



## **Education Sessions**

*Sorted by Track*

### **Accommodations**

#### **Adapting to Economic Pressures: The Hotel Industry's Path Forward**

As the hospitality sector navigates economic headwinds, hotels must adapt to evolving business travel patterns, rising operational costs, and ongoing market uncertainty. Industry leaders will assess how these pressures impact hotel development, pricing strategies, and long-term profitability. Perfect for hotel leaders looking to remain competitive.

##### *Learning Objectives:*

1. Understand opportunities for resilience and growth in a challenging landscape.
2. Learn actionable strategies for a competitive and agile program in a dynamic economic environment.
3. Learn how to future-proof your approach to workforce lodging for long-term sustainability and success.

#### **Chaos to Clarity: Fixing the Extended Stay Puzzle for Project Travel**

Project-based travel relies heavily on extended stay accommodations—but outdated processes, fragmented sourcing, and manual bookings create major challenges. We'll unpack the biggest inefficiencies in extended stay sourcing and booking, then highlight practical solutions—including tech tools, policy shifts, and supplier collaboration tactics. With real case studies, attendees will walk away with actionable strategies to streamline operations, control costs, and better support travelers.

##### *Learning Objectives:*

1. Evaluate new tools and strategies, including centralized sourcing models and automation platforms
2. Be able to build your own extended stay playbook for a more scalable and cost-effective program
3. Recognize common policy and operational gaps in extended stay programs—and how to fix them

### **Insights Over Instincts: How AI is Rewriting the Rules of Lodging & Meetings Management**

Learn how new AI tools and functions transform hotel procurement across both transient and meetings leading to traveler satisfaction, reduced costs by 15%+, improved traveler/attendee satisfaction, and increased ROI to your company. This session explores predictive analytics, persona creation, and dynamic sourcing strategies to help buyers adapt to changing demand and align with corporate goals.

#### *Learning Objectives:*

1. Explain how AI tools improve ROI in hotel procurement by 15%.
2. Identify predictive tools for responding to demand shifts.
3. Explore methods for creating traveler personas in hotel sourcing.

### **Room for Safety: Prioritizing Secure Accommodations in Travel Programs**

When it comes to travel risk, where your people stay matters. Join industry experts as they dive into the most important risk factors that impact guest safety and security in hotels and other accommodations. Attendees will leave with a toolkit of actionable strategies to reduce risk, engage employees in the process for valuable feedback and continuous improvement, and align their program with Duty of Care standards. This is your chance to elevate your approach to accommodation safety! Presented by the GBTA Risk Committee

#### *Learning Objectives:*

1. Learn to evaluate accommodation risks and implement strategies to prioritize safety in programs.
2. Gain insights on aligning accommodation selection with duty of care and ISO 31030 standards.
3. Discover how to equip travelers for safety across various accommodations and locations.

### **The Great Hotel Rate Debate**

When negotiating your hotel program, are static or dynamic rates better? Are chainwide discounts effective, or is spot market content the way to go? Are sustainability labels meaningful? In this exciting session, you'll vote on the prompts and a diverse panel from across the hotel industry will debate some of the hottest topics in lodging. Join the experts to see if they can change your mind!

#### *Learning Objectives:*

1. Identify the relevant trends that are shaping the hotel industry
2. Understand different perspectives from across the hotel industry
3. Facilitate impactful discussion that translates into actionable learnings

## **Artificial Intelligence (AI)**

### **10 Questions You Need to Ask Your Suppliers About AI (and Vice Versa)**

Most companies are using AI, usually behind the scenes. You may not be aware of which tools they use, the company data captured & who has access. Learn 10 critical questions buyers should ask suppliers about their use of AI & 10 questions suppliers should ask buyers to minimize risk & maximize privacy. Gain insights on data ownership, integration, legal factors, & project readiness for AI success

*Learning Objectives:*

1. Learn 10 key questions buyers should ask suppliers to evaluate AI solutions effectively
2. Understand 10 questions suppliers should ask buyers to ensure alignment and readiness
3. Apply best practices from real-world examples to foster strong buyer-supplier relationships

### **Beyond Duty of Care: AI, Data Hubs, and Holistic People Safety**

Organizations face challenges managing risks to people across Security, Travel, Business Continuity and Crisis Management Teams. Forward-thinking organizations are adopting new strategies to elevate their approach beyond traditional duty-of-care. Travel professionals will learn how a holistic approach, combined with emerging technologies such as data hubs and AI, enhances overall people safety. Panelists will present a live example and share tips to gain functional partners and C-suite buy-in.

*Learning Objectives:*

1. Explore how AI transforms people safety through decision making and communication.
2. Learn how data hubs lead to more timely and accurate identification of risks to people.
3. Understand the advantages and implementation of a holistic approach to people safety.

### **Prompt Engineering & AI Agent Mastery**

Unlock the potential of AI and turbocharge your Travel program! Prompt Engineering & AI Agent Mastery will enable travel leaders and team members to discover how effective prompt design can automate tasks, enhance communication, and improve decision-making. Attendees will gain actionable insights into implementing AI-driven agents that boost productivity far beyond what you thought possible. Join us for a transformative experience that elevates your operational efficiency.

*Learning Objectives:*

1. Attendees will learn to design effective prompts for AI agents to automate tasks.
2. Participants will discover strategies to enhance operational efficiency using prompt engineering.
3. Attendees will learn how to measure the impact of Agents on productivity and traveler satisfaction

## **Travel Agents vs. AI: A Collaborative Approach to Customer Service**

Travel Agents vs. AI: Collaboration or Competition? A lively human debate where industry experts explore how AI transforms travel services. Discover when tech excels, where empathy reigns, and how both can team up for exceptional customer care. Cast your own votes on real-world cases and see if AI sways your view. Engage, learn, and rethink the future of travel support!

*Learning Objectives:*

1. Identify AI's role (or lack thereof) in automating travel tasks to enhance efficiency.
2. Understand the value of empathy in resolving complex travel issues.
3. Determine if AI-human collaboration is the future for personalized customer service.

## **Will AI Replace the Travel Manager?**

Explore how AI is redefining the various roles of travel managers and procurement leaders. Assess the benefits of AI-driven platforms in traveler satisfaction, spend optimization, and program compliance while understanding where human expertise remains critical.

*Learning Objectives:*

1. Understand the role AI will play in replacing or enhancing travel managers.
2. Identify AI tools that improve satisfaction, spend, and compliance.
3. Discuss strategies for balancing AI-driven automation with human expertise.

## **Career & Professional Development**

### **Are You Smarter Than a 5th Grader? Travel Jargon Explained Simply**

Ever felt like you need a PhD to understand travel management? Don't worry, you're not alone. In this session, we'll untangle those complex, head-scratching topics until they're as simple as a 5th grader's homework. We'll break down the toughest concepts (like NDC, fare filing, mid-office and back-office systems, and more), stripping away the complexities and making them easy to understand.

