



GBTA



**NORDIC
BUSINESS
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Europe
Conference
2024

Copenhagen
4-6 November

Continuous Pricing: what will tomorrow's corporate contracting look like?

With airlines implementing continuous pricing, travel buyers cannot help but wonder: Will it really lead to a decrease in fares? How does it change the airlines offering and their ability to bundle fares to ancillary services? And more importantly, how should buyers address airline contracts moving forward? Join us discover if discounts based on booking class will still be relevant in the future, or whether buyers and travel managers should turn to alternative models to optimize their airline spend.

Global Business Travel Index (BTI)[™]: Outlook for Global Business Travel 2024 – 2028 with a Focus on Europe

The Business Travel Index (BTI) is a flagship research initiative by GBTA, now celebrating its 16th year of publication. Renowned as a cornerstone for industry planning, it offers an exhaustive analysis of business travel spending and growth across 75 countries and 48 industries. With a forward-looking forecast spanning five years, the BTI provides a comprehensive overview of demand-side metrics, covering various aspects of business trips and associated expenses, including airfare, accommodations, dining, transportation, and incidentals.

In this session, we explore key topics such as the trajectory of business travel recovery, projected timelines for full recuperation, and the intricate considerations amidst factors such as inflation, labour shortages, supply chain disruptions, geopolitical tensions, and rising interest rates. Additionally, insights gleaned from GBTA's survey of 4,000 global business travellers shed light on spending patterns, trip durations, booking behaviours, travel frequency, and payment preferences.

Join us as we navigate the current state of the industry, gather perspectives from business travellers worldwide, and forecast the landscape for the next five years.





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The new age of Strategic Meetings Management

Share and discuss the modernized SMM Wheel: key drivers for the change, new elements that must be considered in today's environment and an outline of how the various pillars work together in harmony.

What Next for AI in Travel Management?

Following the introduction of AI-based virtual assistants for travel management, this session delves into how to leverage AI to assist with more complex tasks and strategic decision-making. Through interactive discussions and demonstrations by fellow travel managers, participants will gain a deeper understanding of how to optimize their processes with AI technology. They will leave with actionable insights on implementing AI to enhance compliance, reduce fraud, and deliver personalized experiences to travelers. This education session is an opportunity for travel managers to move beyond the initial excitement of AI's potential and focus on achieving tangible results that align with their organization's goals.

2024-2025 Global Pricing Forecast: What The Great Moderation means for Airfare, Hotel Rates and Ground Transportation Costs.

Given the paramount importance of the global economy to the business travel sector, what are the anticipated trends in costs and pricing for companies facilitating employee travel? How have inflation, supply chain disruptions, labor shortages, energy expenses, geopolitical tensions, and escalating interest rates influenced the business travel landscape? Moreover, how will the industry adapt to these pressures and what implications will they have on airfare, hotel rates, and ground transportation costs? Now in its milestone 10th year, this forecast serves as an indispensable resource for both buyers and suppliers, offering insights into market dynamics and aiding in budget



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planning for the upcoming fiscal year. This session offers an initial exploration into the trajectory of pricing trends and identifies potential opportunities for the industry. Join us for this vital presentation, grounded in data, to gain insights into the forecast for business travel expenditures.

AI: Your Passport to Payment Perfection

As AI enters all aspects of the travel industry, we will discuss how AI will impact the payment process from fraud management through to data analysis. We will be joined by an expert from AirPlus who will share insight into how they are ahead of the curve in deploying AI technology.

Next-Gen TRM: Not Your Granny's Programme

Is your Duty of Care framework looking a bit dusty? This session will explore the latest trends in travel risk management, from pre-travel preparation, risk assessment, and risk mitigation, to emergency response planning, active support and response during a trip, and post-travel debriefing and review.

The insights will equip travel professionals, corporate travel managers, and travellers with actionable strategies and tools to enhance travel safety protocols, ensuring a more secure and efficient travel experience in today's dynamic global landscape.

