an exhaustive study of business travel spending and growth covering 75 countries across 48 industries and provides a five-year forward looking forecast. It provides demand-side measurements of all types of business trips and all spending while on a trip. This includes everything spent on business travel including airfare, hotel, dining, car rental, train travel, incidental purchases, taxi/ride sharing, etc. This session examines key topics including how business travel is recovering from the pandemic, when we expect to see full recovery and what it will look like considering inflation, labor shortages, supply chain bottlenecks, global political conflict and rising interest rates? New this year, GBTA surveyed over 4,000 business travelers around the world about their spending on business travel average length of trip, , booking behavior, frequency of business travel and payments among other areas. Join us for a look at the state of the industry, perspectives from business travelers around the globe and what's likely in store in the next five years.

The Current State of Business Travel: Business Traveler and Travel Manager Priorities

Made possible by Uber for Business As the business travel industry continues to evolve from the global pandemic, questions surrounding how business travel looks today versus pre-pandemic abound. What do business travelers think about the direction of managed business travel programs? What about the perspectives of business traveler managers? Join this dynamic session to learn key findings from today's business travelers and travel managers on their priorities and challenges, including: The business traveler experience and its importance compared to other priorities Sustainable business travel and what it means to travelers and managers alike Cost savings in managed travel programs, how it is achieved and what is prioritized Concerns about a possible recession and what it could mean for business travel Where sentiments of business travelers and travel manager align and where do they diverge Join us for an engaging exploration of the future of business travel where you'll gain valuable knowledge, innovative ideas, and actionable strategies to thrive in the evolving corporate travel landscape.

The Life and Times of a Travel Manager: Career Reflections and the Evolving Role

The COVID-19 pandemic underscored the vital role of the corporate travel manager. While company leaders and stakeholders gained newfound appreciation for travel managers, there has been little examination or reflection

about who travel managers are and how they themselves view their role. Join GBTA and Cvent for a lively discussion about the role of the travel manager. This session will blend stats from a recent research report with insight and commentary from an experienced travel manager. Topics include: Compensation: How much compensation do travel managers earn? Do travel managers expect to receive a significant raise this year? Career reflections: Are travel managers happy with their career? Would they recommend becoming a travel manager? Do they find their work engaging? If they could go back in time, would they still become a travel manager – or pursue a different path? How travel programs are structured – and how this shapes the travel manager’s role: How many travel managers spend all of their time on travel-related issues – and how many have additional responsibilities beyond travel? Are travel managers “jack-of-all trades” who work on a variety of issues—such as hotel RFPs, travel policy design, and implementing technology. Or, do they specialize in specific areas? Based on GBTA Research Sponsored by Cvent

The Power of One – How Breaking Down Siloes Can Drive Value in a Converged Program Management

Managed corporate travel programs are at a crossroads. Travel prices are up and business travel volumes are down. These forces make it difficult for programs to obtain favorable discounts, contract terms, or other benefits for travelers in negotiations with suppliers. While travel programs face challenges, they have new opportunities to deliver value. They can partner with stakeholders to support meetings, payment, workforce mobility, and the remote/hybrid workforce. This session explores how travel programs can (1) navigate the upcoming hotel RFP season and (2) work with stakeholders across their company to deliver value in new ways. Based on GBTA research conducted in the U.S., Canada, and Europe, it addresses a number of key areas including: Supplier negotiations: Three-quarters of travel managers (77%) say the negotiation climate favors travel suppliers more than it did pre-pandemic. What can travel programs do to navigate a difficult negotiation climate? Stakeholder collaboration: To what extent are travel programs involved with various cross-department functions such as meetings management, payment, expense management, travel risk management, and workforce mobility/employee relocation? How often do travel programs “own” these functions? Multi-category hotel procurement: Companies can negotiate with hotels across multiple categories at the same time (e.g., room nights, meeting space, room blocks, and extended stay). Travel managers say this approach has a number of benefits including consolidated data (70%), greater discounts (66%), process efficiencies (57%), and time saved on RFPs (57%). How can companies get started with this “multi-category” procurement? Based on GBTA Research Sponsored by HRS Global Hotel Solutions

Risk Management/Duty of Care

Close Calls 2023, It Could’ve Been Me: Does your organization have what it takes to mitigate risk?