*Learning Objectives:*

1. Understand complex travel management topics through simple, jargon-free explanations
2. Learn what to do and where to turn when you encounter a confusing travel concept
3. Build confidence in tackling complex travel topics using practical strategies

### **Borders after Ballots: Shifting Global Immigration Landscape**

Elections have consequences. Last year, more people went to the polls around the world than ever have before in a single year. Global mobility, travel buyers, and risk management professionals will find this session applicable to the complex daily decisions that they must make. But everyone who crosses a border for business should understand the new state of play. This

session will cover U.S.-specific impacts and global travel issues arising from those trends in the United States and abroad. Presented by the GBTA Legislative Advisory Council

*Learning Objectives:*

1. Understand the post election mobility/immigration landscape
2. Learn about emerging electronic travel regimes
3. Develop strategies to manage risk to your company and people

**Cracking the Code: Behavioral Science & Real Strategies to Boost Policy Compliance**

How do you get business travelers to comply with policy—and feel good about it? Drawing on exclusive research with 1,000+ travelers, a behavioral psychologist and seasoned travel manager explore why travelers go off-policy and what to do about it. Walk away with proven strategies, fresh perspectives, and tools to raise your profile and drive better outcomes.

*Learning Objectives:*

1. Leverage traveler insights to tailor policies that improve satisfaction and compliance.
2. Use behavioral science techniques to influence traveler choices and reduce friction.
3. Apply new strategies to elevate your role as a strategic and visible business partner.

**From Road Warriors to Executive Athletes: Traveler Wellbeing & Performance**

Today's frequent business travelers operate in high-stakes environments much like elite athletes. This session explores how reframing road warriors as "executive athletes" supports performance, reduces fatigue and jet lag, and boosts ROI. Learn practical strategies and tools to meet duty of care goals—without disrupting existing program costs or KPIs.

*Learning Objectives:*

1. Define the "executive athlete" model and its role in high-performance travel strategy.
2. Recognize how travel fatigue, jet lag, and sleep impact performance—and how to fix it.
3. Apply tools and solutions that improve traveler wellbeing, duty of care, and program ROI.

**From Strategy to Reality: Implementing Global Travel Programs in the Complexity of APAC**

In this panel, travel leaders will explore the complexities of rolling out global travel programs across the diverse and dynamic APAC region. From navigating fragmented markets, supplier variability, and regulatory differences, to managing traveler expectations and cultural nuances - this session will unpack what works, what doesn't, and what's evolving. Panelists will share practical strategies for aligning global standards with local execution, while delivering value and compliance across the region.

**Intrapreneurial Mindset: The New Superpower for Travel Managers**

Intrapreneurs are the bold insiders who think like entrepreneurs—travel managers and suppliers reimagining what's possible from within their organizations. United by a drive to create better journeys, they're transforming corporate travel to meet the needs of today's business travelers.

Hear how they've unlocked their intrapreneurial superpower through real stories, case studies and strategies that spark transformation, drive efficiency, reduce costs, and enhance the traveler experience.

*Learning Objectives:*

1. Apply intrapreneurial mindset to overcome challenges in corporate travel and drive internal change
2. Gain approaches for securing leadership buy-in, turning innovative ideas into measurable outcomes
3. Implement strategies from intrapreneurs to elevate your career and have a future-ready travel program

**Mastering Persuasion: Turning Travel Buyers into Effective Influencers**

Corporate travel buyers often face challenges in advocating for their programs and securing internal buy-in. This interactive session equips participants with transferable sales skills, techniques for stakeholder engagement, and a playbook to overcome objections. Through live role-playing, collaborative discussions, and Q&A, attendees will master the art of internal influence.

*Learning Objectives:*

1. Adopt a seller's mindset to align with and address stakeholder motivations effectively.
2. Learn active listening and objection-handling techniques to navigate stakeholder conversations
3. Apply closing strategies to secure buy-in for travel program initiatives.

**Traditional vs Transformational Travel Management - Can We Have Both?**

Transformational travel management is taking place. Some buyers are creating their own technology stacks, owning their data and offering open programs with multichannel booking. But what about cost savings and a traditional procurement approach? Join this debate and hear the tug-of-war between the establishment and new entrants. Does one side dominate or do we pull each other towards the middle?

*Learning Objectives:*

1. Compare benefits and considerations of cost-saving procurement models versus emerging, technology-driven strategies
2. Assess approaches and technology that can meet customer experience, sustainable and cost-saving objectives
3. Determine practical strategies and hear what some buyers have already done to transform a travel program

### **Validating Travel's Value: How to Position Your Program for Success**

Avoid the dreaded call from the CFO by proactively positioning your travel program as indispensable. In this interactive session, attendees will gain insights into the tools, metrics, and strategies needed to respond to feedback, highlight successes, and build trust with stakeholders and travelers during critical moments and beyond.

#### *Learning Objectives:*

1. Learn proactive strategies to strengthen travel program perception.
2. Master key metrics to demonstrate program success and value.
3. Develop response tactics to address program complaints effectively.

### **What if Messi was in Business Travel? Mastering the Game to Win in Latin America**

What if your Business Travel strategy was as sharp as Messi's game? In this fast-paced session, join us and discover key strategies & insights to successfully navigate Latin America's unique business travel landscape. Learn how to plan, adapt and lead winning travel programs in one of the world's most dynamic region

## **Data Analytics & Distribution**

### **From Friction to Flow: Curating NDC Search with AI**

AI is rapidly reshaping the travel technology landscape, offering powerful solutions to help airlines, agents, TMCs, and corporate travel buyers navigate the growing complexity of NDC. While NDC expands traveler choice, it also brings challenges in searching, comparing, and servicing dynamic content. This session brings together industry experts to explore how AI—through machine learning, predictive analytics, and smart automation—is simplifying NDC workflows and enabling a more seamless, efficient travel experience for business travelers and those who serve them.

#### *Learning Objectives:*

1. How extensively does the travel industry use AI tools, from automation and analytics to decision-making and customer support
2. What do agents and airlines need and want from AI tools to help simplify the complexities of NDC
3. How will AI reshape travel—making planning, booking, and experiences faster, smarter, and more personalized than ever before

### **Show Me the Data: Find the Hidden Value in Your T&E Spend**

Travel data: what's booked. Expense data: what's spent. Never the twain shall meet —until now. Combining these two datasets unlocks insights: pinpoint supplier savings with rate codes, find

new categories in dining or transportation (Hello Starbucks & Uber contracts), reveal true trip costs, & more. Travel buyers and procurement pros will leave with practical takeaways to turn integrated T&E data into measurable results.

*Learning Objectives:*

1. Understand how to set your data up to uncover and act on insights that drive results
2. Take away five high-impact areas that you can dive into right away
3. Learn repeatable methods to rise above the data flood and focus on the insights that matter most

**The Content Buffet: You Can't Have What Isn't Served**

Corporations and TMCs face a rapidly fragmenting marketplace with conflicting and confusing messages on how to best access content. The optimal managed travel program needs to present all relevant content, both in and out of policy, in a comparable, bookable, and serviceable way to achieve the program's goals.

