



Education Sessions

Sorted by Track

Accommodations

A New Dawn for Hotel Distribution Strategies

This session will explore how recent changes to airline distribution strategies — a la NDC — are impacting distribution practices in the hotel industry. Panelists will discuss the current landscape of the hotel distribution system and where it’s headed — i.e. working more directly with agencies and customers.

Learning Objectives:

1. Understand how learnings from the NDC rollout are informing current and future hotel distribution strategies
2. Quantify the top three benefits and drawbacks of transitioning to a more direct distribution system
3. Evaluate how your company can differentiate itself through its distribution strategy to create a better user experience

Everything You Want to Know About Hotel Pricing

Want to know more about hotel pricing? Join this panel session and gain more insights! Buyers will learn the basics of hotel “Revenue Management”, including analyzing and forecasting demand, adjusting inventory and pricing, optimizing booking channel management, and evolving technology.

Learning Objectives:

1. Identify the key tenants and tactics that drive Hotel Revenue Management decisions.
2. Capitalize on these insights in getting the best deals for your hotel program.
3. Understand Revenue Management and how it has evolved with technology/AI.

NDC is Coming to Your Preferred Hotelier Relationship – Are You Ready?

Why should airlines hog all the controversy? Hoteliers are increasingly building their shopping/booking tech to showcase unique attributes to individuals – particularly high-yielding business travelers. The potential structural changes in the hotel supplier-corporate relationship are just coming into view; this first-floor conversation will inform strategies and preparations for what lies ahead.

Learning Objectives:

1. Receive a better understanding of why hoteliers are transforming legacy procurement + shopping processes.
2. Steps buyers can take to reduce GDS dependency and access broader supplier content.
3. Attendees will grasp the personalized automation in the mix, and how it impacts hotel programs.

Project Travel: Optimizing Extended Stay Needs for Savings & Experience

Prolonged project assignments demand a nuanced approach to accommodation. This session looks at intricacies of extended stay accommodations, navigating the balance between cost-effectiveness and enriching traveler experience. To empower businesses to maximize savings while prioritizing employee comfort and productivity, a session for professionals seeking to optimize project travel strategies.

Learning Objectives:

1. Insight into cost-effective extended stay options tailored for project travel.
2. Strategies to negotiate and secure favorable rates for extended stay accommodations.
3. Actionable insights from successful case studies for implementation within your organization.

Transforming Travel: The Hospitality Horizon for Workforce Travel

Workforce travel, designed for field-based travelers, demands a unique approach. Join us and hear industry experts share insights on workforce accommodation trends, macro impacts, and the latest on room rates, supply, and amenity outlook. The session will conclude with an interactive Q&A, providing an opportunity for attendees to engage with the experts. Co-developed by CLC

Learning Objectives:

1. Articulate the key differences between managerial and workforce travel
2. Understand the economic and accommodations outlook for the workforce, field, and project-based lodging segment of business travel.

What's Going On in the World of Short-Term Rentals (STR)?

How are regulation and scrutiny of short-term rentals impacting corporate travel? With a team of accommodations industry professionals, we'll review regulations and compliance and the impact to overall supply. We'll profile cities where the changes are having the most effect. Expect audience engagement and interactive polling for this top-of-mind topic. If alternative accommodations are part of your travel management strategy, this session is essential to understanding challenges and choices.

Learning Objectives:

1. Understand a key accommodations sector and its impact on corporate travel
2. Assess risk/benefit to having short term rentals in your accommodations portfolio
3. Identify partners and providers who prioritize business to business supply, services, and support

Career & Professional Development

Aligning Traveler Wellbeing & Performance with Travel Program ROI

It's time to evolve and align traveler wellbeing with travel program ROI. If traveler wellbeing is just a subset of your duty of care program, this is a must attend session. This session works on performance management for your travel population. Or put more simply, taking care of the people who take care of customers. Providing frameworks to align it to travel program goals and company ROI.

Learning Objectives:

1. Travel performance is traveler wellbeing, taking care of the people taking care of customers.
2. Work life balance, travel fatigue, and jet lag are cumulative problems that can be managed.
3. Educating, engaging, and empowering travelers will increase performance and travel program ROI.

Bold + Balance - The 70% Solution

Being bold requires balance. The secret to the right combination is to operate at 70% and starts with understanding your purpose and values. If trying to live life at 100% has you feeling burnt out, join this session with a Recovering Perfectionist, that will guide you on the behaviors needed to find space, adjust your pace, and give yourself grace allowing you to achieve both boldness and balance.

Learning Objectives:

1. Identify behaviors to be bold with balance
2. Determine what activities you need to start, stop and continue
3. Discover exercises to define your purpose and discover your values.

DIY: Audit Your Program Like a Pro and Prove Your Value

Want to prove your value and your program's value? Your ability to translate travel data and jargon into company value proves the value of your part of the process, the merit of a bonus or raise, and encourages growing travel initiatives. We'll explore new ways to speak a travel language your management can understand. This session helps your job security/advancement.

Learning Objectives:

1. Discover what the pros know about auditing a travel program
2. Find new ways to express value to your company
3. Learn how to easily wow colleagues about your success in travel - they may not get it like you

Out of Office: Give Yourself Permission for Travel Wellness

This session will benefit business travelers, HR/Benefits, Corporate Travel, Risk, and Executive Leadership. During this session, you will understand the difference in taking time away from the office. Each country and culture is unique on their expectation. Being present in the moment, being mindful while traveling, especially during corporate travel can be difficult. Presented by GBTA Global Leadership Professional (GLP) course participants

Learning Objectives:

1. Share survey results from a business traveler's perspective that reveal unhealthy behaviors.

2. Educate attendees on the correlation between business travel and the impact on wellbeing.
3. Enable attendees with tips and strategies to change mindsets by developing healthy habits.

School's in Session! A Crash Course for New Travel Buyers

No pop quizzes or final exam – just a collaborative learning space for industry newcomers to familiarize themselves with the foundations of travel management. What's on the syllabus? Travel management basics like program structure, supplier negotiations, and technology architectures, put into simple terms and explained at an introductory level for anyone seeking to close those knowledge gaps.

Learning Objectives:

1. Explore foundational concepts in travel management, develop essential skills and competencies
2. Practice applying skills with expert guidance and constructive feedback
3. Build relationships with industry peers at a similar career stage

Setting Up the Right Governance Model to Ensure Travel Program Success

Many travel programs struggle to meet their objectives due to project governance issues. When launching a TMC sourcing or implementing an OBT, setting up the right project team, involving internal stakeholders, and getting the right senior sponsorship are keys to success. Maintaining that governance model and stakeholder involvement is also critical to on-going achievement of program goals. This session gives you concrete tips and examples of how to succeed in your travel program initiatives.

