**Gen Y & Z Influencers: How to Bridge the Managed Travel Gap**

The new generations are here and are dominating the travel industry. Get a deep dive into the habits of these generations and the impact they are having on managed travel - from new trends to increasing demands - and actionable steps to make your programs and products more Y & Z friendly.

**Objectives:**

* Understand the generational needs and expectations for the 'new normal’ in travel.
* Learn how to bridge the generational gap to manage expectations for them and yourself.
* Get immediate best practices to prepare for the return-to-office and return-to-travel.

**Data-driven innovation: Harnessing the power of the Total Trip**

The super PNR has long been the elusive unicorn of the travel world. Fragmented bookings and disparate systems, outside booking behaviors and en route decisions make it difficult to capture a complete snapshot of the trip. Find out how companies are leveraging technology to map, capture and consolidate trip data across multiple sources. And deliver a quick, complete record of a trip, so you can drive meaningful change across your program.

**Objectives:**

* Learn best practice to integrate non-traditional data streams into your program view.
* Understand solutions to combat the challenges of the invisible, traveling workforce.
* Find out what's possible when you can make clearer, confident decisions.

**How to Use Digital Marketing Tactics to Achieve Your Travel Program Goals**

Twenty years ago, choosing travel was simple - you called your TMC. In the digital age, choices are limitless. Business travelers are just like any other digitally savvy consumer, and if you don't use the same marketing tactics that they are used to seeing outside of your program to influence their decisions, you'll lose them to other channels. In this session, we'll talk about marketing strategies you can use to influence your travelers' buying behaviors and build a future-fit traveler engagement strategy.

**Objectives:**

* Discover the marketing tactics used by today's leading digital brands.
* Learn how to use those tactics in your program to achieve a wide variety of goals.
* Understand how your peers have leveraged marketing tactics in their own programs.

**Partnering With Travel Managers To Improve Health Of Your Traveling Team**

Did you know that health insurance claims rates are 80% higher for traveling males and 18% for female travelers than for their non-traveling peers and they lose 8 productivity hours per trip? Travel managers need you to define new solutions and take a holistic approach to employee wellbeing and boost productivity. Join us, we'll teach you how to create travel wellness to improve your traveling employee's health and lower the cost of your health insurance premiums. We'll also show you how to optimize suppliers' contracts. It's a win win!

**Objectives:**

* Analyze why travelers experience poorer health than their non-traveling counterparts.
* Discover the 5 key problems Travel Managers are facing and why they need your help.
* Understand how to put in place the foundations for an effective decarbonization strategy.

**3 Steps towards Decarbonizing the Travel Program: A Framework for Action**

As companies commit to net-zero, business travel is on the front line when it comes to reducing greenhouse gas emissions. Travel buyers are asking how they can translate targets into actions that deliver CO2 reductions - while keeping business travel moving. This session will set out a practical, realistic 3-step framework that buyers can use to design and execute an effective decarbonization strategy. By leading on sustainability and being able to demonstrate results - travel buyers can be seen as change agents.

**Objectives:**

* Learn how to build a framework to advance decarbonization in your travel program.
* Discover what practical levers are currently available to help you decarbonize travel.

**Let's Get Digital! Building the Customer Experience Your Travelers Deserve**

Flexibility and agility of travel programs to match the evolving needs of travelers should be at the forefront of any sound corporate travel strategy. In this session, we'll discuss how you can design the customer experience journey you want your end travelers to have, how to strategically integrate this journey into the broader company ecosystem, and how to build the business case to your senior leaders on why this journey is critical to the success and efficacy of your corporate travel program.

**Objectives:**

* Examine the end to end customer journey your travelers take now.
* Compare and design what an ideal future state could be.
* As a team, we will sketch out the ideal future state experience we want our travelers to have.

**What Should Tomorrow's TMC Model Look Like?**

The TMC's operational model has remained largely unchanged for decades while the broader customer service world has evolved to meet changing demand. Customers now expect around-the-clock service, 365 days a year, and don't feel they should pay more for it. For some, COVID-19 has accelerated large-scale digitization, for others it's meant taking everything offline and relying on human expertise. Now looking ahead, how can we align customer requirements with the available capabilities to reimagine tomorrow's TMC servicing model?

**Objectives:**

* Demystify the TMC problem by comparing evolving customer needs with innovative practices
* Identify what complex businesses require from their TMC, not only right now, but in the future
* Explore emerging commercial models and how TMCs remain profitable while delivering on customer needs

**Hybrid events; the how, the why and the ROI**

This session will explain the basics of hybrid & virtual events for those with limited working knowledge & detail the significant benefits to organizations. For those with more experience, it will deliver practical tips & advice for planning, delivering & evaluating even more successful virtual/hybrid events. We will finish by exploring the events of the future, in particular the metaverse - getting the audience excited about the possibilities it could offer in as little as 10 years time, & how hybrid & virtual events tech will become the norm.