*Learning Objectives:*

1. Learn why end-to-end aggregation and harmonization of content is critical and where to start
2. Discover hotel distribution's path towards modern retailing and how to find opportunities
3. Understand how to identify the right approach to deliver optimal program performance

**The Data Advantage for Suppliers: Driving Revenue and Market Share in Travel**

Data is redefining travel's future. In this session, tailored for Suppliers and Allied members, join industry experts to uncover opportunities, spot critical gaps, and learn how actionable insights and advanced analytics can fuel smarter strategies, stronger partner connections, and fuel lasting revenue and market share growth.

*Learning Objectives:*

1. Explore how advanced analytics and business intelligence tools are transforming decision-making, improving revenue and operational efficiency across the travel ecosystem
2. Understand the impact of hotel commissions for hotels and agencies through a data-driven lens, identifying gaps, opportunities and potential disruptors
3. Learn actionable strategies for leveraging data insights to drive innovation, maximize revenue and create a competitive advantage in the evolving travel landscape



## **Unlocking Serviceability in NDC**

NDC promises a better travel experience, but there is a lot of room for error — especially when it comes to serviceability. In this session, experts will explore servicing capabilities for fully enabled NDC programs. Learn about any remaining risks in servicing a program on NDC vs. EDIFACT, how new schemas and innovations are unlocking servicing capabilities, and where servicing is headed.

*Learning Objectives:*

1. Learn about any risks or gaps remaining between EDIFACT and NDC when it comes to servicing
2. Understand key benefits of NDC servicing and how to get the most out of your NDC / agency program
3. Hear how airlines and agencies approach innovation in servicing across the distribution ecosystem

## **Future of Workforce (Multi-Generational)**

### **Next-Gen Business Travel: Engaging Millennials and Gen Z**

Millennials aren't just the future of business travel – they're the dominant force today, making up 65% of c-suite travelers. But rigid, one-size-fits-all offerings don't align well with younger generations' expectations for flexibility, personalization and seamless experiences. In this session, we'll explore the shifting landscape of modern business travel and strategies for embracing a people-centric model to improve traveler satisfaction and drive business success.

*Learning Objectives:*

Uncover how Millennials' preferences actively shape business travel.

Discuss limitations and impacts of one-size-fits-all travel for Millennials

Ideate on how a people-centric model enhances satisfaction, while delivering flex and success

### **Should You Stay or Go? Making Change Work for Your Travel Program**

Expectations are shifting, Gen Z travelers are growing, and tech is ever-evolving; how is your travel program adapting? Engage in a lively debate between travel industry vendors, buyers, and peers across generations on age-old change management challenges, like: Control vs. flexibility: How much is too much? How do you address and adapt to the unique needs of Gen Z travelers? As tech evolves, does there come a time to rip-and-replace it all? Come prepared with your spicy questions and controversial takes on managing travel in 2025, and get ready to build alliances with each other and challenge the panel yourselves to see who comes out on top.

*Learning Objectives:*

1. Get insights from leaders and peers on key trends, growth areas, and shifts in corporate travel programs.

2. Learn to set expectations, build accountability, and stay flexible as travel needs and tech continue to evolve.
3. Discover change management hacks to modernize your program and meet the needs of today's frequent and next-gen travelers.

### **Switching Sides: Opportunities for Buyers, Suppliers & New Talent**

This session explores intersections of career growth and workforce renewal in business travel. Discover a toolkit for job seekers and career changers, learn how GBTA Foundation is shaping the future of our industry, and hear firsthand from individuals who successfully transitioned between buyer and supplier roles.

#### *Learning Objectives:*

1. Explore tools and resources for starting or advancing a career in the business travel industry.
2. Gain insights into workforce development initiatives aimed at bringing new talent into the field.
3. Learn from real-life stories of professionals navigating career transitions within the industry.

### **The Future of Sustainable Travel: Engaging Millennials and Gen Z**

Millennials and Gen Z demand for meaningful action from companies, and sustainability is key for internal value proposition. This workshop will explore the travel role as a platform for environmental impact. To broaden the impact, this session will incorporate perspectives and expectations regarding travel from all generations and why addressing younger generations' priorities strengthens talent retention and aligning corporate travel policies with employees' values.

#### *Learning Objectives:*

1. Identify key motivators of newer generations regarding sustainability and travel.
2. Develop travel programs that empower employees to take an active role in sustainable travel.
3. Apply strategies to increase talent retention by aligning travel policies and generational values.

### **Travel Through Time: Bridging Generational Gaps & Innovating for All**

Travel buyers and suppliers agree: traveler experience is paramount. But what happens when needs differ across generations? Join our dynamic multigenerational panel as we reveal insights from our 2025 survey on generational priorities. We will discuss cutting-edge strategies to bridge these gaps and transform traveler experience for all. Don't miss this chance to elevate your

approach to travel.

*Learning Objectives:*

1. Learn the differences across generations and the factors influencing them
2. Understand strategies for gathering and implementing multigenerational feedback
3. Hear innovative ideas on how buyers and suppliers can deliver a better traveler experience for all

## **Future-Ready Leadership**

### **Accessibility By Design: Best Practices to Advance Inclusive Business Travel**

As the future of business travel evolves, accessibility and inclusion are no longer optional—they are essential. This session will equip travel procurement professionals with practical knowledge and actionable best practices to ensure their travel programs are inclusive and accessible to all employees, including travelers with visible and invisible disabilities, neurodiverse individuals, and those with temporary impairments. Through real-world examples and program design strategies, attendees will learn how to embed accessibility into every stage of the travel procurement process—from sourcing and RFPs to policy creation, traveler support, and post-trip feedback.

*Learning Objectives:*

1. Learn what accessibility means across various traveler needs, including mobility, sensory, cognitive, and mental health dimensions.
2. Discover how to include accessibility criteria in RFPs, supplier SLAs, and travel policy design to ensure inclusivity from the start.
3. Gain insights into working with TMCs, airlines, hotels, and ground transport providers to evaluate and improve accessibility offerings.
4. Learn how to build a traveler-centric support model—from pre-trip planning to real-time assistance

### **Charting the Course: WINiT Wisdoms from Every Career Coordinate**

Join us for an illuminating session featuring women at different stages of their business travel careers. This dynamic panel brings together emerging talent, mid-career expertise, and senior leadership to share their perspectives and wisdom. Our panelists will explore how career trajectories evolve, discussing pivotal moments, leadership approaches, and challenges unique to each stage. This engaging conversation will provide insights on how to build influence, develop support networks, establish sustainable work-life integration, and navigate challenges for long-term career growth. Rarely do we get to witness the professional journey in its entirety—from emerging talent to seasoned leadership—making this panel a distinctive chance to see the complete career landscape. Whether you're just starting your career, advancing to the next level, or leading from the executive suite, you'll gain valuable insights from these diverse perspectives

spanning the career continuum.