Learning Objectives:

1. Understand the basics of successful governance in transformation projects.
2. How to avoid frequent traps and risks that make travel projects fail.
3. Shine within your company with successful projects and positive organizational visibility.

Data Analytics

Cost Management 2025: Penny Wise, and Pound Wiser, Using Data Analytics

An interactive Panel Discussion interviewing eminent Travel Managers who lead significant Global programs. Each panelist will share and discuss their three most actionable and successful examples of leveraging data to deliver, manage and measure cost savings, followed by an audience Q&A. The principles discussed will apply to, and be usable by, Travel & Expense leaders of all program sizes.

Learning Objectives:

1. How to prioritize savings initiatives that truly make a difference to the organization.
2. How, and when, to discard high effort, low return savings initiatives using data.
3. Understand the key metrics and data points that drive significant and measurable cost savings.

Strategic Sourcing Unveiled: Decoding Data for Success in the 2025 Hotel RFP

On this panel, experienced travel buyers and industry experts will highlight how data-driven decision-making drives innovative hotel program sourcing strategies. Explore diverse approaches to hotel sourcing and learn how data-driven insights empower buyers to navigate this ever-changing environment to enhance your program's performance. Presented by the GBTA Accommodations Committee

Learning Objectives:

1. Identify baseline using historical data for the first normalized year to generate goals for 2025
2. Learn strategies to strengthen partnerships/set expectations to implement data-driven decisions
3. Target continuous improvement/new needs using data and ongoing accountability as program drivers

What Every Travel Manager Needs to Know About Data Science

Bad data's not just a headache, it's a costly one. Effective operations hinge on good data, but getting your data into a usable state is tough. Both new and seasoned travel managers are invited to join our workshop for some practical strategies on turning your data into a valuable and powerful asset for your organization.

Learning Objectives:

1. Identify and elevate your travel data quality
2. Understand data science basics in plain English
3. Harmonize diverse data for better analytics and decision making

GBT A Research

2024 Global Pricing Forecast: Predictions 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 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. Made Possible by CWT

Global Business Travel Index (BTI)[™]: Outlook for Global Business Travel 2024 – 2028

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, labor shortages, supply chain disruptions, geopolitical tensions, and rising interest rates. Additionally, insights gleaned from GBTA's survey of 4,000 global business travelers shed light on spending patterns, trip durations, booking behaviors, travel frequency, and payment preferences. Join us as we navigate the current state of the industry, gather perspectives from business travelers worldwide, and forecast the landscape for the next five years. Made Possible by Visa

New Research Revealed: Managed Ground Transportation Trends

Join us for an exclusive first look at new GBTA research, revealing top priorities and challenges in managed ground transportation. A lively panel discussion will deliver invaluable intel and actionable strategies surrounding how to implement effective policies and processes that reduce risk, promote employee satisfaction, and limit cost and carbon emissions.

Here's a sneak peek at the full range of topics covered:

Travel policies: How do travel policies address various modes of ground transportation? Which modes are allowed and which are restricted? Do policies address emerging modes such as electric scooters? How have ground-related policies changed in the past three years? Do companies have different policies for different countries or regions?

Limos/Chauffeured cars: How do travel buyers view limos/chauffeured cars? In which scenarios do travel programs use these services?

Vendor relationships: How often do travel programs have formal relationships with various types of ground transportation companies including rental car companies, chauffeured car providers, and rideshare companies? What are the pros and cons of having a formal relationship?

Group and project travel: How do travel programs arrange ground transportation for group and project travel? What are the pros and cons of various approaches?

Sustainability: What percentage of a company's business travel carbon emissions comes specifically from ground transportation? Which measures are companies pursuing to limit carbon emissions from ground transportation?

Based on GBTA Research Sponsored by the National Limousine Association

The Future Is Now: Technological Transformation in Corporate Travel

For corporate travel, last year was a watershed year for technology. Technologies including AI, NDC, and blockchain have begun to transform the industry. This session examines technology in corporate travel. It is based on a survey of business travel professionals—including buyers and suppliers—in North America and Europe, and addresses topics including:

Travel programs: Do travel programs do a good job with technology? What percentage of their overall budget do they spend on technology? Will spending on technology increase in the coming year? How many travel programs have a dedicated travel technology manager?

Hotels: Are hotel professionals satisfied with the technology that they use?

Emerging technology: Are industry professionals familiar with emerging technologies such as AI, blockchain, NDC, and virtual reality (VR)? How could these technologies be applied to corporate travel? Are industry professionals interested in these potential applications?

Based on GBTA Research Sponsored by Cvent

Human Resources & Stakeholder Management

Breaking Down Silos: Using Communications to Bring Your Strategy Together

With all of the data available at our fingertips, it's surprising that breaking down silos between the different parts of a travel program is still a challenge. The crucial (and often missing) piece of the puzzle to ensure that everyone is working towards the same goal is communications. In this session, we'll explore how to use travel data and communications to create a holistic program strategy.

Learning Objectives:

1. Understand how communications can help achieve travel program goals
2. Learn how to translate the insights gleaned from travel data into traveler-facing messaging
3. Dive into the metrics and KPIs you can track to measure the success of your holistic strategy

Champion Diversity: Crafting Inclusive Travel Programs for Tomorrow's Travel Manager

In this session, we will discuss how travel managers can work with a TMC and go beyond mainstream knowledge and destination data to help break down barriers, consider DEI and empower every journey. Understanding the demographics of their travelers, and ensuring diverse stakeholder representation, can ensure travel managers account for everyone's unique needs and potential risks within a travel program. Join us to learn more about building an inclusive travel program.

Learning Objectives:

1. Discover areas where your travel program might have gaps and risks
2. How profile management can mitigate risk for travelers Practical inclusions in a corporate travel policy

CollaborAgeism at Work: Combatting Silent Discrimination in Age Diversity

Join us and our panel of experts and industry peers as we welcome transparent conversations about navigating the intergenerational workplace. For the first time, all five generations are working together, creating a need for collaboration to overcome age biases and to better shape the future of the workforce. Presented by the GBTA Inclusion & Culture Committee

Learning Objectives:

1. Increase overall awareness about ageism Identify stereotypes of learn how to recognize them
2. Collaborate about collective actions to take as a travel community

Digital Accessibility and YOUR Business

Many professionals think Digital Accessibility doesn't affect them, but WCAG (Web Content Accessibility Guidelines by the World Wide Web Consortium, W3C) is gaining traction in high-value customer RFP's (Request for Proposals) and reasons to ignore it are running out. Accessibility may naively focus on physical constraints, but digital access is under increasing scrutiny and regulation. You might not think it's critical nor mandatory for your company, but have you considered your customers?