**Objectives:**

* Develop virtual & hybrid events with confidence after hearing about the different technology & tools.
* Create strong content that appeals to both online and live audiences.
* Prove your event **ROI** and track **engagement**.

**The Impact of ISO 31030 on Travel Management**

ISO 31030 provides guidance for organisations across all industries, on how they can better protect the safety and security of traveling employees. This session, led by Bob Quick, helps travel managers understand how to build more robust travel management policies in line with ISO 31030. PwC will outline how it manages the risks its travelling employees face. Peters & Peters will discuss the legal and financial implications of failing to acknowledge the guidance.

**Objectives:**

* Recognise and identify potential risks and consequences for all circumstances when employees travel.
* Gain confidence in building and reviewing your company’s travel management policies regularly.
* Demonstrate that due diligence is maintained throughout the organisation.

**How to be prepared for the future of corporate travel payments**

Between an efficient payment strategy and the evolving technical system, what will be the future of corporate travel? Hear from experts on Payment Solutions Committee and special guests on what’s on the horizon for payments and what it means for business travel.  
This session will evoke the importance of following the trends and how to select correct payment and process partners.

**Be More Strategic: Morphing Your TRM Program to Support All Your People**

Most organisations have implemented a Travel Risk Management (TRM) program over the years. These programs have enabled companies to prepare, communicate, assess and assist all travellers, both business and leisure. While the pandemic resulted in 'Low to No' travel, this is changing as people begin to undertake business travel again. Learn from a Buyer, a TMC and an Expert on how to use your current TRM procedures and tools to create a People Risk Management (PRM) program for your organisation. Protect the organization's #1 asset - your People.

**From Duty of Care to Duty to Care in Accommodations**

The GBTA Europe Accommodations Committee will look at how are corporates navigating the anxieties from their employees who are having to return to regular travel, going back into the office regularly etc. As well as how they looked after employee’s wellbeing after the pandemic.

On the other hand, how are accommodation suppliers also looking after their own staff who are having to expose themselves at work on a daily basis as travel is coming back to normal levels.

**Objectives:**

* Examine the changes that Hotels and The Accommodations sectors have made after COVID in response to Duty to Care
* Compare what is Duty of Care vs a Duty to Care
* As a team, we will sketch out changes that we are seeing in the industry and how client expectations have changed.

**Collaboration Travel', a passing trend or here to stay?**

Business travel has traditionally focused on transient travel and events. But now, as millions of employees adapt to remote working suddenly a new 'Collaboration Travel' segment has emerged.

Collaboration Travel brings people together to meet, network and build relationships centered around simple meetings, off-sites and group lodging. In this session the GBTA Europe Meetings Committee will look at many important questions such as How will this impact your travel program? What's best practice for launching a meetings / groups OBT? What policies are needed? Is Collaboration Travel here to stay?

**Are you green washing or are you already avoiding? How can technology solve your sustainability headache?**

There was a lot of talk, but there are still far too few practical examples of how CO2 can be avoided at the time of travel planning, travel booking and on the trip.

The Technology Committee has put together some examples for you and would like to discuss different approaches and experiences.

**Factoring Traveler Experience & Satisfaction in Post-COVID Hotel Sourcing**

Corporate workforces – and therefore business travelers – have been dramatically altered by the pandemic. In the wake of the Great Resignation and the challenges of recruiting and retaining talented employees, the importance of delivering optimal work experiences for travelers on the road has never been higher. Hotels seeking to win corporate volume are accommodating these changes…corporate hotel program leaders need to recalibrate how they negotiate and which properties earn the title of “preferred supplier” given these realities. This session will feature comments from buyers and hoteliers, discussing changes in their procurement engagement, with a detailed look at how managed travel is redefining traveler satisfaction.

**Sustainability vs DEI – Equally Important or does it have its own platform in your organisation**

In our world where Sustainability, Planet and People are key topics in both our work and social life; we all have a position or agenda when it comes to how to make change and also bring about change.

At GBTA having recently launched the GBTA Foundation; SUSTAINABILITY, PLANET AND PEOPLE will be at the core, hearts and minds of this group, when focussing on how to shape and make change in the travel industry.

**Sustainability Toolkit Relaunch**

The current GBTA Sustainability Toolkit has been revamped by GBTA Sustainability Committee.

It is a step-by-step guide for travel managers to empower them to understand and deploy sustainability practices and create their own program for their companies,

**NDC - 10 years after Key milestones and Future Expectations**

Through this session the GBTA Europe Aviation Committee will review NDC and look at the key milestones with the goal to educate our newest travel professional community. We will be looking at the progress and key information from different perspectives (supplier, technology and corporate). We will be able to review the progress so far, look into the near future and what we should expect from NDC.