While your travelers may not have been impacted by a travel disruption or major event, it is very likely they may have been a cancelled flight, a serious weather event, or a stolen laptop away from a close call that could have presented a serious threat to your organization. Travel managers need to be keenly aware of the threats and challenges to their workforce and know the tools available to help mitigate risks for travelers. Travel risk management is more than simply collecting information. This session will provide practical methods to help travel managers collect the right information, how to analyze information to understand the possible impact to your organization, and how to help close the gap on risk and safety. Join a panel of experts for this interactive session. Together we will explore real-world close calls, potential impact to an organization, and how to identify and implement solutions to mitigate traveler risks.

Does Your Organization Address Meeting & Event Risk? Travel and Meeting Department Considerations

Does your organization address meeting and event risks? If not, it should. The Risk Committee will share easy-to-

adopt risk mitigation resources & ideas for use in meetings & events, especially small and medium-sized meetings. Panel insights into meeting & event risk mitigation topics will include RFPs, risk assessments, site selection, emergency plans, including active shooter considerations. Learning Objectives: Learn no-cost meeting risk ideas & resources organizations should be aware of - before an incident occurs. Why risk mitigation needs to be incorporated in the planning and execution of meetings and events. Important risk resources travel and meeting departments and suppliers need to be aware of. Presented by the GBTA Risk Committee

Global Conflict – Impact of Geo-Political Events

Explore global geopolitical shifts, their impact on businesses, and crisis management strategies in our panel discussion. Gain insights into regulatory changes, employee safety, and crisis resilience amid ongoing volatility. Understand broader conflict implications beyond Russia/Ukraine. Learning Objectives: Learn crisis management strategies amid geopolitical shifts Understand broader conflict implications for businesses Discuss how crisis management plans can help you weather the storm

Protecting Your Travelers: Integrating Insurance and Duty of Care

Sending employees on the road does not come without risk. Knowing how to utilize the resources of your duty of care provider, as well as understanding your insurance plan and how the two can complement one another can be critical during a crisis. Our experts will discuss integrating a Business Travel Accident policy with duty of care, providing real-life examples and a checklist of best practices. Learning Objectives: Expand on attendees understanding of how insurance policies complement duty of care coverage. Gain skills to develop tabletop exercises key stakeholders can review ahead of crisis. Understand who from each organization is responsible during crisis and what role they play.

Travel Well: Addressing Traveler Wellbeing Reduces Business Risk

Travelling “well” starts with wellbeing in the workplace that is becoming increasingly important to employers and employees. There has never been a more important time to invest in the wellbeing of your workforce and business travelers. It is a vital part of doing business today, helping to retain staff and attract new talent into your organization. In this session we will discuss how to prioritize wellbeing in the workplace for all employees including the unique risks associated with your traveling population, how to recognize mental and physical triggers, and how to create a plan to mitigate risks. Presented by the GBTA Risk Committee

Understanding ISO 31030 and It’s Impact on Travel Risk Management

Discover the benefits of ISO 31030 Travel Risk Management standard in safeguarding your workforce during travel. Our experts will delve into the importance of traveler data, structured risk management policies, and practical tools to address health and security risks. Adapt your policies, enhance your team's competencies, and ensure business continuity, worker confidence, and enhanced reputation. Join us to explore ISO 31030's impact on organizational resilience, competitiveness, and meeting sustainable development goals. Learning Objectives: Get the latest on this new standard and how it applies to your organization’s travel risk program. Learn about prevention measures to minimize the impact of travel risks facing your organization and workforce. Recommended steps on how to improve your travel risk management policies and program.