Learning Objectives:

1. Understand Digital Accessibility and some federal requirements
2. Master Accessibility terminology (e.g. A11y) for conversing with IT Providers
3. Avoid unforeseen impacts to your business, often arising from your customers

Don't Be Left Behind: The Cutting Edge on Accessibility Standards

It's crucial for both buyers and vendors to stay updated on the new Open Travel Alliance (OTA) accessibility standards for their disabled travelers. Participants will walk away knowing 22 new OTA accessibility standards along with how to assure their travelers can access them. Presented by the GBTA Inclusion & Culture Committee

Learning Objectives:

1. Walk-away with a clear understanding of the accessibility market.
2. Learn about the new Open Travel Alliance standards for accessibility.
3. Receive a list of accessibility standards you can ask for during your next hotel RFP.

Meetings & Events

Best Practices for Starting and Continuing a Strategic Meetings Management (SMM) Program

Interested in learning about the value of implementing and maintaining a Strategic Meetings Management (SMM) Program? Join this dynamic discussion with experts that will share the essentials of SMM, synergies between meetings and travel management, and show the benefits regarding spend visibility, improved productivity, increased savings, and return on investment as a result of having a program. Presented by the GBTA Meetings & Events Committee

Learning Objectives:

1. Understand what Strategic Meetings Management (SMM) is and what it is not
2. Learn the tangible benefits of centrally managing meeting spend
3. Recognize the synergies between meetings and travel management

Meeting and Event Contracts: Contents, Trends, and Challenges

Contracting groups, meetings and conventions can be difficult and time consuming, some say more than ever. This session will highlight what are the key “pain points” of contracts and what can be done with them, what are some current trends in contracting, what some client and hotel companies are doing with Master Service Agreements, and the challenges of international contracting. Presented by the GBTA Meetings & Events Committee

Learning Objectives:

1. Key elements of M&E Contracting and understand how to better manage for quicker contracting
2. Understand the purposes and pitfalls of M&E MSAs
3. Understand the differences in International contracting and ways to make this easier

The Evolution of Strategic Meetings Management (SMM)

A lot has happened with Strategic Meetings Management Programs (SMMP) over the last 10 years, especially during the Covid-19 pandemic. As a result, the SMM Wheel has been enhanced to identify the changing landscape of meetings and enhance the overall process. Come prepared to learn how SMM programs have changed and how continued focus is necessary to manage meetings and spend. Presented by the GBTA Meetings & Events Committee

Learning Objectives:

1. View the enhanced Strategic Meetings Management (SMM) Wheel
2. Learn why the Wheel was updated and the value it adds
3. Understand how you can incorporate these changes into your existing SMM program

Unlocking Inclusivity: Embracing Neurodiversity in Meetings and Events

In an era marked by the call for DE&I, our industry must create spaces where everyone feels valued and welcomed. This panel discussion delves into the vital theme of non-apparent disabilities, specifically neurodiversity, and inclusivity. We will explore practical strategies you can integrate into M&E planning and execution, fostering an atmosphere of belonging for all participants.

Learning Objectives:

1. Understand types of neurodiverse attendees
2. Why creating inclusive M&E environments matters

3. Best practices to create sensory-friendly meetings and events for all

Unmasking Boardroom Billion Dollar Blind Spots Through Lost M&E Spend

Senior leaders often overlook the financial abyss of unaccounted meetings spend, costing millions yearly and exposing companies to risks. In this session we'll explore strategic meetings management and show how you can gain full visibility of your company's events spend. Learn how to transform policy by merging T&E spend for more purchasing power and discover how a centralized meetings strategy can drive company success as meeting costs surge, supply battles intensify, and buying power weakens.

Learning Objectives:

1. Gain visibility of your company's entire meetings and events spend
2. Develop the steps needed to create more buying power by combining your travel and meetings spend
3. Apply a centralized meetings and events strategy to impact your company's goals and objectives

New Distribution Capability (NDC)

Airline NDC: Distri-Confusion to Finding Solutions

Discover from 3 travel managers how each navigates the NDC landscape and are connecting the multiple pieces to gain access to content for business travelers. The journey and stages to completion are different for each travel program - this session will provide insights into the solutions being implemented and the challenges each have faced with regards to the Airline NDC landscape, and provide updates from the Aviation Committee's GBTA 2023 Convention session called 'Air Distri-CONFUSION? Distribution Strategies for Today and the Future Landscape'. Presented by the GBTA Aviation Committee

Learning Objectives:

1. Understanding different air travel distribution ecosystems and the impact of NDC Development of air travel program strategies within the NDC landscape
2. Assessing the advantages/challenges and connecting the NDC puzzle pieces

C-Suite Conversation – NDC Takes Flight in 2024

The panel discussion "How NDC is Taking Off in 2024" will delve into the latest developments and trends surrounding the New Distribution Capability (NDC) and direct booking in the business travel industry. As NDC and direct connects continue to revolutionize how airlines distribute their content, this session will explore their impact on travel management companies, corporate travel buyers, and the overall traveler experience. Industry experts and C-level executives will share insights on how NDC is reshaping distribution strategies and what that means for travel buyers. The discussion will also touch upon challenges and opportunities for stakeholders navigating the evolving NDC landscape.

Learning Objectives:

1. Strategies for Navigating NDC Complexity: Learn how industry leaders are adapting their strategies to effectively integrate NDC content into their distribution channels and what that means for travel buyers.
2. Impacts on Corporate Travel Budgets: Understand the financial implications of NDC adoption for corporate travel budgets and negotiations with airlines.
3. Technology and Implementation Requirements: Gain insights into what it takes to deploy and fully leverage NDC capabilities.
4. Future Outlook and Trends: Explore future trends and developments in NDC that will shape the business travel landscape in the coming years.

Easy NDC - Practical Use in Data, Program Management & Sourcing

NDC is here. The problem is that so much attention up to now has been paid to accessing and booking fares. What comes next? In this interactive panel session, we'll focus on sourcing and analytics in an NDC era. We'll get into the metrics and measures you need to layer into your NDC program, how to go after the data you need to source more effectively, and how to adapt policy and contracts.

Learning Objectives:

1. Implement new metrics that track the success of NDC within their programs
2. Optimize data capture and reporting methods to improve air sourcing in an NDC era

3. Support a more flexible, dynamic, traveler-approved air program without losing sight of savings

Navigating the Future: The Impact of NDC and Airline Direct on Travel Risk

Essential for anyone managing Travel and Duty of Care. New distribution channels (NDC) and Airline Corporate Direct have a significant impact on data availability that is essential to tracking and managing your travelers' wellbeing. We will navigate the challenges and explore new technologies key to receiving timely and accurate data. Join us as we discuss positive impact of establishing industry-wide standards and better collaboration among all constituents: TMCs, Airlines, GDS and Aggregators. Presented by the GBTA Risk Committee

Learning Objectives:

1. Develop a comprehensive knowledge of the impact of NDC and Airline Direct data made available to your TMC and TRM provider
2. Learn what questions to ask constituents to ensure you can meet with your Duty of Care obligations
3. Develop ideas with your peers for influencing and solutioning data challenges associated with Airline Direct and NDC

NDC Beyond the Buzz: Practical Considerations for Buyers of All Sizes

Despite a decade of discussion, neither the industry infrastructure nor Corporate Travel Programs were fully prepared for NDC. Programs are now pivoting to find the best path forward, while upholding principles of fair competition and duty of care. Each program has distinct needs and concerns, leading to various impacts, including modifications to online booking tools (OBT), adjustments in TMC servicing capabilities, increased costs, and a heightened focus on transparency.