*Learning Objectives:*

1. Identify strategies for building influence and effective support networks for your career stage.
2. Recognize the challenges and opportunities that emerge at different points in the career journey.
3. Apply practical approaches to work-life integration that reflect changing priorities.

**Ladders Season 11: Re-shaping the Future –The Top Team Showcase**

Join us to experience first-hand, the innovative thinking and forward-looking strategies that earned this season's winning team the top spot in GBTA Ladders Season 11. Centered around the theme "If We Had a Crystal Ball: Re-shape, Re-frame, and Reinvigorate a Trend for the Future of Our Industry," this session will showcase how the Ladders emerging leaders tackled industry challenges, reimagined key trends, and developed actionable solutions that can drive meaningful change. Attendees will hear directly from the winning team as they present their winning project. The Ladders Leaders will share key insights from the Ladders mentorship journey and discuss the leadership skills the teams learned along the way. If you are interested in gaining insights from the next generation of leaders, please join us.

*Learning Objectives:*

1. Cutting-edge industry insights from the next generation of leaders
2. Winning ideas for reshaping and reframing trends in business travel
3. Lessons in leadership, collaboration, and mentorship from Ladders Season 11

**The Only One In The Room**

This panel discussion will delve into the diverse experiences of women of color. Our panelists will share personal stories, challenges, and solutions from corporate environments, highlighting how these intersect with the unique dynamics of business travel. The session will encourage audience interaction and provide attendees with strategies to foster inclusion, amplify voices, and dismantle systemic barriers in professional spaces. Presented by the GBTA Inclusion & Culture Committee

*Learning Objectives:*

1. Learn how to be better allies and advocates in creating equitable environments within the business travel and corporate sectors.
2. Gain actionable insights from the real-world experiences of diverse women of color in corporate settings.
3. Discover strategies to create and sustain more inclusive teams and foster meaningful relationships.

### **The Sweet (C-Suite) Life: WINiT Power Panel**

Join us for an inspiring and candid conversation with four trailblazing women leading in the business travel industry. The Sweet (C-Suite) Life dives into the triumphs, challenges, and unique perspectives of C-suite women navigating a dynamic global landscape. From driving innovation to balancing stakeholder demands and fostering inclusive workplaces, these leaders share their journeys to the top and the strategies that keep them thriving. Over 45 minutes, this powerhouse panel will explore what it takes to succeed in the C-suite while shaping the future of business travel. With stories of resilience, bold decision-making, and lessons learned, this session will leave you motivated to elevate your own impact in the industry. Whether you're an aspiring leader or a seasoned professional, join us to discover how these women redefine success and savor the sweet rewards of C-suite life. Don't miss this opportunity to learn from the best in business travel!

#### *Learning Objectives:*

1. Navigate challenges to achieve C-suite success in the business travel industry.
2. Drive innovation to shape the future of global business travel.
3. Foster inclusive workplaces to enhance leadership impact.

### **GBTA Research**

#### **2026 Global Pricing Forecast: Predictions for Airfare, Hotel Rates, and Ground Transportation Costs**

Research Made Possible by CWT

As the global economy continues to shape the business travel sector, companies are closely watching the evolving trends in travel costs and pricing. What can we expect in the coming year? How are inflation, supply chain challenges, economic concerns, global trade challenges, geopolitical instability, and higher interest rates impacting business travel today? Now in its 11th landmark year, this forecast remains a vital resource, providing insights into the factors shaping key expense areas including airfares, hotel rates, ground transportation, and meetings & events—and how the industry is responding to these shifts. You'll get a first look at global pricing forecasts backed by proprietary data, expert analysis, and real-world context. Whether you're a travel buyer looking to sharpen your budgeting strategy or a supplier seeking to align with client expectations, this session will equip you with the knowledge to plan strategically, negotiate better, and navigate the year ahead with confidence.

#### **Global Business Travel Index (BTI)™: Outlook for Global Business Travel 2025 – 2029**

Research Made Possible by Visa

The Business Travel Index (BTI), one of GBTA's premier research initiatives, marks its 17th year as an essential resource for industry strategy and planning. Widely recognized for its depth and global scope, the BTI offers a detailed analysis of business travel spending and growth trends

across 75 countries and 48 industries. With a forward-looking five-year forecast, it delivers a holistic view of demand-side data—including costs related to airfare, lodging, meals, ground transport, and incidental expenses. In this session, we'll delve into the key drivers shaping the future of business travel: the pace of forecasted growth and the influence of economic headwinds such as inflation, supply chain disruptions, global trade dynamics, geopolitical instability, and rising interest rates. Drawing on insights from GBTA's global survey of over 4,000 business travelers, we'll also explore evolving behaviors around spending, trip length, booking patterns, travel frequency, and payment methods. Join us for a comprehensive look at where the business travel industry stands today and where it's headed over the next five years.

### **It's Not You, It's Me: Rethinking Your Travel Program Relationships**

Research Made Possible by Spotnana, Direct Travel, and Troop

Let's be honest—corporate travel in 2025 feels like a blind date: equal parts promise and uncertainty. For all our progress, problems persist—guest travel is ghosting us, meetings and travel still haven't moved in together, and don't even get us started on disruption management. In this high-energy, audience-fueled session, we're bringing both the drama and the data. Through rapid-fire polls, live commentary, and brutally honest hot takes from top travel pros, we'll unpack what's broken in travel programs—and who's to blame. We're putting the industry's toughest topics on the spot and asking: could this relationship grow into a perfect match, or is it time to walk away? Come ready to vote, vent, and vibe.

#### *Learning Objectives:*

1. Diagnose persistent friction points in corporate travel programs and why they're so hard to fix.
2. Explore how shared accountability across tech, TMCs, suppliers, and buyers can create better outcomes.
3. Hear bold perspectives on hot-button issues like NDC adoption, disruption management, and integrating meetings.
4. Discover fresh ideas to reignite alignment and impact within your travel program.

### **The Evolution of Managed Hotel Programs**

Research Made Possible by Radisson

Discover how to future-proof your hotel sourcing strategy in a changing travel landscape. Grounded in the latest industry insights, this session—presented with Radisson Hotel Group—dives into booking trends, innovative pricing models, distribution and evolving traveler needs. Join us to gain actionable strategies to boost program value and build traveler-first, resilient programs for 2026 and beyond.

## **Human Resources & Stakeholder Management**

### **A New Travel Policy NDC: Nourish, Delight, and Choice**

Learn how corporate travel policies are evolving to prioritize traveler flexibility, well-being, and satisfaction. Designed for travel managers, HR professionals, and executives, this session explores changing traveler expectations and how to align them with business goals. Learn practical strategies to implement flexible, traveler-focused policies that enhance experience and control costs.

#### *Learning Objectives:*

1. Explain how corporate travel policies are evolving to prioritize traveler well-being.
2. Identify the organizational and employee benefits of adopting flexible, personalized travel policies.
3. Apply strategies for implementing traveler-focused policies that align with budget constraints.

