



2026 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 2026 program.

Submission Portal Link

The deadline to submit is
January 5, 2026

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 including spaces):

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.

FOLLOW THIS TIP: Describe in 1-2 words (max 30 characters). Popular Topic Examples from 2025 Convention
(The below list is **not all inclusive** and **does not indicate prioritized topics** for 2026):

TRACK	EXAMPLE OF TOPIC
Accommodations	Hotel category management, virtual payments, AI in hotel sourcing
Career & Professional Development	Workforce development, travel management 101, mental/physical health, program ROI, leadership
Data Analytics/Distribution	Cost management, NDC
Human Resources & Stakeholder Management	DEI, strategic communications, traveler experience, travel team design
Meetings & Events	RFPs, strategic meetings management (SMM)
Payment Solutions	Reconciliation, expense management, VAT reclaim strategies, global solutions, hotel payments
Procurement & Sourcing	Negotiation (air, hotel), RFP optimization, sourcing strategy
Risk Management/Duty of Care	Crisis management, crisis intelligence, border and immigration risks, traveler wellbeing
Small to Mid-Market Enterprises (SME)	Trends, travel policy development, savings, maximizing ROI
Sustainability	SAF, carbon budgets, decarbonization, calculating emissions, business cases
Technology/Artificial Intelligence (AI)	Tech stack strategy, change management, data storytelling, travel transformation
Transportation & Mobility	Generational expectations, human trafficking, immigration, data analytics, partnerships

Marketing Session Description (max 600 characters including spaces): 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.

FOLLOW THIS TIP:

How well your description is written reflects your professionalism and expertise and will be a factor in review and acceptance. Be sure that there are no typos or incorrect grammar in the descriptions.

Content Outline (max 850 characters including spaces):

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.

FOLLOW THIS TIP:

The overview should align with the learning objectives to demonstrate what attendees will take away from the session

Do not copy/paste the marketing description into this field!

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).

FOLLOW THIS TIP:

Consider the audience you are trying to attract to your session and their goals on what they can expect from your session.

Session Learning Objectives (max 125 characters per objective including spaces):

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

FOLLOW THIS TIP:

Start each learning outcome with an action verb. Refer to this resource for tips on crafting excellent learning objectives: <https://tinyurl.com/5n8s9af9>

Include three (3) takeaways:

- 1.
- 2.
- 3.

Additional Information:

- Is this a committee submission?

☐

Yes

☐

No

- If yes, which committee(s)?

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).

FOLLOW THIS TIP:

The more Speaker Profiles you include, the better the Peer Review Council will be able to understand the intended direction and vision of the session.

DO NOT INCLUDE ANY IDENTIFYING INFORMATION IN ANY FIELDS, SUCH AS INDIVIDUALS' NAMES AND COMPANY NAMES.

If identifying information is included, your proposal will be docked 1-point (out of 5) during the Peer Review scoring process.

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:

NOTE: Complete the above fields for up to 4 Speakers in the Submission Form.

Submission Agreement Statements:

- I confirm that I have reviewed the [Guidelines for the Ethical Use of AI in GBTA Educational Content Creation](#).
- 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.