Small-Mid Market

Duty of Care 101 – Learning the Fundamentals of Building a Risk Management Program

Duty of Care programs were once only implemented by very large organizations or those traveling to areas that were considered at risk. In today's environment, where organizations want to protect their most valuable asset, their workforce, it is essential that all size organizations develop and implement a Risk Management program scaled to the unique requirements of the SME. Many SME's recognize the need to provide a Risk Management Program, especially for their travelers. The term Duty of Care is familiar to most, but many are unsure of what it means in post Pandemic 2023 as we return to travel. Where to begin to develop and implement a program with limited resources? Learning Objectives: Learn the basics of a risk management program and how to identify your needs. Identify Travel Risk resources that may already be available Build a roadmap for setting up a risk management program for their organization. Presented by the GBTA Risk Committee

Finally, More Savings for the Middle Market

Are you responsible for a mid-sized travel program (between \$3M-\$15M), and looking for best practices to optimize spend? This is the perfect workshop for you! Our discussion will be geared toward travel managers, travel procurement managers, coordinators, administrators, and others that manage Middle Market travel programs with the goal of spend optimization. During this session we will uncover areas of opportunity for incremental T&E savings in a multitude of categories of spend. Your participation will include a guidebook for the day, as well as an electronic version provided after the event with helpful information to identify savings opportunities and record savings. During the session, each table will work through tangible opportunities for savings in the category or area, and present findings that will be recorded and added to the electronic guide. At the end of the session we will bring two middle market travel managers to provide a best-in-class savings example to share with the group as a live example of the topic. These case studies will also be available in the take-home guide for the session. Learning Objectives: Uncovering Savings Areas Create best savings strategies as a group The knowledge & ability to apply the learnings to their travel programs

Nimble Meets Travel Program – An SME Exercise to Modernizing Your Program

Many small and mid-sized enterprises have more flexibility when it comes to trying new program ideas, technology and pricing models for their corporate travel program. Without the bureaucracy of larger companies, they can operate nimbler. Hear from those SMEs who experimented and achieved success to modernize their corporate travel programs resulting in greater compliance and satisfied travelers. Learning Objectives: Learn how to have a start up mentality with your travel program--transitioning from corporate travel cop to travelers' advocate Understand the tools available to identify opportunities for development and leverage the flexibility you have as an SME Know how to become an advocate for your travelers instead of being viewed as a corporate travel cop

SMEs and Startups - You Can't Buy Travel Like You Buy Coffee

Small and midsize enterprises (SMEs) often book travel themselves. But rather than buying travel in the same way you would buy coffee (where let's be honest, it's all about cost), travel needs to be far more strategic. Take a closer look at the unique needs of SMEs as well as procurement strategies for every step of your growth journey. This session is geared towards decision makers and buyers who need to balance budgets with ambitious business goals - and ultimately deliver an effective and efficient travel program.

Sustainability

Carbon Budgets: Are They the Silver Bullet to Reaching Net Zero?

Sustainability Education Track Made Possible by HRS Carbon Budgets have been identified as the most cost effective lever to reduce emissions at the pace and scale necessary to avoid the worst effects of climate change. With employees, investors & consumers looking to support organisations focused on their ESG credentials, come and learn how you can leverage Carbon Budgets within your travel program to drive positive environmental change and simultaneously improve the financial outcomes of your organisation. Learning Objectives: Explore the benefits of carbon budgets Learn how to implement carbon budgets Know how to get stakeholder buy in

Collaborating to Tackle a Misunderstood Climate Impact of Aviation

Sustainability Education Track Made Possible by HRS Ever wonder about the cloud-like formations that sometimes trail a plane? What are they and how do they form? How do they impact the environment? Have you ever heard or seen the term radiative forcing...maybe in a news article or an RFP? It's something to do with emissions right? Join this session to answer those questions! Learn more about aviation induced cloudiness (AIC), also known as contrail-cirrus or contrails. Attendees will gain a basic understanding of the topic as a whole as well as hear how airlines are working alongside academia and industry to tackle the issue. Participants should have an intermediate interest in sustainability topics in the travel industry and a desire to learn more about a quickly evolving topic.

How Hoteliers Can Leverage Green Attributes to Win More Corporate Volume

Co-Developed with HRS Corporate hotel programs have changed priorities since 2019, with sustainability a far bigger factor on the priority list. With upcoming legislation impacting corporate travel in both Europe and the US right around the corner, CFOs are looking to tangibly reduce their carbon footprint. Discover how sustainability influences hotel operations, how they're preparing to comply with European CSRD and likely new SEC guidelines, and why this helps travel buyers fulfill their own corporate reporting requirements.