### **All for One and One for All: Designing Solutions for Diverse Travelers**

From neurodiversity to disabilities, travelers are diverse. How do you ensure they get the support they need when they need it? How do you ensure everything is legally compliant with HR? In this session, a multinational corporation and its consulting team will discuss identifying diverse traveler needs and building a support framework to address gaps. Attendees will walk away learning tips and strategies for implementing accessibility into their travel policy from a team who made it all happen.

#### *Learning Objectives:*

1. Identify key moments that matter to diverse travelers
2. Identify practical strategies to overcome challenges when integrating inclusive travel solutions
3. Hear an actual case study and how an inclusive travel program was achieved

### **Industry Economic Panel**

Please join us for an expertly moderated session to discuss how the current macro-economic trends are influencing the business travel industry. Mehreen Khan, Economic Editor for the London Times, will ask hard hitting questions of three influential professionals in our industry. This session will provide insight into how executives are navigating the economic landscape and what it could mean for the travel industry overall.

### **Real Growth Happens When Every Voice is Heard—Inclusion is Your Competitive Edge**

Join us for an engaging panel session exploring the transformative power of inclusion in business. Discover how diversity drives innovation, boosts profitability, and builds resilient teams. Featuring industry leaders and cross-sector experts, we'll share actionable strategies and real-world

examples of successful inclusion initiatives. Learn how inclusion can enhance your bottom line. Presented by the GBTA Inclusion & Culture Committee

*Learning Objectives:*

1. Show how inclusion drives profitability, innovation, and growth in travel businesses.
2. Provide actionable strategies to foster inclusivity and maximize the value of diverse teams.
3. Share success stories to inspire collaboration and adoption of inclusive practices across sectors.

**What 3,750 Global Business Travelers REALLY Think**

Join us for an exclusive deep dive into the newly released 7th Annual Global Business Travel Survey, featuring insights from 3,750 business travelers. We'll discuss the most pressing challenges—from geopolitics and work-life balance to traveler behaviors and larger trends—against the backdrop of market unpredictability. Gain invaluable knowledge to enhance your travel program and align stakeholder needs. Don't miss this opportunity to stay ahead in the ever-evolving world of business travel!

*Learning Objectives:*

1. Understand current traveler sentiment around business travel.
2. Identify key challenges facing global business travelers, as well as your peers.
3. Interact with presenting experts and fellow attendees to gain new perspective and share ideas.

**Meetings & Events**

**Balancing Agility and Control in Your Meeting & Event Program**

Companies are entrusting administrative or executive assistants with planning small and medium meetings. While this approach enables more agile execution and decision-making, it presents challenges in expertise or resources to plan effectively. Join us for insider strategies from leading industry professionals.

*Learning Objectives:*

1. Gain insight into how companies are managing small and medium meetings, with admins playing a central role.
2. Understand the pros and cons of this trend for organizations, including impacts on policy compliance, cost savings, and duty of care.
3. Learn strategic tactics companies use to harness this trend for better meeting management and business outcomes



### **Creating Clear and Effective M&E RFPs That Improve Response Rates**

Discover the impact of developing a contemporary Request for Proposal (RFP) for meetings and events that captures the attention of venues and hotels. A well-structured and comprehensive RFP enhances efficiency and drives cost savings. In this session, we will delve into the significance of frequently overlooked RFP components, including historical data, attendee demographics, anticipated spend, requested contract clauses, internet and production requirements and more. Presented by the GBTA Meetings & Events Committee

#### *Learning Objectives:*

1. Analyze key M & E RFP components to gain supplier attention and receive complete proposals
2. Develop questions for overlooked areas like security, venue requirements, policies and procedures.
3. Implement a systematic approach for collecting and reviewing proposals to ensure an objective evaluation process.

### **Elevating Events: Authenticity & Impact**

Discover how to craft authentic, impactful, and connection-driven meetings and events. Learn strategies to enhance participant engagement and create memorable experiences. Attendees will leave with actionable insights to elevate their events or large-scale meetings and drive team motivation.

#### *Learning Objectives:*

1. Design trips that are authentic to a destinations culture and that create a positive lasting community impact.
2. Implement strategies to craft events that focus on the power of shared experiences.

### **Is your SMM Wheel Speeding on The Autobahn or Just Cruising Along?**

Are you maximizing the potential of your Strategic Meetings Management (SMM) program, or are you stuck in the slow lane? Join us for an exhilarating session that explores the most up to date SMM Wheel in the evolution of managed travel. In this session, industry experts will reveal how to identify growth opportunities and accelerate your progress toward advanced program maturity. Individuals at all levels of expertise in the SMM field will gain valuable insights from the shared experiences. Presented by the GBTA Meetings & Events Committee

#### *Learning Objectives:*

1. Understand the SMM Wheel Arches of influence—and how they drive program success.
2. Learn how to assess your current SMM program, and map out opportunities for growth.
3. Discover proven strategies from client panelists who have successfully advanced their programs.

### **Small Meetings, Big Decisions: Integrate or Segment?**

As small meetings continue to grow in volume and importance, many organizations are choosing to manage them separately from their broader meetings programs. But is segmentation the right path for everyone? In this session, you'll hear from a travel buyer who has built a dedicated small meetings program, alongside insights from one of the events industry's agency leaders observing this trend across their client base. We'll explore what drives segmentation, where current technologies fall short, and how different organizations define and manage "small meetings" based on their unique needs. Whether you're a meeting planner, travel manager, or SMM lead, you'll gain practical strategies to tailor your approach, address tech limitations, and streamline meetings of all sizes.

**Learning Objectives:**

1. Explore the key considerations for segmenting or integrating small meetings in your program
2. Recognize technology limitations that influence how small meetings are managed
3. Discover practical strategies to manage and streamline meetings of varying sizes

## **Payment Solutions**

### **Future Forward Business Travel: Aligning Traveler & Business Needs**

Payment Solutions Track Made Possible by and Co-Developed with American Express How do travel professionals stay agile and strategically focused amid competing priorities, technological advances, and employee preferences? This session draws on research to highlight emerging trends - from growing importance of duty-of-care to integrating technology into your travel programs - to help you plan ahead.

*Learning Objectives:*

1. Explore research-led perspectives to inform evolving travel program priorities.
2. Uncover potential advantages for your organization and its travelers.
3. Translate research-driven insights into agile, actionable strategies for future-forward planning

### **Mandating a Global T&E Card Program: Managing Hurdles for Program Success**

Payment Solutions Track Made Possible by American Express Standard industry thinking is that T&E cards are a mandated travel payment tool. However, there are still organizations that allow employees to use their own personal payment cards for business travel. In this session we will explore best practices for an organization wishing to migrate to a mandated T&E card program, and the key steps involved to successfully achieve that goal

#### *Learning Objectives:*

1. How does an organization position itself to capture business travel spend in a compliant manner that provides corporate visibility.
2. What are the drivers for an organization to be best positioned to mandate travel payment solutions for policy compliance.
3. Understand global tools available to assist managing a complex, global travel and expense card program, and how to get internal support for success.

