GBTA Canada Ladders Open House

September 21, 2021

Connecting the people that connect the world.™
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GBTA

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GBTA Ladders Leadership

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How the Program Works

- Mentor
- Alumni Advisor
- 5-7 Mentees
- Season-Long Project
- Professional Development
- Virtual Mixers
Ladders Calendar

Recruitment and Applications
• GBTA Convention through September

Team Announcements
• November

Topic Kick-Off
• November

Project work by teams
Monthly Webinars
Virtual Networking

Practice Rounds
• March
• Advised by former mentors/advisors

Virtual Presentations
• April

Ladders Conference
• May
• Finalists announced and present
• Ladders Participants vote the winner

GBTA Convention
• Winning Presentation has its own GBTA Session!
Theme and Subject Matter Experts

2020 - 2021: Being an Advocate For Travel
Leslie Andrews – JLL - Buyer

2019 - 2020: Defining and Articulating Value
Jo Lloyd – Nina and Pinta – Consulting

2018 - 2019: Trust through Numbers, Building Relationships through Data
April Bridgeman – BCD Travel - TMC

2017 - 2018: Travel professionals as Marketers
Caroline Strachan – Festive Road – Consulting

Dan Ruch – Rocketrip – Technology and Mike Tangney – Google - Buyer

2015 – 2016 Reducing Traveler Friction
Scott Gillespie – tClara - Consulting
2021-2022 Theme and Keynote Speaker

Corporate Responsibility – What’s Next?

Alejandro Aguirre
Procter & Gamble
Connect with Ladders

Application: Click here to apply!

Instagram: @GBTALadders

Website: www.gbta.org/ladders

Email Leadership: ladders@gbta.org
Applications being accepted until September 24, 2021

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Kate King
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Applications being accepted until September 24, 2021

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Questions?

Please type your questions into the Chat Box
Thank You for Joining the GBTA Canada Ladders Virtual Open House