Presented by GBTA Global Leadership Professional (GLP) course participants

NDC in Action: Adding NDC to Your Mix

NDC is now. Avoid getting left behind. Corporate travel managers who attend this panel will learn from an airline, TMC and corporate travel manager about what it took to add NDC content to an enterprise-scale corporate travel program. By sharing what worked well and pitfalls to avoid, panelists will equip you with insights you can put to work immediately to help navigate your NDC journey.

Learning Objectives:

1. Create corporate travel program strategy that includes NDC
2. Complete corporate launch of NDC successfully
3. Refine NDC-integrated program post-launch

Payment Solutions

Be Our Guest - Travel Payments for your Non-Card Holders and Non-Profiled Travelers

Corporate Travel Managers and Travel Management Companies should attend to explore challenges with traditional payment methods for charges for Non-Profiled and Non-Card Holder Travelers. We'll discuss innovative payment solutions tailored for these travelers, addressing booking and incidental expenses efficiently. Presented by the GBTA Payment Solutions Committee

Learning Objectives:

1. Learn the concept of these types of travelers and payment challenges.
2. Understand the different charges for the Non-Card Holders and Non-Profiled Travelers.
3. Evaluate Payment Methods that are available in the marketplace today.

Clear Skies Ahead! Taking the Turbulence Out of Your Air Payments

Our industry experts will review the fundamentals and provide real world applications for optimizing air payments, discussing innovation solutions, recent changes to distribution and collaborative relationships available that help to streamline travel program performance and minimize end to end friction. Attendees will leave with a solid baseline understanding of the life cycle of air payments. Presented by the GBTA Payment Solutions Committee

Learning Objectives:

1. Identify the various payment methods and their respective advantages and limitation within the payment ecosystem
2. Understand how customer needs drive innovation and shape the strategies of service providers
3. Formulate strategic recommendations to future proof your travel program.

Harness the Power of Corporate Card Data for VAT Recovery

The power of level 3 data for VAT recovery is essential to creating a continual loop of savings and efficient optimisation. Using correct data adds a granular layer of transparency to your spend, which is key for analysis and tax compliance. Level 3 data is generated by extracting supplier tax information & transaction itemization, including service categories, net amounts, and tax amounts.

Learning Objectives:

1. Learn what Level 3 data is and how it is used.
2. Learn how to automate your VAT reclaim workflow, allowing for a self-sufficient reclaim automation.
3. Gain knowledge on payment & invoice automation, as well as data integration.

Hotels and Virtual Payments: Connecting the Dots!

Are virtual payments a challenge for your travelers? Be part of this dynamic discussion where the worlds of hospitality and payments converge! Learn how to improve the traveler's check in experience and overall satisfaction. Connect the dots to unlock new possibilities for hotels to thrive in the era of digital transactions. Don't miss your chance to be at the forefront of virtual hotel payments! Presented by the GBTA Accommodations Committee

Learning Objectives:

1. Understand the technology involved in virtual payment solutions

2. Identify common pitfalls preventing successful virtual payments for accommodations
3. Explore and implement strategies for successful virtual payments with accommodation providers

Tap In: The Future of Payment + Expense, and Making Them Work for You

Uncover the transformative power of virtual payments and learn how recent data and AI advancements are delivering elevated traveler experiences and improving the expense process, while offering businesses greater control. Delve into direct & indirect benefits, learn why now is the best time to evaluate your payment strategy, and how best practices drive optimizations across your entire program.

Learning Objectives:

1. Learn why there has never been a better time to adopt virtual payments for your travel program.
2. Understand why payment technology is imperative to drive AI opportunities with expense management
3. Discover how payments become a strategic enabler for travel programs, with best practice examples

The Future of Business Travel: How Employees Are Inspiring Innovation

The business landscape is changing fast and employee expectations around business travel are evolving just as quickly. During this session, we'll provide insights on the ways in which employees are inspiring innovation in the business travel space – from digital innovation to leveraging benefits to travel policies. Our panelists will also share how their companies are already adapting to employee expectations like providing more seamless expense management tools, evolving travel benefit accesses, and updating travel policies to accommodate how their employees want to travel.

Payment Solutions Track Made Possible by and Co-Developed with American Express

Learning Objectives:

1. Learn how digital innovation is changing the travel experience (pre, during, post).
2. Uncover the transformative power of virtual payments and advancements in expense management.
3. Discover trends in the travel space (i.e. elevated experiences, blending business and leisure) driving the need for evolving card benefits/rewards, as well as more flexible policies.
4. Learn how flexible policies can offer businesses greater control while also helping to serve as a compelling employee retention and recruitment tool.

Why Payments Shouldn't (and Doesn't Have To) Be the Weakest Link in a Traveler's Experience

Customer expectations in travel are changing as a burgeoning middle class enters the market with a greater focus on experiences, than simply destinations. At the same time, these customers enjoy a greater quality of financial services in their day-to-day lives than ever before. Meaning, it's increasingly more joyful to pay for a cup of coffee at home than it is to pay for international travel abroad, but this doesn't have to be the case. This session will cover a wide-ranging mixture of evolutionary biology, history, and modern FinTech solutions. Showing that what we see in the natural world reflects what we've seen in the evolution of modern Fintech, and how this journey now provides the tool-kit for travel companies to meet the ever-changing expectations of travelers.

Attendees will hear about product ideas, best practices and case studies, and show why (post Covid) the time to invest in the traveler's financial experience is now. Co-Developed with Adyen
Learning Objectives:

1. Learn about the evolution of modern FinTech solutions and the underlying toolkit they now provide to product teams to build delightful payment experiences.
2. Explore changing customer expectations in travel
3. Understand why, and how, to meet these expectations through payments.

People & Advocacy

A Seamless Journey: The Accessibility Opportunity for Business Travel

For years, the business travel industry has looked for guidance to make travel programs more accessible. How do we communicate with travelers who disclose a need? How do we request that information in a confidential way? How can suppliers share more granular information on their facilities with travelers? How can the industry collaborate on making the travel landscape more accessible for all? In this session, panelists will explore these questions and share helpful tips and how-tos from the recently released Accessibility Toolkit. Topics covered will include how to get started, traveler communications, supplier engagement, point-of-sale, and more. Participants will learn what travel managers, suppliers, TMCs, and champions can do to advocate for making the business travel industry accessible for all.

