

# 2024 Proposal Submission Worksheet

Call for Education Session Proposals for GBTA +VDR Conference 2024 in Partnership with the Nordic Business Travel Associations | Copenhagen.

GBTA is seeking industry professionals to contribute new ideas, solutions, and innovations for current issues and challenges that confront the travel industry.

GBTA event attendees include corporate travel managers, consultants and industry suppliers from the airline, hotel, car, card, agency, and travel technology communities. Please note the audience consists of travel buyers and suppliers new to the travel industry (0-3 years), mid-career managers/directors (4-10 years) and seasoned, strategic industry professionals (11+ years).

To ensure a wide-ranging selection of sessions, we request proposals to include lecture or panel presentations with diverse speakers and audience engagement that will reach varying skill levels and interests of the attendees.

The information you include in your submission will be used for the peer-review process which evaluates all submissions to determine the sessions to be delivered for Conference and other GBTA events. If selected, this information will also be used to help promote your session.

As a reminder, GBTA is always looking for education topics, white papers, toolkits and other resources to share with our members.

[Submission Portal Link](#)

The deadline to submit is March 1, 2024.

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## Session Information

- **Session Title (max 75 characters):**
  - This is your first chance to convince attendees that attending your session will be worthwhile. Focus on crafting a succinct, action-focused title that appeals to what your session offers attendees.
  - *Tip:* Session titles and marketing descriptions are the two primary pieces of information that attendees use to decide which sessions they are interested in going to.
- **Presentation Type:** *All education sessions will be 45-minutes.*

Regardless of the presentation type, please remember adult learners desire an interactive, engaging learning environment. We recommend 25-35 minutes of content and at least 10-20 minutes for Q&A or some type of attendee engagement. GBTA will provide access to Sli.do for in-session polling/engagement.

- **Expert Lecture:** Presentation by a SINGLE expert in the field who will share conceptual or methodological innovations through a lecture followed by audience Q&A.
- **Panel Presentation:** A moderator typically starts with a short presentation on a specific topic to provide an overview, followed by an organized discussion with up to 3 panelists to offer a variety of perspectives. Audience polling and/or Q&A should be incorporated.

- **Workshop:** Teach a specific skill and include one or more hands-on exercises that let attendees practice using this skill with limited PPT slides and high audience engagement and participation.
- **Interactive:** Discussion to set the stage, but heavily relies on audience engagement and participation to guide the greater discussion through live polling, Q&A, or other engagement methods.
- **Debate:** Presenting opposing views on a topic starting with a moderator stating a position, and each team/panelist has a fixed amount of time to present arguments. Consider audience engagement to support opposing points of views.

- **Topic:**

Please select the area that best represents your content. As we are aware that you may have content addressed in multiple areas, we ask that you select the BEST content category.

*Note: You may only select ONE topic area per proposal.*

- Accommodations (includes transient, long-term housing and home sharing)
- Career and Personal Development (includes leadership, sales, health and wellness)
- Data Analytics & Distribution
- Human Resources & Stakeholder Management (includes communication, policy, DEI initiatives)
- Meetings & Events
- Payment Solutions
- Procurement & Sourcing (includes cost control)
- Risk Management/Duty of Care
- Sustainability
- Small to Mid-Market Enterprises (SME)
- Technology/Innovation (includes AI and machine learning)
- Transportation & Mobility (includes air, ground and rail transportation)

- **Session Description (max 750 characters):**

- Describe in detail who should attend, what content you will cover, and what attendees will take away from your session.
- **Tip:** Session titles and descriptions are the two primary pieces of information that attendees use to decide which sessions they are interested in going to, so make sure to design those two elements carefully while capturing the attendees' attention in mind.

- **Learning Level (New definitions!)**

- **Fundamental:** The essential principles of a given subject.
- **Applied:** Engaging in direct application of subject skills and theories
- **Strategic:** Problem solving, evaluating processes, establishing trends, and learning to adapt for improved outcomes based on the subject(s).
- **Goal:** Assigning a learning level to a session helps participants assess interest based on their prior knowledge of the subject
- **Tip:** Consider the audience you are trying to attract to your session and their goals on what they can expect from your session.

- **Session Learning Objectives (max 100 characters):**

- What will attendees learn from this session? What will attendees be able to do or change because of attending your session? Start each learning outcome with an action verb.
- Include three (3) takeaways.

**Important Details and Considerations:**

- Proposals must be submitted via the online Attendee Interactive platform.
- Sessions will be scheduled for 5 & 6 November 2024. Please do not submit a proposal unless you are able to appear on any of the days.
- Sales pitches for products or services disguised as proposals will NOT be evaluated. Content perceived as commercial, which includes examples of client tools are NOT acceptable.
- GBTA requests permission to rebroadcast speaker images, printed materials, and/or voice and video recording(s) in connection with our 2024 live events. Speakers maintain presentation content copyrights.
- All accepted presentations must adhere to the established event deadlines.
- All presenters must register for the Conference.
- GBTA does not pay any speaker fees or honorariums for presenting in the educational program.