- Travel Risk Management today (as outlined in ISO 31030)
- The role predictive analytics, AI and automation plays in travel risk management
- TRM, sustainability, and departmental synergies from a holistic perspective
- Customised travel risk profiles
- Integrated health security



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Question Time With The Accommodations Committee

The EMEA Accommodations Committee will host an interactive session with an expert panel of suppliers and buyers from the accommodation sector. An open forum session for the audience to ask the questions that keep them awake at night. Examples could be; cost, availability, RFP, compliance, sustainability, technology...

AI Hackathon: Boosting Business Travel Efficiency

Discover with us the benefits of the use of artificial intelligence.

In a 45-minute session, three industry experts take on the challenge of solving a problem in 15 minutes using AI.

Experience how AI technologies are creating new ones, opening up possibilities to optimise business travel.

Discuss with us the different approaches and their potential to solve the given problems.

Is Your Travel Policy Behind the Times? Get Ready for Next-Gen Travellers

Is your travel policy ready for what's coming next? Does it reflect current trends and the evolving expectations of modern travelers? Backed by data from interviews with travel buyers and survey results, this session explores what travel policy should look like.

Wellbeing, sustainability, work-from-anywhere policies, and other variables of influence make up a new, modern framework.



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Show Me the Money! Drive Value with Hotel Programme Performance Metrics

Negotiated hotel programs just aren't driving the value that they used to. Half of corporate negotiated rates result in less than a 10% effective discount. It's time to reconsider how we measure hotel program performance because building a best-in-class hotel program gets tougher every year. In this interactive session, you'll learn new metrics to measure performance from industry experts and put that knowledge to the test with a mock hotel sourcing exercise.

The future of small meetings and events

Small meetings are on the rise, but with global inflation and increasing business travel costs, corporate budgets are under scrutiny. Smaller meetings often go unmanaged with hidden costs. Integrating meetings and events into your business travel policy and implementing a specific policy for small meetings can drive significant cost efficiencies and savings. Hear from a panel of industry experts who will share their insights and practical examples.

3 Ways to Leverage AI & Scenario Models to Alter Hotel Programme – Real Time

With hotel procurement, forecasting has never been so challenging. Internal + external factors change weekly. Corporates need to be agile + quickly able to project outcomes of potential decisions. This session clears clutter for attendees, as peers engage with each other on leveraging AI to model scenarios + prioritize elements like safety, savings, satisfaction, sustainability, etc.



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Destination Wellness: Measuring and Promoting Healthy Business Travel

How many of your travelers are burnt out? Taking too many connecting flights? Or traveling to destinations with bad air pollution? If you don't know the answers to these questions, you might have a gap in your traveler wellbeing strategy. In this session, we'll uncover how to integrate wellbeing into your travel program, from analyzing your data to crafting traveler-facing communications designed to improve wellbeing and achieve sustainability goals. Join us to discover how to measure and manage your travelers' physical and mental health - because a healthy journey leads to a successful destination.

Embracing Inclusivity in Travel: Fostering Connections and Accessibility

Travel is more than just a journey; it's an avenue for connection, education, sales, and delivery. However, without due consideration for accessibility, these opportunities can become daunting or even impossible for many. In this session, we'll delve into the pivotal role that travel plays in cultivating an inclusive workplace. We'll explore why inclusivity matters and discuss practical strategies for making travel accessible to all. Join us as we unlock the power of inclusivity in travel and pave the way for a more connected and accommodating future.

Rail: drive Modal Shift with your travellers to support sustainability goals

Companies increasingly look to rail to help manage travel CO2 emissions - research finds up to 90% in CO2 reductions.

This session will help you successfully drive modal shift to rail with your travellers:

- Identify viable key routes – review total journey times. Cost-benefit analysis factoring in times, fares & emissions.

- Understand smart 'Multimodal' strategies.





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-Communicate: educate travellers on benefits including Wellbeing - less stressful, reduced queuing & transfer times. More space to walk, work, rest & relax.

-Compare 'productive time' for air & rail.

Challenges: Complex fares, fragmentation; booking cross-border & with multiple providers; keeping bookings in preferred channel/platform; painless processes for travellers.