



GBTA Canada Business
Travel Forum
2023

Calgary
Toronto

Business Travel Forum Toronto

November 13 & 14, 2023





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Agenda – November 13

12:00pm – 1:30pm	Direct Talk Buyer Only Lunch
1:30pm – 2:00pm	Networking Break
2:00pm – 2:10pm	Welcome
2:10pm – 2:45pm	Education Session – Gaining Value from Your Internal Stakeholder Relationships
2:45pm – 3:15pm	Sponsor Spotlight
3:15pm – 4:00pm	Education Session – Supplier Collaboration: Beyond Contract Management
4:00pm – 5:30pm	Networking Reception

Gaining Value from Your Internal Stakeholder Relationships



Sue Spear
Sr. Manager, Travel and Fleet
Cengage Learning

Key Objective

The key objective for gaining value from your internal stakeholder relationships is to enhance the overall effectiveness and success of your company or organization. Achieving value from these relationships can have several important benefits.

- **Align Interests and Goals**
- **Enhance Collaboration**
- **Boost Employee Engagement**
- **Improve Decision-Making**
- **Increase Efficiency**
- **Enhance Innovation**
- **Manage Risk**
- **Foster a Positive Organizational Culture**
- **Optimize Resource Allocation**
- **Demonstrate Accountability**



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Internal Stakeholder /Partner Needs



- **Communication and Transparency**
- **Understanding Stakeholder Priorities**
- **Customized Value Proposition**



- **Regular Meetings and Feedback**
- **Data-Driven Insights**
- **Collaborative Problem-Solving**



- **Stakeholder Engagement Plan**
- **Recognition and Appreciation**
- **Long-Term Relationship Building**



Key Takeaways

- Utilizing your relationships with your internal stakeholders/partners can enhance the overall effectiveness and success of your company or organization
- You can turn transactional interactions into strategic relationships that benefit both your travel program and your travelers.
- Align your program's goals with the objectives of your internal stakeholders, communicate effectively, and continuously adapt to meet their evolving needs and priorities.





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Supplier Collaboration: Beyond Contract Management



SESSION OBJECTIVES

- Identifying areas that cause friction in the supplier/buyer relationship, and possible roadblocks to the contract process
- Understanding the perspective of both parties
- Identifying best practices and skills to navigate these challenges



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A quick poll to get us
started!



SPEAKER - TORONTO

Elizabeth Yohan

Sr. Category Manager, Travel | Procurement | Enterprise
Programs & Optimization

CIBC



SPEAKER - TORONTO

Julie Van Noten

Global Sales Executive
Marriott International



Discussion

Learning Outcomes

As a buyer.....

- Managing conversations effectively with suppliers.
- What does your supplier need from YOU to ensure they're providing what YOU need?
- Tips on identifying objectives and strategies when entering contract negotiations.
- Identifying who your strategic partners are.

Learning Outcomes

As a supplier.....

- Suppliers – what are sourcing/procurement each focused on that will help them be better partners?
- Exploring the value proposition beyond cost savings.
- How will the end user (the traveler) benefit from your service?
- How do you ensure your service is maintained for your buyer?

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**A big thank you to
our speakers and
our audience.**



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Networking Reception



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Agenda – November 14

8:00am – 9:00am	Continental Breakfast
9:00am – 9:45am	Education Session – Risky Business
9:45am – 10:15am	Sponsor Spotlight
10:15am – 11:00am	Coffee Break in Showcase
11:00am – 11:45am	Education Session – Stakeholder Communication
11:45am – 1:00pm	Education Session – Supporting an Accessible Travel Experience
1:00pm – 2:00pm	Lunch and Supplier Showcase
2:00pm – 2:45pm	Education Session – Disruption and Change Management in Technology
2:45pm – 3:00pm	Wrap-Up & Prizes!



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Risky Business

Considerations for addressing risks
associated with non-employee and
blended travel





Christopher Chao

Senior Vice President

Aon



Kate King

Account Management Lead

International SOS



Dragana Micic

Director Worldwide Sales

BWH Hotels

Session Objectives

This session will provide:

1. Awareness of risks associated with non-employee and blended travel
2. Strategies to mitigate/minimize the risk to the travelers and the organization
3. Understanding of how non-compliance can lead to risk exposure for the company
4. Insight on the benefits associated with blended travel



A New Risk Environment

- 85% of risk professionals agree the world has become more dangerous over the past twelve months
- 52% of employees would consider legal action if they were not supported properly
- 36% have little confidence that their firm would provide correct information during overseas emergencies
- 22% have no idea who to alert in case of an emergency
- Mobile workers are now 2.1x more likely to call for advice or assistance



Agenda

- Work in table groups
- Review case study and discussion questions (10 minutes)
- Groups will be called on to present their responses
- Panel discussion and takeaways

Case Study

- Your company is holding an executive leadership summit at a high-end resort in a remote area of Canada. Attendees are from all over the world.
- You are aware that some employees are accompanied by a spouse and/or children, and some will arrive early or stay on after.
- Upon arriving, you learn that the wildfires several thousand kilometers away are now heading directly toward the region, due to unexpected high winds.
- Authorities have issued a “Stand By” notice.