#### **The Journey of a Card Transaction: From Receipt to Reconciliation**

Payment Solutions Track Made Possible by American Express Are you a buyer managing a corporate card program or a supplier providing receipts? Don't miss this expert-led session on the lifecycle of a card transaction. Learn how data flows between stakeholders, explore receipt insights, and discover tools to improve reconciliation, fraud prevention, and program performance. Who Should Attend: Buyers (card managers, finance/accounting, travel managers); Suppliers (hotel property/management companies) Presented by the GBTA Payment Solutions Committee

#### *Learning Objectives:*

1. Overview/Dynamics of card programs (lodge, virtual and corporate cards)
2. The anatomy of a receipt and its hidden data points
3. Tips for reconciling spend, preventing fraud, and improving financial oversight

#### **VAT Recovery Accelerator: Unlock Savings in Travel & Procurement**

Payment Solutions Track Made Possible by American Express Learn how to maximise VAT recovery and understand where businesses can - and can't - reclaim VAT. This session is tailored for finance professionals, procurement leaders, global mobility teams, and corporate travel managers who are looking to enhance their organisation's bottom line. We'll explore both domestic and foreign VAT recovery, modern payment solutions, and emerging technologies. Attendees will walk away with practical strategies to optimise tax reclaim processes, reduce operational costs, and strengthen compliance.

#### *Learning Objectives:*

1. Understand VAT recovery rules and identify where businesses can/can't reclaim VAT.
2. Learn how payment solutions and technologies can optimize VAT recovery processes.
3. Apply actionable strategies to reduce costs and improve VAT compliance in business operations.

### **Virtual Payments: Work Smarter Not Harder**

Payment Solutions Track Made Possible by American Express Virtual payments have been around for years, but their success rates can be hit or miss. Join our session to discover how continuous improvement and robust metrics can revolutionize your payment processes. Learn to automate, track, and identify training needs to drive higher success rates. For Buyers: Boost success rates, reduce costs, and ensure seamless traveler check-ins. For Partners: Streamline processes and enhance payment success. Don't miss this opportunity to transform your virtual payment experience with actionable insights! Presented by the GBTA Accommodations and Payment Solutions Committees

#### *Learning Objectives:*

1. Identify and implement programming efficiencies to eliminate errors
2. Standardize metrics with currently available reporting, to develop partner scorecards
3. Creative utilization of data to better leverage supplier relationships

## **Procurement & Sourcing**

### **Beyond Data; Buyer/Supplier Magic Inside the Hotel RFP Lifecycle**

Uncover the behind-the-scenes of the hotel RFP cycle process! Industry experts share insights on data evaluation, negotiations of static and dynamic rates, and overall program execution including RFP tool set up and custom questions. Designed for both travel buyers and hotel suppliers, this session offers best practices, key trends, and actionable tips to streamline RFPs and boost results. Presented by the GBTA Accommodations Committee

#### *Learning Objectives:*

1. Receive examples of typical timelines used by buyers/suppliers to manage a hotel RFP
2. Identify common obstacles/friction points with tips for resolution and process improvement
3. Learn the importance of data/communication to set expectations and support positive RFP results

### **Beyond the Discount Mirage: Securing Realizable Air Contract Savings**

Not all discounts are made equal. And many are rarely or never utilized. Maximizing air contract value comes from aligning your negotiated terms with real-world fare availability, competitive market dynamics and your program's booking patterns. Learn how to leverage analytics to restructure agreements where they'll deliver maximum impact, transforming theoretical savings into realized value.

*Learning Objectives:*

1. Discover the hidden gaps between negotiated airline discounts and actual realized savings
2. Master new ways to evaluate and improve corporate air contract performance
3. Transform traditional airline negotiations using data-driven insights and strategies

**Is Your TMC Ready for 2030?**

As technology and changing cost structures transform the travel industry, now is the time to adapt. This session dives into the major changes impacting TMCs today and in the near future, including content fragmentation, AI, and Offers and Orders. Gain insights that will help you prepare for your next RFP.

*Learning Objectives:*

1. Understand the technology and economic changes affecting TMCs and the impact on travel buyers
2. Learn about the need to shift from traditional service-led RFPs to a technology-led RFP process
3. Define must-have RFP questions to align with emerging technologies and changing cost structures

**Why Run a Travel Program Audit Prior to a TMC RFP**

An interactive workshop to help buyers understand the importance of a thorough review of their travel program prior to a TMC sourcing event. Participants will learn what the risks and benefits are for conducting the review, what program elements to include, and how to use the review results to formulate an effective TMC sourcing strategy. This workshop will use polling and Q&A processes to allow the audience to learn from their peers as well as the session leads.

*Learning Objectives:*

1. Learn the key components of a comprehensive program review.
2. Understand the practical steps to assess and benchmark your travel program.
3. Gain insight into how conducting an review will improve the outcomes of your sourcing activities.

**Close Calls 2025: Disasters, Crisis, and MORE!**

How can you find the right balance between traveler wellbeing, costs, and carbon emissions? You don't want your travelers to burn out, but you also don't want to see an increase in travel-related emissions or spend. This session explores how travel leaders are aligning their program priorities with organizational goals to find the right balance for their people, the planet, and the business. Presented by the GBTA Risk Committee

*Learning Objectives:*

1. Understand the detrimental impact of frequent business travel on physical and mental wellbeing
2. Learn what metrics to analyze to measure wellbeing, track emissions trends, and total trip costs
3. Explore real life examples of how buyers strike a balance between wellbeing, costs, and emissions

**Managing Security, Mental Health & Fatalities While Traveling**

From violent incidents to natural disasters, organizations must protect employees' physical and psychological well-being. This session provides a roadmap for crisis response, integrating security protocols with mental health support. Attendees will gain tools to manage high-stress events, including handling fatalities with care while ensuring business continuity. Through case studies and expert insights, learn how to strengthen resilience and response strategies.

*Learning Objectives:*

1. Define critical events and key crisis response strategies for employee safety and well-being.
2. Integrate security and mental health support to enhance crisis response and resilience.
3. Navigate fatalities with sensitivity while maintaining operational stability.

**Searching for Truth: Navigating Risk in the Age of AI & Misinformation**

In today's world, AI is the new wild west – pumping out a lot of misinformation and creating new challenges for travel risk management. With no sheriff in town to fact check, how do you identify reliable intelligence? In this session, we'll teach you how to separate fact from fiction and strategies to revolutionize your risk management approach, ensuring smarter, safer outcomes for your travelers.

*Learning Objectives:*

1. Understand the impact of misinformation on travel risk management and decision making
2. Identify reliable destination and crisis intelligence in the age of AI and disinformation
3. Implement proactive strategies to protect travelers and elevate risk management programs

## **The Role of Collaboration in Travel Risk Preparedness**

Learn how collaboration across internal teams, external partners, and tech providers boosts travel risk preparedness. This applied session suits both new and experienced risk professionals looking to refine crisis strategies. Gain actionable frameworks, specific tools, and real-world examples to improve coordination across HR, security, and travel teams—enhancing your organization’s ability to respond in today’s evolving risk landscape.