Link: <https://gbtafoundation.org/accessibility/>

Learning Objectives:

1. Inspire buyers, suppliers, and business travel intermediaries to get started on accessibility by conducting a self-assessment.
2. Provide practical tips on traveler communication, policies, point-of-sale, and supplier engagement.
3. Understand collaborative opportunities to provide travelers with more granular accessibility information that they need when traveling.

Another New Normal? Anticipating the Political and Processing Bumps in Business Travel

Travel manager and stakeholder view of "Business Travel Meets Governmental Policy", a lively, interactive discussion on world political trends affecting travelers. Trends and geo-political challenges will be identified and weighted by the audience. Real-time solutions will be presented that benefit international travelers, security departments, and compliance/audit. Presented by the GBTA Legislative Advisory Council

Learning Objectives:

1. Develop attendees' understanding of current and upcoming business travel requirements focusing on the United States and Europe
2. Explore how political trends can affect travel programs and compliance imperatives
3. Raise awareness of and interest in GBTA's key legislative priorities to uncomplicate professional travel

GBTA Ladders: Cultivating the Next Generation of Global Travel Leaders

The GBTA Ladders program goes straight to the heart of what matters most to the business travel professionals of tomorrow and the industry. This unique mentoring program focuses on facilitating the exchange of ideas and invigorating interest in the business of travel. Are you interested in elevating your career, growing your global network, and driving real industry change? Join this session and learn more about the GBTA Ladders program. And experience it in action as the winning team presents their solution to this year's challenge: Radical Collaboration. Team Trusted Travel will present Pathfinder, their winning idea which is a solution that addresses the issues and challenges a traveler faces while managing travel documentation.

Learning Objectives:

1. Learn about the GBTA Ladders program and how to apply for Season 11.
2. Observe the winning team and see what it takes to participate in the Ladders program.
3. Engage with the winning team and Ladders leadership to better understand the commitment and benefits of the Ladders program.

Physical Health While on the Move: A WINiT Panel

Road Warriors are no strangers to constantly being on the go, making airplanes and hotels as familiar as home. When business travelers are constantly on the move, it's important to find ways to keep moving and continue to prioritize physical health. Join this session as an experienced airline and hotel leader discuss how these two verticals are finding ways to help travelers maintain their physical health, and tips they have for their most frequent flyers and guests.

Learning Objectives:

1. Learn about options from airlines and hotels to stay active while traveling.
2. Identify options for frequent travelers to maintain health that works for you.
3. Make a plan for your upcoming trips that prioritizes your physical wellness.

The Power of Storytelling: Unleashing Success with Heather Dee

Discover the transformative power of storytelling in the business world with acclaimed author Heather Dee Frankovich, the creative mind behind the influential book "Entrepreneur's Disorder." In this engaging and insightful session, Heather will delve into how compelling narratives can drive success, foster brand loyalty, and create lasting impacts in the marketplace. Join us for an inspiring session that will equip you with the tools to harness the art of storytelling, transforming your journey and amplifying your impact in the business arena. Whether you are a seasoned professional or just starting out, Heather's expertise and insights will empower you to tell your story with authenticity and confidence.

Learning Objectives:

1. The fundamental elements of effective storytelling and how to craft narratives that resonate with diverse audiences.
2. Techniques to leverage personal and brand stories to build stronger connections with customers, partners, and team members.
3. Real-world examples and case studies from "Entrepreneur's Disorder" illustrating the profound impact of storytelling on business growth and innovation.
4. Practical strategies for integrating storytelling into marketing, leadership, and organizational culture to inspire and engage stakeholders.

Winning in the Workplace: A WINit Power Panel

Excelling in the workplace looks different for everyone — hear from women leaders in the industry on what success at work looks like for them and how they achieved it. Each person’s career journey is personal to them, and ‘climbing the corporate ladder’ isn’t always a vertical ascent, with detours and horizontal steps along the way. Get an inside look at the career journeys of a panel of powerful female leaders and how they navigated the obstacles along the way.

Learning Objectives:

1. Define what success means for you.
2. Own your career journey.
3. Identify your supporters and mentors.
4. Advocate for your growth.

Procurement & Sourcing

Air Contract Adoption: Breaking Hidden Barriers to Discount Performance

Are you struggling to realize the full potential of your airfare discounts? This session will uncover hidden obstacles between your travel spend and achieving the savings you negotiated. Join us to explore actionable strategies that will break down the barriers to maximizing your travel spend efficiency. Co-Developed with Oversee

Learning Objectives:

1. Discount Realization: Learn how fare loading errors and revenue management strategies affect savings
2. Contract Auditing: Discover how Automated Real-time Auditing versus your spend can be a game changer
3. The Missing Link: Crack the code by introducing Fare Class Availability in your contract discussions

Can Carbon-Based Air Contracts Save Business Travel?

Let’s face it: the 25-year-old model of trading market share for discounts is losing its value and does nothing to align buyers and airlines on their climate goals. Instead, contracts anchored on mutual carbon reductions will soon be essential. Will procurement pros see the benefits, and will airlines go along? Come listen and weigh in on the transformative implications of this bold concept.

Learning Objectives:

1. Grasping the main concepts of carbon-based airline contracts
2. Debating the costs, benefits, risks, and implications of carbon-based contracts
3. Framing a procurement-based case for buyers and airlines interested in this innovation

The TMC Dating Game: Optimizing Your RFP Process to Find Your Perfect Match

Finding the right TMC takes time. Make the RFP process worthwhile by selecting a TMC that isn’t just a summer fling, but a long-term partner. In this session, buyers will discuss defining program goals, qualities they look for in a TMC, and how they level the playing field to ensure an ‘apples to apples’ comparison – ultimately selecting a partner that meets their benchmarks now and in the future.

Learning Objectives:

1. Engage the right stakeholders and survey travelers to define your organization's goals.
2. Conduct discovery workshops that address cultural synergy, stakeholder alignment, and program goals.
3. Select a TMC that meets your needs now and can grow with you in the future.

TMC RFP Sourcing – 5 Steps to Ensure a Successful Process

Are you new to issuing a TMC RFP and ready to source and select the right TMC for your business needs? This session will help you gain the confidence you need to successfully run an RFP with the outcome you desire. Dig deeper with our buyer and supplier panel to learn best practices and tips to avoid challenges/common pitfalls during the process. You'll leave understanding how to streamline the steps of a TMC RFP which ultimately lead to a successful outcome for your company, travel stakeholders, and travelers. Presented by GBTA Global Leadership Professional (GLP) course participants

Learning Objectives:

1. Understand how to prepare for your TMC RFP, including key steps and timelines
2. Learn how to determine the best questions for your unique needs
3. Take away industry best practices and top tips to help you avoid common pitfalls and challenges

Valuing Beyond-Contract Value: Maximizing Your Travel Program

This session is for professionals in charge of creating travel policy. Panelists will share real-world examples of how "going beyond rate" when negotiating vendor contracts for company business policy. Attendees will leave the session with practical examples of what types of travel policy perks they can ask their vendors for beyond rates.

