

## **Government Actions Impact your company– What is GBTA Doing About It?**

Find out how the EU works and how GBTA is lobbying on behalf of the industry around key issues facing business travel such as passenger rights, sustainability initiatives and requirements, multimodality and new regulations for payments. GBTA's advocacy lead Shane Downey and public affairs expert Charles Feld will be on hand to discuss the latest developments on files, potential implications for you to manage and any questions you may have around these topical issues.

### **Objectives:**

- Understand what GBTA is acting on in Europe the generational needs and expectations for the 'new normal' in travel.
- Discuss how can the issues lead to a sustainable growth in business travel.
- Share how you and your business can help.

## **Net Zero Aviation: The Journey**

Net zero aviation is no longer an abstract idea; it's a very real target that we must achieve as an industry. There's no doubt that it's going to be tough, but we believe we can get there by 2050 with the business travel community as a whole playing an important part in the journey, even getting us to our destination faster. While minimising our emissions today, setting the foundations for the medium-term, and investing in the long-term future of aviation, we can and must use all levers available to the industry to operate as efficiently as we can, while investing in alternative fuels and novel technology, such as hydrogen and carbon capture. Panelists will discuss what needs to happen to make Net Zero by 2050 a reality, the technologies and initiatives needed to reach scale, how the business travel industry can get involved and see benefits, and the current journey the industry is on to decarbonise aviation to safeguard the benefits of flying for generations to come, whilst protecting our planet.

## **Carbon budgets: are they the silver bullet to net zero?**

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 and Carbon Pricing within your travel program to drive positive environmental change and simultaneously improve the financial outcomes of your organisation.

### **Objectives:**

- Explore the benefits of carbon budgets and pricing.
- Learn how to implement them.
- Know how to get stakeholder buy in.

## **Carbon Countdown: Getting to Grips With Your Emissions Data**

For many organizations, managing and reducing emissions from business travel is a vital part of their sustainability objectives – with aviation the largest and most challenging component. This session looks at how more granular and consistent carbon data can empower business travelers to make informed choices across their sustainability programs.

## **Sustainable Business Travel: Collaborative Solutions for a Greener Future**

In this 45-minute session on sustainable business travel, eco.mio, Advito, and Amadeus Cytric will educate participants on various green business travel measures (travel policy, internal campaigns, nudging, incentives) and demonstrate how suppliers collaborate to help companies achieve their climate targets.

The session will begin with an introduction to the climate impact of business travel. It will then delve into adesso's climate targets and the need to act. Adesso's experience with different measures will be enriched by the experts with further initiatives to provide hands-on recommendations for participants. The session will conclude with a discussion on collaborative efforts among suppliers to support companies in their sustainability goals, emphasizing the collective impact of these initiatives.

## **Sustainable Procurement Criteria: Harmonization of Sustainability Data Gathering** *Delivered by the GBTA Sustainability Committee*

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 Sustainable Procurement Criteria 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.

### **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.

## **Navigating the Evolving Needs of Business Travel Accommodation**

Join our engaging panel session, "Navigating the Evolving Needs of Business Travel Accommodation," where we dive into travel trends and traveler expectations. In today's dynamic landscape, we'll explore the increased prevalence of remote working and flexible schedules, shedding light on how these shifts impact travel. Learn how modern travelers seamlessly intertwine work and leisure, often bringing their families along or extending their stays for leisure activities. Discover the critical role of traveler-centric choices in enhancing work-life balance and fostering stronger company relationships. Together, we'll uncover what today's corporate travelers truly desire, addressing the evolving landscape of business travel accommodation needs.

### **Objectives:**

- Understand the latest trends – and how they're influencing travel behavior.
- Update your policies to meet the needs of a new generation of travelers.
- Balance cost control, traveler safety and employee experience in a largely unregulated environment.

## **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.

### **Objectives:**

- Identify the areas where you can take a look at your program or your own data.
- Learn how to prove everything with data - don't make assumptions.
- Understand the importance of bringing in third party data when assessing your program.

## **How to make best use of the Safety and Security elements of the GBTA Hotel RFP Template**

### ***Delivered by the GBTA EMEA Accommodations and Risk Committees***

The session is aimed at anyone who has responsibility for sending out or reviewing an RFP for Accommodation for their organisation.

