GBTA + VDR Europe Conference 2025 | Hamburg 10–12 November

2025 Proposal Submission Worksheet

Call for Education Session Proposals for GBTA +VDR Conference 2025 | Hamburg.

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.

Please limit your submissions to a maximum of 2 per company.

[Submission Portal Link](#)
The deadline to submit is February 27, 2025.

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 recommended 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.

- **Track:**

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

- **Session Description (max 500 characters):**

  - Describe in detail who should attend, what content you will cover, and what attendees will take away from your session.
  - *Goal:* If your proposal is accepted, this description is what will be posted on the website and used in marketing materials and promotion. It should be concise and to the point to capture an attendee's attention
  - *Tip:* How well your description is written reflects your professionalism and expertise and will be a factor in review and acceptance. Be sure that there are no typos or incorrect grammar in the descriptions.

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

  - Provide high level bullet points including engagement activities, topic overview, and session outline.
  - *Goal:* Demonstrate the session flow and what the Peer Review Council can expect the content of the presentation will cove
  - *Tip:* The overview should align with the learning objectives to demonstrate what attendees will take away from the session.
    Do not copy/paste the marketing description into this field!

- **Learning Level:**

    - **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:

- o Proposals must be submitted via the online Attendee Interactive platform.
- o Sessions will be scheduled for 11&12 November 2025. Please do not submit a proposal unless you are able to appear on any of the days.
- o 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.
- o GBTA requests permission to rebroadcast speaker images, printed materials, and/or voice and video recording(s) in connection with our 2025 live events. Speakers maintain presentation content copyrights.
- o All accepted presentations must adhere to the established event deadlines.
- o All presenters must register for the Conference.
- o GBTA does not pay any speaker fees or honorariums for presenting in the educational program.