Learning Objectives:

1. Gain practical examples of what types of travel policy perks CTMs can ask their vendors for
2. Learn how to survey your employees to find out what they most value in a travel policy
3. Determine how to measure employee adoption of the "beyond rate" benefits of a travel policy

Risk Management/Duty of Care

Close Calls 2024, Disasters, Crisis, and MORE

Close Calls can happen to anyone, at any organization, at any time. While your travelers may not have been directly impacted by a travel disruption or significant event, it is very likely they may have been a canceled flight, a serious weather event, or a stolen laptop away from a Close Call that could have presented a serious threat to your organization. Presented by the GBTA Risk Committee

Learning Objectives:

1. Identify the impact of close calls on your travelers and on your organization
2. Create a means to collect, analyze, and prioritize the impact of close calls to an organization.
3. Identify practical resources and solutions to close the gap on potential risk.

Crisis Communications: Navigating Global Challenges

During challenges, effective crisis messaging is vital. This session, "Crisis Communications" explores strategies and technologies for global communication. Experts discuss real-world scenarios, emphasizing successful strategies. Gain insights into crafting a comprehensive crisis communication plan, considering a workforce of any size and leveraging tools for swift information dissemination. We will have audience polling to discuss different types of crisis communications plans.

Learning Objectives:

1. Develop a comprehensive crisis communication plan tailored to a global workforce.
2. Understand the role of social media and emerging technologies in crisis communication.
3. Learn from real-world case studies to enhance crisis communication strategies.

Gen Z Decoded: Communicating Safety & Risk to Travel's Next Generation

Gen Z will hold 1 out of every 5 professional roles by 2030. That means they'll be a significant part of the business traveler population as well. So how will you communicate risk management to the generation that's plugged in and wary of authority? In this hands-on presentation, we'll transform you into a Gen Z whisperer. No cap.

Learning Objectives:

1. Learn 3 new strategies for communicating safety & risk to Gen Z
2. Compare and contrast the Gen Z traveler risk profile with other common profiles to better understand what makes them unique
3. Identify the top 3 steps to take when reworking your safety & risk policy to include Gen Z

Mastering TRM: Unleash the Power of the New Toolkit for Enhanced Program Success

The TRM Toolkit is a valuable asset designed to support GBTA members in managing their travel risk management programs, and complements other resources available including ISO31030, the Travel Risk Management RFP, and the TRM Supplier Capabilities matrix. The new and improved toolkit will be tailored specifically for individuals that may be tasked with multiple roles.

Learning Objectives:

1. Understand the new TRM Toolkit, and its relevance to your travel program
2. Learn how to utilize components of the TRM Toolkit strengthen your TRM program

3. Take away real world best practices to support your travelers

Navigating Global Health Risks: Ensuring the Wellbeing of Your Workforce

Safeguard your workforce in a changing global health landscape. This session equips travel and risk managers with tools to create a secure environment, emphasizing well-being and resilience.

Experts discuss strategies for navigating global health risks, covering challenges from emerging infectious diseases to the impact of travel on well-being, emphasizing comprehensive health and safety measures.

Learning Objectives:

1. Develop a comprehensive pandemic preparedness plan tailored to your organization
Implement policies for globalized health challenges.
2. Foster a culture of well-being and resilience among your people in the face of global health risks

Supplier Discussion on Crisis Management – Predict, Prevent, & React

From natural disasters, geo-political threats and conflicts to health and travel alerts, how do your hotel and airline suppliers manage these incidents to safeguard your travelers and meeting attendees? Our panel of global safety and security executives will engage on reactive to proactive risk management approaches, share connectivity resources, and discuss their global risk assessment processes.

Learning Objectives:

1. Learn how suppliers predict potential threats and incidents (global intelligence)
2. Understand how suppliers address global risk assessment and curtail their training protocols
3. Learn how suppliers ensure business continuity via incident control and escalation

Small to Mid-Market Enterprises (SME)

Anticipate & Act: Proactive Crisis Management Strategies for SMEs

This session will give you the foundation you need to build a comprehensive and adaptable crisis management policy tailored specifically to the needs of SMEs - and that can respond swiftly to emerging crises. You'll get an in-depth understanding of how people process information under stress. We'll also bring to life real-world scenarios from other SMEs as blueprints for action. S

Learning Objectives:

1. Shape dynamic, responsive crisis management policies.
2. Master crisis communication with clarity and confidence.
3. Apply real-world insights for proactive crisis readiness.

Expanding Globally: Navigating Travel Programs for SMEs Beyond US Borders

For small and medium-sized enterprises (SMEs) venturing beyond US borders, this session unveils the essentials of adapting travel programs and engaging with travel suppliers elsewhere. It focuses on strategies to align travel policies, optimize supplier relationships from TMCs, OBTs and beyond, and ensure seamless operations as companies open offices overseas.

Learning Objectives:

1. Insights into adapting travel programs for international expansion through successful case studies
2. Strategies for effective engagement with global suppliers and vendors.
3. Understanding the nuances of policy adaptation and compliance in international settings.

Navigating Emerging SME Travel Challenges: Insights from the Field

Explore the emerging challenges reshaping SME business travel today. This session draws on insights from a recent GBTA market research survey and firsthand feedback from business travelers to uncover how new business priorities and emerging market trends are transforming travel management. Attendees will gain a deep understanding of the pressures on budgets, the complexities of internal processes, the growing need for integrated technology solutions, and how to balance service and value amidst a plethora of travel options. A highlight of the session will be a dynamic panel discussion with SME representatives who will share their practical experiences and innovative strategies for navigating the evolving landscape of business travel, both now and in the future. Co-developed with Corporate Traveler

Learning Objectives:

1. Understand the latest key challenges SMEs face in managing business travel.
2. Learn criteria to assess and choose the best travel solutions.
3. Explore actionable strategies to streamline processes and balance service and savings.
4. Gain insights from SME clients' real-world experiences and best practices.

You Think You're Too Small for a Travel Policy? Think Again!

If you're a small business owner, you might think that a travel policy is something only big companies have. Nothing could be further for the truth. In this session, you'll learn not just the 'why', but the 'how' of building a travel policy from ground zero, including strategies for cost savings

and which stakeholders to involve. Join us to create a travel policy that propels SME growth.