Sustainability Wins: A Peer-to-Peer Interactive Workshop on Climate Action

Sustainability Education Track Made Possible by HRS Driving sustainability across an ever growing, ever changing industry is no small feat. Still, it remains incumbent on travel managers, procurement professionals, suppliers, sustainability focused executives, and conscientious travelers to do our part to reduce emissions and design policies to better manage our collective environmental footprint. Join this interactive workshop with peers, GBTA Sustainability Leadership Council, and Sustainability Committee Members as we explore opportunities in our respective organizations to reduce emissions and outline potential green wins for the industry. Participants should arrive prepared to connect with other sustainability-minded Convention attendees to share wins, identify opportunities for continued progress on emissions reduction, and, importantly, highlight areas of friction for which breakout groups and industry experts can generate collective potential solutions. Participants should bring a device for digital polling and familiarize themselves with the GBTA Foundation Report: Managing Emissions from Business Travel Programs: Overview of Corporate Best Practices. Questions about the session? Contact sustainability@gbta.org.

Sustainable Procurement Criteria: Harmonization of Sustainability Data Gathering

Sustainability Education Track Made Possible by HRS There is a current lack of standardization on sustainability attributes within the travel supplier community which makes it difficult for corporate buyers to assess which supplier is more sustainable. The GBTA Sustainability Committee is assisting GBTA to spearhead the development of standardized questions in collaboration with global standard setters, such as GSTC, SHA, Travalyst, WTTC, etc.,

which will serve as harmonized templates for the global airline, accommodations, ground transportation, and rail verticals to collect and evaluate sustainability information from suppliers. Our matrix collects relevant and actionable sustainability information from suppliers to support buyer programs. Presenters will share how we have also looked at other business travel organizations' sustainability scorecards and RFP tools to ensure we are all aligned and consolidating what is already available. Learning Objectives: Harmonize the questions and criteria used by buyers to assess the sustainability performance of suppliers across these verticals of business travel. Make it easier and less time consuming for buyers to collect sustainability information from their suppliers and evaluate their responses. Make it easier and less time consuming for suppliers to provide sustainability information to their buyers. Presented by the GBTA Sustainability Committee

Sustainable, Attainable, & Actionable: Green Strategies Beyond Carbon

Sustainability Education Track Made Possible by HRS Everyone is talking about how important it is for corporate travel to go green. Suppliers are talking about their investments in Dream liners, carbon-efficient jets, and SAF which should trickle down into individual travel programs, but the reality is we are several years away from seeing any of these initiatives take effect. Passengers also show low support (1-3%) for voluntary carbon offset programs. Travel managers feel stuck – they need to do something, but it seems there is nowhere reasonable to start. But there are places to start, and no matter how small, taking these incremental steps will set you up for eco-friendly success when major green initiatives take off. From influencing traveler behavior to ethical sourcing strategies (such as partnering with airlines that source food and beverages locally and booking energy self-sufficient hotels) there are so many things beyond the carbon conversation you can start investing in now. In this session, environmental advocate, airline, accommodation, and buyer from across the corporate travel industry will show what actions you can take now and where sustainability is going, all backed by verifiable statistics and presented in a spirited conversation with audience participation. Learning Objectives: Discover what the current state of sustainability is, backed by global research statistics Review the top 5 eco-friendly actions you can take immediately Understand what specific and attainable metrics you can use other than carbon emissions

We Can't Rely on Sustainable Aviation Fuel to Decarbonize the Industry

Sustainability Education Track Made Possible by HRS Out of all the sustainability solutions and technologies that exist today, there's one in particular that is often hailed as the airline industry's panacea: sustainable aviation fuel (SAF). It's sometimes referred to as the technology that is going to decarbonize the airline industry, and it's become such a pervasive buzzword that it can be hard to understand what the impact of SAF actually is and the role it can play in a sustainable travel program. In this informative session, we will dissect the key reasons why we cannot solely rely on SAF to decarbonize the airline industry. We will break down the basics of SAF – from what it's made of to how it works – and address some commonly held misconceptions. While SAF may not be a magic wand that will solve all the industry's challenges today, it can play a role in a holistic sustainability strategy. Learning Objectives: Understand the basics of Sustainable Aviation Fuel; what it is, how it's made and how it works Analyze the key reasons why we can't solely rely on SAF to decarbonize the industry Learn how to successfully integrate SAF into your sustainability strategy