### *Learning Objectives:*

1. Identify key roles and responsibilities across internal and external risk stakeholders.
2. Apply collaboration frameworks to improve crisis readiness and team coordination.
3. Use technology and partners to strengthen visibility, communication, and response.

## **The Ultimate Balancing Act: Traveler Wellbeing, Costs, and Emissions**

How can you find the right balance between traveler wellbeing, costs, and carbon emissions? You don't want your travelers to burn out, but you also don't want to see an increase in travel-related emissions or spend. This session explores how travel leaders are aligning their program priorities with organizational goals to find the right balance for their people, the planet, and the business.

### *Learning Objectives:*

1. Understand the detrimental impact of frequent business travel on physical and mental wellbeing
2. Learn what metrics to analyze to measure wellbeing, track emissions trends, and total trip costs
3. Explore real life examples of how buyers strike a balance between wellbeing, costs, and emissions

## **Small to Mid-Market Enterprises (SME)**

### **Debate & Decide: Travel Policy Face-Off**

Join this unfiltered debate for travel and HR leaders. Industry experts will go head-to-head, tackling the challenge of building travel policies that balance cost, traveler experience, and organizational values. This discussion isn’t just about saving money or ensuring comfort—it's about aligning strategy with your company's culture, priorities, and people. Attendees will have the final vote on the debate winner and walk away with insights to guide smarter, more holistic travel policy decisions.

*Learning Objectives:*

1. Understand challenges leaders face when balancing organizational goals and traveler expectations.
2. Evaluate trade-offs between cost control, employee experience, and company vs. traveler values.
3. Identify strategies to build smarter, more holistic travel policies.

**Let's Play Feud! A Fun Showdown on Travel Industry Trends & Insights**

Survey says...the travel industry is changing! Join us for a Family Feud-style showdown as we uncover the top travel industry insights and predictions for 2026. From emerging technology to traveler preferences, see what's shaping the future of travel – game show style!

*Learning Objectives:*

1. Analyze the role of key industry stakeholders driving innovation and simplifying travel solutions
2. Apply the collaborative session insights to develop actionable plans for improving travel programs
3. Develop actionable plans for improving technologies, program initiatives and optimizing the journey

**Nobody Reads the Travel Policy—Until AI Gives Them Instant Answers**

In today's fast-paced workplace, traditional corporate travel policies are often overlooked or misunderstood. This workshop will explore innovative strategies to modernize and simplify your travel policy using AI-powered tools. Attendees will learn how to create an engaging, interactive, and compliance-friendly travel policy that employees will actually use and follow.

*Learning Objectives:*

1. Discover how to use AI to make travel policies accessible, engaging, and actionable for employees
2. How to create AI-powered tools like chatbots and explainer videos to modernize policy communications
3. How AI analytics can transform travel data into compliance insights to improve program performance

**Scaling Smart: Solving Real Travel Policy Challenges for Growing SMEs**

As SMEs scale, travel policies must evolve to meet new realities—tight budgets, lean teams, and growing traveler expectations. In this session, SME travel managers will share how they tackled their biggest travel policy pain points, from inconsistent booking behaviors to lack of visibility into spend. Walk away with real-world, scalable solutions that prioritize control, compliance, and



traveler experience—without overcomplicating your program.

*Learning Objectives:*

1. Identify common travel policy challenges SMEs encounter during growth phases.
2. Assess one area where increased policy flexibility could improve traveler satisfaction.
3. Select one enforcement tactic to pilot for improving compliance in low-adherence booking categories.

**When Travel is Only One of the Hats You Wear**

Experts will discuss strategies for individuals whose roles aren't centered on travel but still impact travel programs. From procurement to HR, finance to operations, the session will cover how professionals can leverage their skills to drive efficiency, cost savings, and satisfaction. Learn best practices for cross-department collaboration, optimizing processes, and aligning travel and goals.

*Learning Objectives:*

1. Align travel with company goals to boost value, impact, and leadership support.
2. Tackle travel challenges when it's not your only role—real tips for real-world roles.
3. Use technology and data to optimize travel, track spend, and improve cross-team decisions.

**Sustainability**

**Building the Business Case for Aviation GHG Reductions Your C-Suite Will Love**

Travel managers are under pressure to reduce value chain emissions – while keeping cost in check. SAF offers a promising pathway to reduce corporate air travel emissions, but cost can make it a challenge to secure funding. This session offers actionable insight to build a business case for SAF to align Greenhouse Gas (GHG) emissions reduction and financial goals. Panelists will share insights on integrating the environmental attributes of SAF into corporate climate strategies. Learn how travel managers are using book and claim to secure internal buy-in, and how book and claim can help facilitate GHG emissions reductions across their travel programs.

*Learning Objectives:*

1. Build a SAF business case – learn how travel managers position SAF to internal decision makers by articulating value interactions with regulatory programs.
2. Navigate procurement – Gain insight into SAF certificate procurement and explore emerging solutions to ease the burden.
3. Use your buying power to accelerate change – Explore how travel managers can develop travel programs that help facilitate corporate travel emission reduction.

**Building Your Sustainability Baseline and Taking the Next Step with Confidence**

Building a basic sustainability program is hard enough, considering the variety of emission

methodologies out there. Travel buyers who want to take their programs to the next level must also navigate an ever-expanding menu of paid solutions and understand what they're getting in return for their investment. We'll help cut through this confusion with particular focus on how paid solutions can help. Presented by the GBTA Sustainability Committee

*Learning Objectives:*

1. Understand basics of emission calculations, particularly paid options
2. Apply basics to assess which level of precision is right for the business
3. Assist travel managers to determine how best to report carbon emissions

**Carbon Budgets, Pricing & Planning: 2030 Targets in View**

With less than 60 months to 2030, this expert panel of buyers and suppliers will share exactly what's working and what's failing to drive emissions reduction in travel programs. Learn from industry leaders as they share real-world case studies, statistics and actionable insights to help you determine which levers to implement on your organization's journey to sustainability targets for travel.

*Learning Objectives:*

1. A three phased framework to build the business case for emissions reduction strategies
2. A stack ranked ordering of the efficacy of a 20+ emissions reduction lever library
3. Clear strategies and phasing to implement carbon budgets, carbon pricing and/or carbon planning

**Metrics That Matter: What's the Competitive Advantage of Sustainability in Business Travel?**

As policy momentum around climate action shifts across the U.S. and Europe, companies are increasingly relying on internal business cases to maintain and scale sustainability efforts. This session explores how organizations can measure and communicate the return on investment (ROI) of sustainability — particularly within business travel. The GBTA Foundation's Sustainability Leadership Council will discuss practical metrics, key performance indicators, and data strategies that link sustainable practices to business value—like cost savings, employee experience, and risk mitigation. Attendees will leave with tools to define success, build stronger internal buy-in, and embed sustainability in core travel operations.