Learning Objectives:

1. Understand the crucial role of travel policies in SMEs.
2. Learn to build an effective SME travel policy from scratch.
3. Identify and address gaps in existing travel programs.

Sustainability

Balancing Act: Financial Tools to Decarbonize Travel

Explore the intersection of carbon budgets and financial constraints in your travel program. Delve into innovative financial levers—from frequent flyer levies to penalties—that align with your budgetary goals. Gain insights from companies successfully implementing carbon budgets and pricing. Discover effective tactics and pitfalls to navigate the sustainable travel landscape. *Learning Objectives:* Explore strategies employed by other companies facing similar challenges Identify financial levers suitable for your company's sustainability goals. Accelerate internal adoption of sustainable travel practices.

Sustainability

Decoding Emissions Calculations: Your Guide to Sustainable Travel Decisions

Where do emissions from my suppliers come from? Why are there so many different methodologies for air and ground transport emissions and which one should I use? How do I assess emissions from a hotel stay? Join this session to learn more about the current state of sustainable travel, upcoming trends, and the complexities of emissions calculations. Participants will gain insights empowering them to make informed sustainable decisions for their travel program. Participants do not need background knowledge but should have an interest in sustainability topics in the travel industry. Presented by the GBTA Foundation's Sustainability Leadership Council

Learning Objectives:

1. Compare existing methodologies for calculating emissions across travel verticals
2. Understand where and why gaps exist with confidence to enable informed sustainable decisions
3. Learn how airlines, hotels, and rental car suppliers are working to improve standardization

Green Nudging: Does It Work?

Imagine if travelers made greener choices with just a simple nudge. In practice, a "nudge" influences behavior in a predictable way. Now, there's green nudging, a new tactic used for travel sustainability efforts...and we have data to show how it works. In this session, sustainability expert and travel buyer will review a program's green nudging results, and teach you how to take the next steps.

Learning Objectives:

1. Define green nudging and explore examples
2. Review green nudging data and learn practical strategies for getting started
3. Identify when green nudging doesn't work and a "carrot-and-stick" approach works better

Greener Skies Ahead: Data-Driven Sustainability Decisions

If you're looking to understand and reduce your company's carbon footprint, you might think your

only option is to reduce air travel. But given the value of face-to-face interactions, that may not be the best choice. What if there's an easier, more accurate way to assess your corporate travel footprint? Learn from experts on how they've adjusted their travel strategies based on the latest data.

Learning Objectives:

1. Understand the impact of sustainability targets on your business.
2. Incorporate more accurate sustainability data into your strategic planning.
3. Learn how to view sustainability measurement more critically.

How Can SAF Help Achieve Your Sustainability Targets in a Credible Way?

Whatever your role in business travel, whether you are a buyer, supplier, or intermediary, you need to know the fundamentals of sustainable aviation fuel (SAF): What is it, why is it more sustainable, and how can it positively impact your business? This panel will enable you to learn more about the role SAF plays as companies and institutions evolve their business models with sustainability in mind. From increasing awareness to building coalitions throughout the entire value chain and the different pathways to scale up SAF production. But more importantly, how can businesses start their SAF journey in a credible way aligned with their sustainability targets and reporting?

Learning Objectives:

1. Gain the fundamental knowledge to have informed discussions with clients and colleagues about SAF.
2. Learn how corporate clients can take action to reduce & report air travel emissions by using SAF.
3. Learn the end-to-end process from source; to have capability to compare, buy, supply and fly on SAF.

Is the Annual Hotel RFP the Right Place to Focus on Sustainability?

As Sustainability moves up the priority list for travel managers and hotels, the GBTA Sustainability Committee asks, is the annual hotel RFP the best place to gather and analyze sustainability information? Are travel managers equipped to make sense of the data and understand what good looks like? Will challenging the norm lead to more efficient processes for both buyers and hotels? Join us for what could be a lively debate. We have buyer and hotel experts weighing up the pros and cons of including sustainability in the hotel RFP, will the experts and the audience decide a rethink is needed? Presented by the GBTA Sustainability Committee

Learning Objectives:

1. Determine if the current sourcing process is delivering results for hotels and travel managers
2. Define what optimum hotel ESG data gathering looks like and how can that data benefit both the corporate and the hotel
3. Is the industry ready for a change in how we manage and evaluate Sustainability data?

Strategies for Decarbonising Business Travel

Achieving net zero CO2 emissions by 2050 will require a combination of maximum elimination of emissions at the source, carbon credits and carbon capture technologies. This session will explore decarbonisation pathways for business travel, including the role of sustainable aviation fuels and

scalable quality carbon credits from a breadth of projects. Experts will discuss the impact of international regulations such as CORSIA, EU ETS, and other emerging policies on the business travel industry. Learn how to prepare your business for a sustainable future. Co-Developed with Shell

Learning Objectives:

1. Evaluate the role of sustainable aviation fuels and carbon credits in decarbonising and compensating emissions in business travel.
2. Understand the impact of industry developments, key regulatory frameworks and other emerging policies on the business travel industry and develop strategies to ensure compliance.
3. Understand how carbon credits can make an impact on business travel's climate targets in the short term while the aviation industry works to scale decarbonisation solutions like sustainable aviation fuels.

Technology/Innovation

“Everything’s Fine!!” — The Controlled Chaos of Corporate Travel

Join this lively game show format hearing from travel managers as we laugh, commiserate, and maybe even cry about the inefficiencies of corporate travel. We’ll share survey results that answer the real questions you and fellow employees have about modern business travel, like: Why did my employee try to expense that? How do I stretch my per diem? Is this really out of policy? You’ll leave this session with a clear understanding of the recurring issues travel managers and business travelers face and how modern T&E technology will deliver a more efficient corporate travel experience. Co-Developed with Brex

Learning Objectives:

1. Learn about the common issues and inefficiencies travel managers face
2. Get a better understanding of the business traveler’s booking, travel, and post-trip journey
3. Understand how travel and expense management technology can work together

AI for Non-Techies: Practical Use Cases, Risks, and Other Opportunities

The topic of generative AI is sweeping the travel industry. Whether you’re an enthusiast or a skeptic, AI is here to stay. In this session, we’ll address the questions everyone wants answered: What does generative AI mean for our industry? How will it enhance service? Who has the most to gain, and how will it impact travel programs, travel managers, and the traveler experience?

Learning Objectives:

1. Explore current and future AI applications through tangible industry examples.
2. Understand risks associated with AI in travel and discover strategies to mitigate them responsibly.
3. Walk away with ideas to leverage generative AI for optimal business travel outcomes.