Technology/Innovation

Coffee Tech Talk: Controlling Travel Costs in an Age of Inflation & Recession

Bring your cup of Joe and let's talk! Inflation, recession, corporate travel rising to pre-pandemic levels for many travel programs – how do you cope with a faster-than-ever changing environment? This session will focus on new and advanced data engineering and AI techniques and methods brought to market in the past year by vendors with deep experience in dealing with travel data and travel analytics. With the changing economic and

business conditions, the timeliness of travel program decisions is key. This session will address the question of how data curation, assurance and reconciliation can be done in near real-time so controlling and managing travel programs solves problems faster, and with greater assurance. Learning Objectives: Learn about the latest data engineering tools Best practices to help you take a holistic approach to getting ahead of key program decisions The recipe for ESG inclusion into every travel decision Presented by the GBTA Technology Committee

OBT Deathmatch: Have Things Improved?

The GBTA Convention provides a wealth of opportunities to check out the standard booking flows of leading OBTs. In this session, we will give OBTs a chance to discuss emerging but essential capabilities. They will all debate their approach to sustainability, Non-GDS bookings & NDC, Data, Management Reporting, and Third-party apps and extensions! Four industry veterans, from four different travel tech companies exchange candid views about the state and future of OBTs, travel technology, and travel management. The panelists will offer timed answers about topics including NDC, the state of innovation, industry trends, and the top innovations their companies are working on. We promise you will not be bored! Learning Objectives: Learn to compare advanced OBT capabilities Understand how OBTs can help achieve sustainability objectives Learn how OBTs support non-GDS content, reporting, and extension Presented by the GBTA Technology Committee

Tech Rodeo – A Roundup of Innovative Buyer Solutions

The GBTA Tech Committee has brought its Tech Safari series to the Rodeo. We've rounded up innovative technology solutions from industry buyers and chosen the top ones to present what they've implemented and the value it's bringing their program. Just like a bull rider aims to stay on for 8 seconds, each company will have 8 minutes to present followed by an interactive Q&A. How to NDC Proof Your Program - Traxo Suzanne Boyan, ZS NDC is here whether we like it or not. Now more than ever, you need to educate your travelers on how not where to book so you can accomplish all your program goals and bring value back to your organization. The EY Sustainable Travel Approval Tool (STAT) Ian Spearing, EY EY STAT is designed to encourage employees to book sustainable travel and to support an organizations' carbon ambition by providing users with greater visibility to both the financial and carbon footprint impact of business travel. STAT helps reduce business travel-related emissions by influencing employee behavior and enabling travelers to make informed decisions about the emissions impact of each mode of travel. TripLink Cathy Sharpe, ITW Using Concur TripLink with travel supplier servicing and relationships, our managed travel program persevered through the covid pandemic, and created program visibility and traveler trust. Unfortunately, our TMC service providers were severely impacted during the global health crisis. By using TripLink, ITW retained our supplier negotiated rates directly on supplier sites, we had visibility into all bookings for duty of care, and the travel suppliers serviced our travelers while they were on their journeys.

Tech Trends 2023: You Decide What is Discussed!

