GBTA Convention **2025** | Denver July 21-23

2025 Proposal Submission Worksheet

Start building your proposal using this worksheet as a **collaborative tool between all the stakeholders** contributing to the development.

Tips are included to advise what makes for a well-written proposal and the goal of providing each field.

All **information** from this worksheet **must be transferred** into the corresponding fields in the submission portal.

Submitting this worksheet alone will not be accepted as a completed proposal to be considered for the 2025 program.

Step 1: Submitter Information

The submitter will be the designated main point-of-contact through the proposal process, including receiving notices of proposal status. Please ensure all contact information below is accurate as to not delay any communications.

Name:

Email:

Title:

Company:

Phone Number:

Step 2: Session Information

Session Title (max. 75 characters): This is your first chance to convince attendees that attending your session will be worthwhile. With this in mind, focus on crafting a succinct, action-focused title that appeals to what your session offers attendees.

FOLLOW THIS 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.*

- **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 and Topic: *You may only select ONE track per proposal.*

- **Track:**

- **Topic (Within the selected track above). *Goal:*** Identify the specific topic within the broad tracks above.

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FOLLOW THIS TIP!
Describe in 1-2 words (max. 30 characters). Popular Topic Examples from 2024 Convention:
(The below list is <u>not all inclusive</u> and <u>does not indicate prioritized topics</u> for 2025):

	Example of Topic
Accommodations	Extended stay, hotel payments, revenue management, short term rentals
Career & Professional Development	Change management, personal development, mental/physical health, travel program 101
Data Analytics/Distribution	Cost management, data science
Human Resources & Stakeholder Management	Accessibility (standards, digital), buyer/supplier relationships, strategic communications, traveler experience and wellbeing
Meetings & Events	Contracts (MSAs), inclusivity, meeting spend, strategic meetings management (SMM)
New Distribution Capabilities (NDC)	Impact on duty of care, hotel distribution strategies, travel policy
Payment Solutions	Air payments, expense strategy, non-profiled travelers, virtual payments
Procurement & Sourcing	Cost control, negotiation (air, hotel), RFP optimization, sourcing strategy, sustainability, travel policy
Risk Management/Duty of Care	Crisis management and communication, generational needs, global health risks, traveler wellbeing
Small to Mid-Market Enterprises (SME)	Introductory to SME, building policy, crisis management, international programs
Sustainability	Calculating emissions, carbon budgets, decarbonization, policy compliance, SAF use
Technology/Innovation	AI, building travel program, connected traveler experience, stakeholder buy in
Transportation & Mobility	Generational expectations, loyalty programs, traveler security experience

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Marketing Session Description (max. 400 characters):
Describe 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.

Content Outline (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 cover.

Content Categories

Goal: Assigning a content category to a session helps participants assess interest based on their prior knowledge of the subject

- **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).

Session Learning Objectives (max. 100 characters per objective):

Goal: What will attendees learn from this session? What will attendees be able to do or change because of attending your session?

o   Include three (3) takeaways:

     1.

     2.

     3.

Additional Information:

- **Is this a committee submission?**

    Yes

    No

- **If yes, which committee(s)?**

- **Are you submitting on behalf of a chapter or partner?**

    Yes   No

Step 3: Speaker Profiles

Goal: Show the qualifications of the Speakers you **intend** to present the content and topic you are proposing. This important information is used by the Peer Review Council when reviewing and selecting the proposals to determine if the session will provide diverse perspectives. Speakers do not need to be confirmed at the time of submitting your proposal.

NOTE: No more than 4 speakers per session (ex: 1 moderator and 3 panelists).

Speaker 1:

    Speaking Role:

    Industry Role:

    Career Level:

Speaker 2:

   Speaking Role:

   Industry Role:

   Career Level:

Speaker 3:

   Speaking Role:

   Industry Role:

   Career Level:

Speaker 4:

   Speaking Role:

   Industry Role:

   Career Level:

Submission Agreement Statements:

- I verify that my submitted proposal does not include any identifying information such as company names or logos, speaker(s) name, title, company, contact information, or any other details that may compromise the double-blinded review process.
- I understand the Peer Review Council may consider my proposal for a different program type or format than what I submitted or combine my program with another presenter.
  (Note: GBTA will contact you for discussion and consideration prior to finalizing any programming)
- I understand all speakers are responsible for their own travel & expenses and are required to pay for registration to attend Convention, if my proposal is selected.
- I confirm all information submitted is accurate and will contact GBTA should any information need to change.