Discussion Questions

Group 1 – Preparation

Planning for a trip like this, what information do you need to know about the attendees?

Group 3 – Policy

What should be addressed in your travel policy for non-employees, and/or blended travel?

Group 2 – Crisis Management

Discuss how you would respond to the situation, and what you would need to take into consideration when arranging a potential evacuation.

Group 4 - Insurance

Are all attendees covered under the same policy, and if not, how does that affect your response?

Discussion Questions



Considerations and Key Takeaways

- A proper Duty of Care program is built on a foundation of clear policies and procedures
- Traveler Monitoring and communication with travelers is key
- Pre-Travel training and education can help avoid or reduce risks
- Ensure you have the proper insurance in place to cover routine and unexpected costs
- Lack of demonstration to protect employees has also resulted in financial penalties, reputational damage, loss of productivity, increased employee turnover, and failed missions.
- Duty of Care can also bring a competitive advantage. Promoting a health and safe working environment contributes to employee engagement and retention
- Consult with experts to identify where to begin
- Don't give up. Executive buy in can be difficult to gain.

Learning outcomes

1. How to Manage Risk and responsibilities associated with non-employee and blended travel
2. Learn best practices from peers
3. Company role and responsibilities in a crisis



Resources

[What's New in Duty of Care Podcast](#)

[GBTA Travel & Risk Management Hub](#)


[GBTA Risk Management Forum](#)

[GBTA People Risk Management RFP Template](#)

[Government of Canada Travel Advice and Advisories](#)

[WomanStats Maps](#)

[Maps – Sexual Orientation Laws](#)



Duty of Care can also bring a competitive advantage. Promoting a health and safe working environment contributes to employee engagement and retention.



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Stakeholder Communication: Using Data to Craft the Story





Stephanie Snowball

Director of Global Sales

IHG Hotels & Resorts



Jodi Francks

Director Business Travel

Fairmont Hotels



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Session Objectives

- Evaluate the different stakeholders that have influence in your travel program
- How to present data and metrics tailored to the specific stakeholders to drive engagement with your travel program
- Modify your presentation style to the different stakeholder groups to grow your influence and credibility



Stakeholders: Who are they??



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Working Group Scenario: 15 MINS

Air travel costs have increased significantly.

The Travel Manager is recommending a policy change for business class purchase which would lead to an increase in the number of hours permitted to qualify for a business class seat.

The data analysis conducted by the TMGR shows an anticipated cost reduction if adopted for 2024.



Working Group Scenario & Table Discussions:

Questions

1. What data would you need to provide to communicate this message to the assigned stakeholder group?
2. How do you use the data to create the narrative to communicate the change and actions required to the assigned stakeholder group?
3. What potential challenges could the TMGR encounter from the assigned stakeholder group?
4. What is the recommended messaging to use for the assigned stakeholder group?

Scenario

Air travel costs have increased significantly. The Travel Manager is recommending a policy change for business class purchase which would lead to an increase in the number of hours permitted to qualify for a business class seat. The data analysis conducted by the TMGR shows an anticipated cost reduction if adopted for 2024.

Group Presentation

Stakeholder Interview Questions:

1. What does it take to get your attention?
2. How you want the information presented to make an informed decision?

Interview from the “C” Suite:

Chief Sustainability & Procurement Officer

1. “To get my attention, you need to start with the conclusion – i.e. what is the headline here and then build out your points. I will make a decision as to whether to prioritize the topic or not within the first 60 seconds.”
2. “The saying, a picture says a 1000 words holds true here. Provide a one pager that shows me executive summary – what decision you need me to make, risk assessment (high, med, low), impact to the business in best/worse-case scenario. I may ask for the details (so have that ready) but I definitely do not want it out of the gate”

Interview of a Travel Arranger:

Travel Arranger

1. “Send me an email with simple messaging that can easily be cascaded to the team with no revisions.”
2. “I want clear & precise information that is short & fact based with an attachment to demonstrate the change and when it’s effective. Also tell me what you want me to do with the information.”

Interview from a traveller

Traveller

1. “I would be looking for a specific why with a secondary value for the organization. Example, not just cost savings but ESG goals. Details on timelines and if any actions are needed for existing bookings.”
2. “As the decision has already been made, having links to the new policy and or best practice or a Q&A documentation via email would be acceptable.”

Interview from a Supplier:

Air Supplier

1. “From a supplier perspective you need to have a clear and detailed timeline and insights on how the decision came about, so that the supplier can make the changes to support the organization policy change. This information is easily accepted via email.
2. It would be in the best interest of the supplier to have a meeting set up to review to understand contractual changes and what that means for the organization and the partnership. When it comes to supplier communication, detailed information is best.