## **Objectives:**

- Learn about security and safety considerations for hotels.
- Discover GBTA Hotel RFP security and safety questions and understand the reason behind those questions and why they are important.
- Provide advice to attendees on how to best use the GBTA Hotel RFP Template to get the most out of the Security and Safety questions:
  - Short description of the Hotel RFP Template (to be provided by guest speaker on the panel from the Accommodation Committee)
  - The importance of taking the security and safety questions into account when deciding on which hotels should be approved for use by your organisation
  - How to design your own RFP and what questions you might think of adding should you need
  - Who to partner with internally to make sure that the responses to the different of the RFP are appropriately reviewed.

## **Global Business Travel Index (BTI)<sup>TM</sup>: Outlook for Global Business Travel 2023 – 2027**

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.

This session examines key topics including how business travel is recovering from the pandemic, 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.

This session is made possible by Visa.

## **Travel Manager als Digitalisierungs-Champions**

Die Digitalisierung ist in aller Munde und macht auch vor dem Geschäftsreisemanagement keinen Halt. Für Travel Manager bietet sie die Chance, eine digitale Vorreiterrolle einzunehmen und mit modernen Lösungen echten Mehrwert für Ihre Unternehmen zu schaffen.

In dieser Session gibt Dr. Veit Blumschein, Co-Founder und CEO des Travel-Tech-Unternehmens Lanes & Planes spannende Einblicke in innovative digitale Lösungen für das Travel- und Expensemanagement im Mittelstand. Der Fokus der Session liegt darauf, wie Unternehmen mit digitalen End-to-End Prozessen Kontrolle und Transparenz über ihre Geschäftsreisen erhalten, erhebliche Einsparungen realisieren und darüber hinaus die Userexperience ihrer reisenden Mitarbeiter\*innen deutlich verbessern.

# **The Evolution of Ground Transportation for Business Travel: Perspectives from Europe**

Do corporate goals align with employees' expectations in business travel today? And after so much change, what is the status quo of ground travel across Europe for travel managers and their employees?

GBTA, in partnership with FREENOW for Business, will present key findings and insights from their brand-new survey of both business travelers and travel managers in Europe.

Launching at the event, the study explores corporate mobility in Europe, focusing on seven markets including France, Germany, the United Kingdom, Ireland, Spain, Italy and Poland.

The presentation will examine key parts of the survey results, including:

1. What has changed in the past three years and what the future might hold?
2. The rise of sustainability in business travel.
3. Top challenges for business travel managers in 2023.
4. Business Traveller preferences and perceptions.

## **Ganzheitliche Mobilitätslösungen – Die Große Freiheit**

Anhand eines Kundenbeispiels geben wir Einblick darüber wie wir zusammen mit dem Kunden ein ganzheitliches Mobilitätskonzept für alle Mitarbeiter entwickelt haben. Statt Travepolicies und Dienstwagenrichtlinien geht es darum allen Mitarbeitern ganzheitliche, nachhaltige und individuelle Mobilitätsangebote anzubieten. Hiermit erhöhen wir die Arbeitgeberattraktivität, leisten erhebliche Beiträge zur CO2-Reduzierung, optimieren die Ausgaben für Mobilität.

## **Let's Talk About You & Me: Repairing the Relationship Between TMC and Buyer**

The TMC operational model has remained largely unchanged for decades, while the broader customer service world has evolved to meet changing demand. Customers now need a breadth of service unseen before and don't all possess a budget or commercial model suited for the post-pandemic world. The role of the travel agent has shifted as well - do they need to be know-it-all concierges, or tech-savvy guides? In truth there is a disconnect between the value buyers seek from their TMC, what is reality, and what is commercially viable for all parties. Are we on the road to Splitsville or can we weather this rocky relationship?

In this session, we'll undergo some TMC/buyer marriage counselling, facilitated by an expert consultant. Can TMC and buyer come together to renew their vows, or are they headed to divorce court?

### **Objectives:**

- Demystify the TMC problem by comparing evolving customer needs with innovative practices.
- Identify what complex businesses value and 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 – reprioritise?

# **Generative AI & ChatGPT – will it change everything?**

## ***Delivered by the GBTA EMEA Technology Committee***

ChatGPT is on everyone's lips. But is the hype justified?

Will AI change the labor market? And what potential for companies are in for that technology?

### **Objectives:**

- Experience practical insights with us using examples of business travel mobility.
- Ask your questions to GPT yourself and understand how you can use this technology in your everyday life.