C-Suite Conversation – How AI is Changing Everything – For People and Programs

In the dynamic landscape of business travel, Artificial Intelligence (AI) is revolutionizing everything from back-office operations to the traveler journey. This C-level panel discussion will delve into how AI is transforming the customer experience while simultaneously delivering new operational efficiencies for suppliers and buyers alike. Our esteemed panelists will share their unique insights on AI's current impact and future implications. Join us to explore the transformative potential of AI in reshaping business travel as we know it.

Learning Objectives:

1. Enhanced Traveler Experiences: Discover how AI is personalizing travel experiences and boosting traveler satisfaction. (including risk mitigation and safety)
2. Operational Efficiency: Learn how AI streamlines operations, reducing costs and increasing efficiency.
3. Risks of AI and potential implications for business travel: Hear how travel suppliers and buyers can plan for and mitigate those risks.
4. Future Trends: Gain insights into the future of AI in business travel and its potential disruptions.

Designing a Simpler Future: The Connected Travel Experience

The concept of the 'connected travel experience' has been long heralded. However, with advances in retailing, biometrics, self-service automation, data analytics and AI, we are on the precipice of it becoming a genuine reality. Delivering it requires an honest conversation about overcoming the cultural as well as technology barriers to delivering a connected ecosystem that benefits travelers. How can we get there?

Learning Objectives:

1. Discover areas of disconnectedness in the current traveler experience, and the opportunities to apply technology to bridge the gaps.
2. Learn the role that you and your organization can play in bridging the gaps, like working with suppliers, technology partners, lobbyists, and others.
3. Understand how we can work together to innovate to create new efficiencies and further enhance the travel experience by leveraging technologies, processes and data.

Getting Buy-In for New Technology – The Secret Sauce to Building your Business Case

Business travel technology suppliers are rapidly evolving and offer a range of solutions. It can be challenging to obtain approval to purchase innovative technology and gain IT approval for technological integration. So, what is the secret sauce to creating a business case for approval? This workshop, led by buyers who have had success, will guide you through the steps to develop and create the business case for purchasing technology to bring value to your program. Presented by the GBTA Technology Committee

Learning Objectives:

1. Build the business case for approval
2. Methods to engage your Risk and Governance Management teams
3. Identify ways to create savings through technology tool

Good News or Bad News? AI and the Future of Your Job in the Travel Industry

This session looks at AI from a strategic rather than technological lens to review AI's deployment within the travel industry. It focuses on emerging trends in AI and their positive and negative consequences for all industry members. Participants will leave with a clear sense of AI's capabilities, an understanding of the 'good vs. evil debate', and AI's direct impact on their professional lives.

Learning Objectives:

1. Enlarge attendees' understanding of AI's emerging capabilities and its future potential.
2. Gain insight into AI's impact on the future of the travel industry as a whole and on industry segments.
3. Identify disappearing occupations and emerging career opportunities.

The Architecture Debate: Who is Building the Best Travel Program Model?

Travel managers are architects of their programs, but there are different ways that they can construct the components. What do the blueprints look like, what tools are needed and what is the required will, skill and bill? Hear travel managers share 4 different program models - Closed Shop, Open Shop, Department Store and Build Your Own - and debate the pros and cons of each.

Learning Objectives:

1. Decide which travel program model is the right fit for your program
2. Identify the pros and cons of different program models that travel managers are using today
3. Determine the technology opportunities and requirements depending on the program structure

Transportation & Mobility

Debating Your Loyalty: How Supplier Perk Programs Affect Policy

Major suppliers are heavily pushing their loyalty programs but are making some perks exclusive to direct channel bookings. This puts travel programs in a difficult spot, as earning loyalty perks is a big driver for traveler happiness. In this debate, thought leaders from both sides will discuss the implications of these changes. Do you lean in or go on the defensive? Travel managers must decide.

Learning Objectives:

1. Compare the legacy loyalty program vs. recent changes
2. Identify the top 3 ways loyalty programs support traveler wellness
3. Learn how to encourage in-channel bookings despite loyalty concerns

Europe's Multimodal Movement - Fact or Fiction?

Pressure for digital transformation is mounting to pave the way for smarter, more sustainable cross-border business travel, not just in Europe but in Asia too. What are the impacts for both the corporate traveler and travel agency in the shift from air to rail? How can buyers in North America get ready for this shift?

Learning Objectives:

1. What's driving demand for multimodality in business travel
2. The opportunities and challenges to achieving smarter mobility
3. How are stakeholders addressing the shift?

From Curb to Claim: How to Optimize the Airport Experience and Fly Through

Road warriors and casual fliers alike will benefit from learning how to make the airport experience faster, easier and dare we say ... enjoyable? Attendees will grasp how the airport experience is staying innovative. Topics include: New, innovative technology in the airport and what's coming next, how "cut the line" programs plan to keep up with soaring demand, and how the modern airport experience is prioritizing accessibility and inclusivity with more options for travelers.

Learning Objectives:

1. Understand available options and solutions focused on accessibility and inclusivity
2. Learn how "cut the line" programs plan to accommodate demand and keep the lines moving
3. Grasp the top 3 things you can do to move through the airport faster

The [Un]Familiar Traveler: Crossing Borders Differently

This session includes a review of changing traveler types, needs, and behaviors; and how those changes impact traveler's ability to compliantly cross-borders in an increasingly globalized world.

Learning Objectives:

1. The key visa and immigration issues to consider when applying other corporate travel initiatives
2. Regional differences in visa and immigration approach to the traveler needs of 2024
3. How to mitigate unintended risks in changing traveler dynamics and turn risks into opportunities

Transforming the Customer Experience at TSA

TSA is implementing a range of initiatives to improve and optimize the security screening experience at the Nation's airports in support of streamlining the customer travel experience. Learn about new screening technology and equipment as well as programs that enhance travel security, accessibility, and ease of travel like TSA Identity Management, TSA PreCheck, TSA Cares and TSA Social Media.

Learning Objectives:

1. Identify how TSA is utilizing tech, innovation and collaboration to improve traveler experiences
2. Identify how TSA provides support to travelers, including those with specialized needs
3. Identify how TSA and industry can collaborate to communicate these programs to travelers

What's Next? A Pragmatist & A Futurist on Managing Generational Business Travel Expectations

Business travel is evolving, but will it maintain this momentum? With new generations assuming leadership positions and technological advancements progressing rapidly, what challenges and opportunities will arise for travel policies, travelers and the companies they work for? How will organizations manage often-conflicting generational expectations in business travel? Moreover, how will organizations and mobility infrastructures need to adjust to meet these competing demands? Join a futurist -one who studies and predicts the future based on current trends and a pragmatist—an innovative realist concentrating on practical solutions—as they explore these emerging trends in business travel and offer their perspectives on what lies ahead. Co-Developed with Enterprise Mobility

Learning Objectives:

1. Prepare a travel policy that's future proof, or at least future-forward!
2. Develop strategies for managing generational expectations in business travel.
3. Prepare for changes in mobility infrastructure.