Don't mess with Texas, but you can mess with the topics presented at this session! Come vote on the hottest topics in travel technology and hear from industry experts on how they are addressing or not addressing them. Topics will range the spectrum and may include the following: OMNI Channel: Is there a place for Omni Channel in a post pandemic world? Direct Distribution: Will airlines and hoteliers continue to push Direct to Customer initiatives? Are 'retailing' initiatives poised to impact business travel? Chat: Is Chat nice to have or must have? Will Chat become a critical element of servicing clients going forward? Blockchain: Is there a place for it in business travel or can we stop talking about it for now? Sustainability: Will 2023 be the breakout year? If so, what impact will it have on the return of business travel? Payments: Is it finally time for virtual payments to step front and center? Zooming to Nowhere: Has the pandemic changed business travel forever? Will meetings like this GBTA convention ever be the same? Evolving TMC Models: what to expect in the years ahead relative to

pricing, servicing, technology? Artificial Intelligence: Will AI become a core component of business travel?
Presented by the GBTA Technology Committee

The Entrepreneurship Lifecycle – Understanding Travel Tech Investments

Investing can be really scary. Typically, we think of an investment as a large outlay of money in the hopes that a company or idea will be successful and give you a huge ROI. While that is true, investments can also be made in time and trust. The purpose of this discussion will be to understand the different ways the travel ecosystem can support entrepreneurship throughout the various stages of a company maturity lifecycle. This panel will discuss the pros and cons of these approaches and why it's important for people across the industry to take chances on up-and-coming solutions, but also provide insight into what to look for in a successful startup versus one that might be better to hold off from investing in. Learning Objectives: Understand the value and impact strategic travel investments have on your program and industry as a whole Talk through different investment strategies, both as an organization and as an independent investor Walk away with a clear understanding of the different types of investments a start up can receive and the implications that has on their growth and valuation

The Road to Powering New Experiences for T&E Spend Management

Co-developed with Mastercard With the rapid return of business travel, it is increasingly critical for organizations to replace legacy systems with innovative technology that will not only deliver an enhanced T&E user-experience for employees, but also enable core operational efficiencies for businesses. Join leaders across the payments eco-system in a discussion of key trends shaping the next generation of spend management through emerging technologies, including AI. Learning Objectives: Discover the key market dynamics impacting T&E spend How to deliver enhanced experiences with integrated and automated travel, expense, payment processes Learn more about the emergence of AI-powered technologies to transform tedious travel spend management processes

Transportation & Mobility

Drive Your Ground Transportation Program to Success in a Rapidly Changing World

From pandemics to increasing inflation and climate change, the journey toward success in ground transportation is always evolving. As an industry, we're faced with concerns surrounding passenger safety & security - on and off the road - and, more than ever, sustainability. The road to success lies in building a strategy that does not just withstand change but welcomes it. For the Education Session, the panel will address the challenges that travel managers, procurement teams, and risk managers face, and the solutions to optimize your program moving forward. In particular, as it pertains to travel risk management, sustainability, diversity, cybersecurity and data protection. Learning Objectives: Learn how to reduce scope 3 emissions by 5-8% annually with aggregated sustainability reporting, baseline benchmarking, and data-driven decision-making. Drive down costs by 15-20% with supplier spend optimization and reporting strategies. Protect your travelers with a list of recommended actions for travel risk management.

Human Trafficking in the Transportation and Hospitality Industry

You are witnessing human trafficking and don't even realize it. Human trafficking is the second most lucrative criminal enterprise in the world. The Blue Lightning Initiative (BLI) has become known as the leading method for fighting human trafficking within the transportation and hospitality industry. This initiative has significantly raised the awareness levels of industry personnel and improved their ability to recognize, and report suspected human trafficking to law enforcement. Join this session to recognize the indicators of human trafficking, bust myths and learn the difference between human trafficking and human smuggling. This session is for any

transportation and hospitality environment. Learning Objectives: Recognize the indicators of human trafficking. Identify human trafficking vs human smuggling. Gain knowledge on reporting protocols.

Making the Case: Advocating for International Visa and Immigration Compliance in Your Travel Program

International business travel is more complex than ever. The days of expecting individual travelers to identify which visa or travel document is required are over. Today's Global Travel Managers need a program which includes a pre-travel compliance assessment solution but often aren't sure how to achieve stakeholder buy-in. Join this session to learn how to make a business case to leadership in your organization to establish a formalized International Business Travel program that includes visa and immigration compliance. We'll review the key elements to make a compelling case for change including analyzing travel data to close compliance gaps and reviewing metrics to measure performance. Learning Objectives: Gain knowledge on reporting protocols. Develop talking points for presenting your business case that outline value and return on investment. Design KPIs to measure program performance and success.