## **Traveler wellbeing - the missing metric – what do you do with this data?**

If traveler wellbeing is still squeezed uncomfortably into safety and security within your travel program, this is a must-attend session for you. The problem with assessing traveler wellbeing is that it is essentially an intangible thing wrapped up in many layers of complexities preventing an accurate picture of how travelers are coping. Or is it?

Join experts on the subject to get a deep understanding of how traveler wellbeing differs from safety and security and why it's so important. The cost of ignoring, or simply overlooking, it can be significant, as employees are forced to take sick leave or work whilst sick, and ultimately this can affect talent retention and attraction.

We will explore what it is about travel that impacts wellbeing, such as fatigue, work/life balance, experience, comfort, and access to healthy choices.

You will discover how to set targets and monitor travelers' wellbeing, incorporating these into future policy decisions, sustainability strategy, and supplier conversations.

We will motivate you to have conversations with your travelers and your people managers to identify at-risk travelers addressing potential problems before they arise. In a year where many organizations are prioritizing cutting carbon emissions and costs you could be putting travelers at risk. Without a metric to represent the traveler, companies could easily lose sight of the employee behind the trip. Get to grips with real ways you can measure this missing metric today with practical ideas on how you can report on wellbeing just as you would cost or carbon.

### **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.

## **Exploring the Impact of Artificial Intelligence on Travel Agent Specialisation**

The current This session will explore the impact that Artificial Intelligence (AI) will have on the role of travel agents and how it will lead to more specialisation. The rise of AI in the travel industry has led to discussions about the implications of automation on traditional travel agent roles.

The session will provide an overview of current AI applications like ChatGPT in the travel industry and the potential implications for the specialisation of travel agents. It will also examine the benefits and drawbacks of AI for both travel agents and the industry as a whole and how they can better prepare for the change.

### **Objectives:**

- Discover how to use ChatGPT to save time/money.
- Upskill workers.
- Explore future-proofing/focusing on complex problems.

## **Travel Compliance Erfolgreich durch komplexe Vorschriften für internationale Geschäftsreisen**

Erhalten Sie einen umfassenden Einblick in die Herausforderungen und Lösungen rund um reibungslose Geschäftsreisen. Die Fokusthemen umfassen Pre-Travel Authorization, EU Posted Worker Enforcement, globale Trends des Fachkräftemangels, die Posted Workers Directive (PWD), die Funktion und Pläne der European Labour Authority (ELA), das Entry/Exit System (EES), das European Travel Information and Authorization System (ETIAS), sowie praktische Lösungsansätze.

Freuen Sie sich auf Erkenntnisse und Best Practices im Austausch mit Geschäftsvertretern und Ertan Okcu, Operations Director DACH bei CIBT. Unser Ziel ist es, Ihnen das nötige Wissen zu vermitteln, um die Komplexität der Reisevorschriften zu meistern und internationale Geschäftsreisen erfolgreich zu gestalten.

## **The New Distribution & Corporate Contracting Landscape**

*Delivered by the GBTA EMEA Aviation Committee*

Moderated by Calum Hawley and with a panel of Buyers, hear their thoughts on New Distribution & Corporate Contracting, their journey and the ultimate question- are they happy with their access to content?

This is The Buyer's response to the recent GBTA EMEA Aviation Committee webinar of the same title where suppliers spoke of what the current landscape looks like both in terms of air distribution but also from a corporate contracting perspective.

# **Artificial Intelligence and the Events Industry – What are the opportunities and risks?**

## ***Delivered by the GBTA EMEA Meetings Committee***

Artificial Intelligence (AI) has existed for many years, but 2023 has seemingly marked a watershed moment for this technology with high profile tools like ChatGPT causing excitement and concern in equal measure. There is still much to learn about the potential impacts that rapidly evolving AI will have on the world – but what does it mean for event planners? We invite you to join a diverse group of panelists for an interactive discussion on the following themes:

- What is AI? A basic introduction to the technology and how it works.
- What are some of the applications for AI in the meetings and events industry currently?
- What potential future opportunities might AI provide for the events industry? (e.g. improvements to event planning efficiency and enhanced attendee experience)
- What are the challenges and potential risks of AI for the events industry (e.g. privacy concerns, potential biases)

### **Objectives:**

- Gain a basic awareness of what Artificial Intelligence (AI) is and its current applications relative to the events industry.
- Gain insights into potential future opportunities for using AI for meetings and events.
- Learn about some of the potential risks that might arise from using AI for meetings and events.