*Learning Objectives:*

1. Identify metrics that demonstrate ROI on sustainability in travel
2. Link climate action to business drivers like resilience, efficiency, and risk-management
3. Learn from global benchmarking data and best practices
4. Discover strategies for embedding sustainability into business travel programs

## **Technology/Innovation**

### **Corporate Travel Data Tales: Compelling Stories for Every Audience**

Learn to transform data into compelling narratives using modern technology. In this hands-on workshop, attendees will work in three groups, each focusing on storytelling for travelers, internal executives, or supplier partners. Discover strategies for tailoring data insights and using tools like visualization platforms to create impactful stories for different audiences. Presented by the GBTA Technology Committee

#### *Learning Objectives:*

1. Master data storytelling with travel-focused examples that engage travelers, execs, and supplier partners.
2. Customize data messages using personas and frameworks to deliver clear, targeted, actionable insights.
3. Use dashboards and charts to turn data into clear, memorable, and actionable visual stories.

### **Modernizing Business Travel for a Changing Work Environment**

Today's work environment is marked by hybrid models, sustainability trends, and generational preferences reshaping business travel. As we move into an era of digital natives, finding solutions that translate old practices into new, relatable actions will help bridge the divide. Explore challenges and strategies to help optimize your travel and payment processes across four distinct generations.

#### *Learning Objectives:*

1. How hybrid work models and sustainability trends are changing today's work environment
2. A look into the technology and innovation reshaping business travel
3. The evolution of payments: navigating cash, cards, virtual cards

### **Pilot or Pass? Is Testing New Travel Technology Worth It?**

Explore whether running a pilot is a game-changer or a timewaster. We'll dive into the benefits, risks, and real-world examples. With a diverse group of panelists stretching across the business travel industry, find out if a pilot is a take or a toss. Presented by the GBTA Technology Committee

#### *Learning Objectives:*

1. Apply a decision-making framework to determine if, when, and how to test new tools
2. Identify key success factors and common pitfalls in piloting new travel technologies
3. Evaluate ROI for pilots using real-world examples

### **Tech Stack Detective: Decoding Travel Tech Reviews**

Want to crack the code on strategic tech stack reviews? This hands-on investigation guides buyers

and suppliers through a tech assessment across five critical areas. Attendees will uncover optimization opportunities and build a roadmap for success. Come ready to investigate – you’ll leave with a completed assessment worksheet, scorecard, and detective’s toolkit to enable an effective tech review.

*Learning Objectives:*

1. Measure performance. Buyers: evaluate partners. Suppliers: assess alignment to customer needs
2. Maximize partnerships. Buyers: vendor management strategies. Suppliers: improve client relationships
3. Build business cases for tech investments. Buyers: budget approval. Suppliers: demonstrate value

**The Innovation Illusion: Why Progress Stalled**

This panel is for the industry forward-thinkers —travel managers, decision-makers, and anyone tired of the same old excuses. Presenting an opportunity for a candid discussion on why corporate travel is stuck in the slow lane, the myths we’ve been sold, and what it really takes to innovate. Think: no fluff, no filler—just sharp insights and bold ideas to inspire a kickstart in the future of travel.

*Learning Objectives:*

1. Understand challenges blocking innovation in corporate travel and their impact on the industry
2. Leave with a treasure trove of innovative bold ideas from both experts and the audience peers
3. Know when enough is enough: data quality, distribution gaps, user-experience, payments, and more!

**Transportation & Mobility**

**Airline Partnerships: The Evolution Continues**

A diverse panel will explore the evolving landscape of airline partnerships, shaped by regulatory shifts and global fragmentation. Learn how deep revenue- and service-sharing alliances influence pricing, network planning, and customer experience. Panelists will discuss current trends, the role of buyers and timing, and how partnerships are adapting to meet the needs of next-gen business travelers amid a changing geopolitical climate.

*Learning Objectives:*

1. Explore airline partnership types, their purpose, and the roles of buyers in shaping them.

2. Learn how regulations and geography impact airline partnerships and corporate travel strategies.
3. Discover how airline partnerships are evolving and what the future may hold for procurement.

### **Aviation Headwinds for 2025: Workforce, Sustainability & Supply Chain**

The aviation industry faces interconnected challenges, from workforce shortages and FAA regulations to sustainability demands, rising costs, and supply chain disruptions. Each issue amplifies the others, creating a complex landscape for travel managers. Join us to explore how these factors impact one another and discover strategies to navigate and optimize travel programs in today's environment. Presented by the GBTA Aviation Committee

#### *Learning Objectives:*

1. Understand interconnected aviation challenges impacting travel management and traveler experience
2. Develop strategies to address workforce shortages, sustainability, and rising costs effectively
3. Identify collaborative solutions to mitigate disruptions and enhance travel program resilience

### **Data and the Unmanaged Ground Transportation Spend Conundrum**

Ground transportation suffers from a highly fragmented, decentralised ecosystem and lack of centralised management and controls, making it the least managed category in corporate travel. This session will examine the critical role of data in optimizing user experience, costs, & duty of care. Join experts as they explore how technology can transform ground transportation into a fully managed, integrated solution, which critically keeps your travelers safe whilst on business travel.

#### *Learning Objectives:*

1. Understand how the current ecosystem impacts user experience and duty of care in GT
2. Learn the role of centralization in managing fragmented supplier ecosystems
3. Identify actionable strategies to align ground transportation with corporate travel policies

### **Future-Proof Your Travel Program: AI in Aviation Today and Tomorrow**

Discover how AI is transforming air programs from travel managers using it today. Learn how to enhance air policies, improve traveler experiences, optimize contract pricing, and boost efficiency within your air programs. Get ready to future-proof your flights strategy with AI-driven insights and innovation! Presented by the GBTA Aviation Committee

*Learning Objectives:*

1. Recommendations for buyers on how to incorporate AI for aviation into their programs today
2. Areas of focus for suppliers/buyers/TMCs to collaborate and improve the traveler experience when booking in the OBT all the way through to their onboard experience
3. How to leverage free AI tools today to create efficiencies within contracting and flight analysis

**Rail vs. Runways? Why Travel Management Needs a Rail Revival**

As corporate travel evolves, Europe's rail network offers a smart alternative to short-haul flights—cutting emissions while improving cost, experience, and itinerary control. This interactive session explores how to embed rail in travel policies through supplier deals, booking tools, and air-rail combos. With polling, group input, and case studies, we'll tackle real-world barriers like booking complexity and infrastructure gaps, and share practical strategies for global multimodal travel.

*Learning Objectives:*

1. Understand how to embed rail into corporate travel policies using cost modeling, TMC alignment, and traveler engagement—beyond just meeting ESG goals.
2. Learn from successful mobility models and cross-border partnerships to shape effective, traveler-centric multimodal travel programs.
3. Identify and address traveler pain points like booking friction and connectivity gaps through flexible, scalable strategies developed in collaboration with peers.