WINiT

Can Women Really Have It All? Honest Discussion Among Leaders: A WINiT Power Panel

In 1982, Cosmopolitan editor-in-chief Helen Gurley Brown released her book, "Having it All." Nearly four decades later, the idea of "having it all" continues to spur debates over whether women can balance the demands of a career and personal life. In this session, three high-profile travel industry leaders will engage in honest discussion around topics such as the different challenges women face in different stages of their careers, issues around the structure of work, and what "having it all" really means in practice.

Career-Boosting Mentorship: A WINiT Elevating Women's Voices Workshop

Mentoring is often viewed as something professional women should do early in their careers; however, for those seeking a leadership role, finding the right mentor can be just as, if not more, important. Mentoring benefits women established in their careers by helping them to build social capital, access feedback needed to develop, and obtain sponsorship opportunities – all vital in taking one's career to the next level. Join this engaging and interactive workshop to determine your mentor "wish list," identify actions to find the right mentor and discuss best practices for making the most of your mentor relationship. Attendees will leave this session with a strategic plan to pursue and maintain a mentor relationship that will help drive their career forward.

Closing the 'Network Gap': A WINiT Elevating Women's Voices Workshop

You've heard of the gender pay gap, but there's another gap that's almost as important, but much less discussed – the network gap. According to research from LinkedIn, women around the world are 14% to 38% less likely to have a strong network, one that's both large and diverse. Why is that a problem? According to LinkedIn, more than 70% of professionals get hired at companies where they already have a connection, and applicants who are referred to a job by a current employee are nine times more likely to get hired. When "who you know" plays such a critical role in career development, what can women do to expand their network? Join this workshop to learn and try out vital networking best practices as well as gain tips for hiring managers and leaders to help close the network gap.

Power & Presence (Part I): A WINiT Elevating Women's Voices Interactive Session

Scott Wayne and Vera Gillespie will be guiding you through a highly interactive session on power and presence that delivers laughter, hard lessons, and pragmatic skills while making it feel like a spa day for the mind. This 90-minute session is not your typical presentations skills or improv session. Beginning with Part I: Power and Influence, we'll look at how to develop our powers, moving away from imposter syndrome and to embrace

being proud raiders. Stay for Part II: Presence and Conflict Resolution, we'll be discussing how conflict escalates, the tools to de-escalate tension, wrangling egos, and how to manage emotions when you find yourself in the midst of a tense situation. Scott and Vera will be illustrating tough scenarios and necessary conversations with audience exercises and lots of opportunities for Q&A.

Power and Presence (Part II): A WINiT Elevating Women's Voices Interactive Session

Scott Wayne and Vera Gillespie will be guiding you through a highly interactive session on power and presence that delivers laughter, hard lessons, and pragmatic skills while making it feel like a spa day for the mind. This 90-minute session is not your typical presentations skills or improv session. Beginning with Part I: Power and Influence, we'll looking at how to develop our powers, moving away from imposter syndrome and to embrace being proud raiders. Stay for Part II: Presence and Conflict Resolution, we'll be discussing how conflict escalates, the tools to de-escalate tension, wrangling egos, and how to manage emotions when you find yourself in the midst of a tense situation. Scott and Vera will be illustrating tough scenarios and necessary conversations with audience exercises and lots of opportunities for Q&A.

WINiT Women in the Workplace: The Data to Empower Women in the Business Travel Industry

This WINiT Power Panel is a dynamic and interactive session designed to discuss gender disparity and empower women within the business travel industry through the lens of data-driven insights. Gender bias is still a reality in the travel industry, as research conducted by GBTA and Cvent reveals. Although 75% of Travel Managers are women, higher-paying positions are held at companies employing more men. Let's break free from this cycle and take a stand for women's empowerment in travel. During the workshop, participants will engage in collaborative discussions and hear case studies providing an opportunity to learn from successful women leaders who have navigated the industry, forging their own paths to advance their careers. Don't be a statistic - join us to advocate for change and pave the way for a brighter future for women in this industry.