## **The Future of Purposeful Meetings & Events**

There have been several articles recently discussing the increasingly important role that travel and meetings play in developing, communicating, and sustaining corporate culture. With more and more companies moving to remote and hybrid work environments, corporate culture is no longer confined to what happens at headquarters or inside branch locations. Now, more than ever, corporate culture is mostly visible and palpable when we connect, engage, and interact on the road, at face-to-face meetings and events. More and more new hires are starting their first day on the job at home, sitting in front of a computer, completing a virtual onboarding experience and perhaps a few training modules. It may be months before they meet their boss, peers, and colleagues in person. And when they do... what will they learn, experience, and feel about the vibe, energy, and culture of their new company? How can meeting planners be more intentional about delivering purposeful and meaningful experiences that truly captures the essence of the company?

### **Objectives:**

- Explore the Why do purposeful engagements matter now more than ever?
- As a meeting planner, discover more resources to support a company's ESG initiatives and priorities.
- Examine how are suppliers meeting the demands of more purposeful and inclusive travel and meetings?.



- Experience tangible action items everyone should be thinking about in executing purposeful meetings

## **You get what you pay for. Fact or fiction in travel payments? You decide.**

### ***Delivered by the GBTA EMEA Payments Solutions Committee***

Join the key players in the payments eco-systems as they delve into the following key topics:

- Payment and Travel technology
- Payment and supplier strategy
- Payment regulation
- Future payment trends

This session will provide an overview of the current payments landscape - what payment methods are available and how corporates are using these.

It will also address the impact of PSD2 and what may be coming down the track new regulation - PSD3 and how that will impact corporate travel programmes and what needs to be done to prepare.

#### **Objectives:**

- Understand the current payments landscape Compare what is Duty of Care vs a Duty to Care.
- Update on current usage trends.
- Provide insight to the impact of upcoming regulation and how to prepare.

## **Europe's Multimodal Movement - Fact or Fiction?**

With the European Commission's Multimodal Digital Mobility Services (MDMS) initiative coming into play in Q1, pressure for digital transformation is mounting to pave the way for smarter, more sustainable cross-border business travel. Our guests analyse the macro trends driving demand, the opportunities and roadblocks, and how their respective industry sectors are gearing up to capitalise on this shift in the business travel landscape.

#### **Objectives:**

- Explore what's driving demand for multimodality in business travel.
- Discover the opportunities and challenges to achieving smarter mobility.
- Gain insights on how stakeholders addressing the shift.

## **How to DEI your Travel Programme Delivered by the GBTA DEI Committee**

There are rumblings of DE&I fatigue and travel managers are stumbling on how to operationalize, measure success and impact change to their travel program via a DE&I lens. Hear from three travel managers who have embraced the challenge and made gains in the

programs around DE&I. The discussion will be thought provoking and audience will leave with ideas to amend their travel program to account for DE&I.

**Objectives:**

- Understand the benefits and challenges of implementing an effective DEI programme.
- Learn from experienced travel managers how to plan for success and avoid pitfalls.
- Leave with an actionable plan of how to amend your travel programme to account for DE&I.

## **Is the accommodation sector ready to recruit the next generation workforce?**

*Delivered by the GBTA EMEA Accommodations Committee*

Panel discussion-based industry experts i.e., educational, buyers and suppliers. We will discuss attracting people into the industry across all generations as well as from other sectors with transferable skills. The challenges and best practice to be discussed by the panel will be addressed ie some case studies etc.

**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.

## **Lassen Sie Ihre Mitarbeiter nicht hängen! - Alles zum Thema Gesundheit Ihrer Mitarbeiter auf Geschäftsreisen**

Reisevorbereitung aus medizinischer Sicht (Reiselandanalyse, Untersuchungen, Unterweisungen, MA-Informationen, Vschutz); Wann und für welche Themen sollte ich mir als Travel Manager Hilfe holen? Wie finde ich den richtigen Dienstleister?; Was passiert in einem Notfall? Szenario bei Vorhandensein eines medizinischen Dienstleisters - Zusammenspiel Mitarbeiter - Unternehmen - Dienstleister – Versicherung.