Learning Outcomes

- Understand the different stakeholders involved in a travel program.
- Learn what data they are interested in, what metrics they use
- Learn how to deliver your message to the different stakeholders to get the engagement needed

Resource Link:

HBS: <https://online.hbs.edu/blog/post/data-storytelling>



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Thank you!





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Supporting an Accessible Travel Experience



Session Objectives

- Provide best practices in enhancing and building a more accessible travel program as it relates to travelers with visible and invisible disabilities.
- Session will highlight some of the visible challenges within the traveler journey with transportation, accommodation and what support is currently being provided and where do we go from here.
- For travelers with invisible disability when travelling, we will address what support system is available and provide some best practices on how to evolve your travel program.



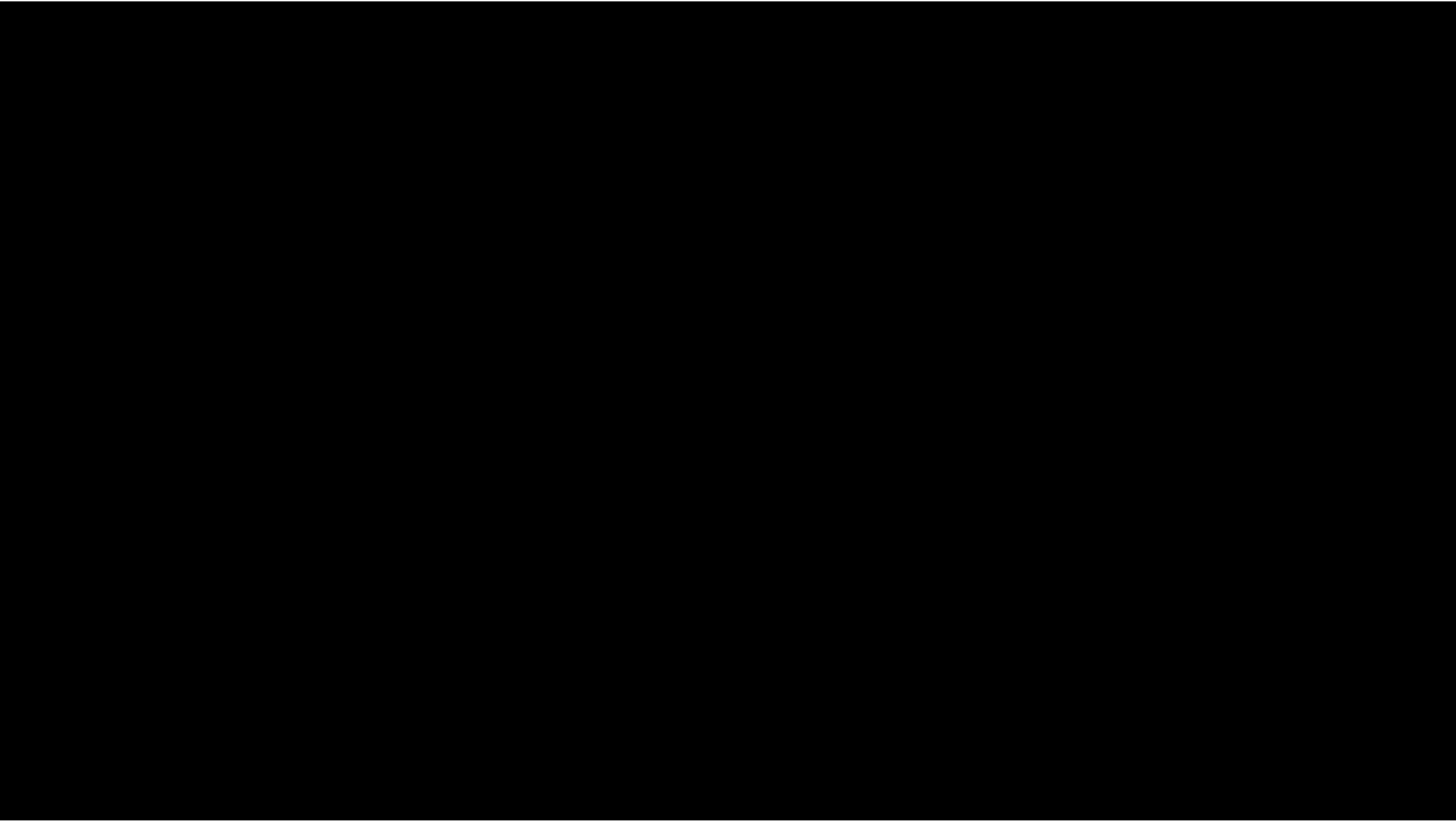
Travel Managers are consistently evolving their hotel program to identify the needs and requirements of travelers with visible and invisible impairments, ie: visual, hearing, mental.

Moderator

Patrick Doyle

Chief Commercial Officer
Flight Claim







Patrick Doyle

Chief Commercial Officer

Flight Claim



Diane Bergeron

President, CNIB Guide Dogs

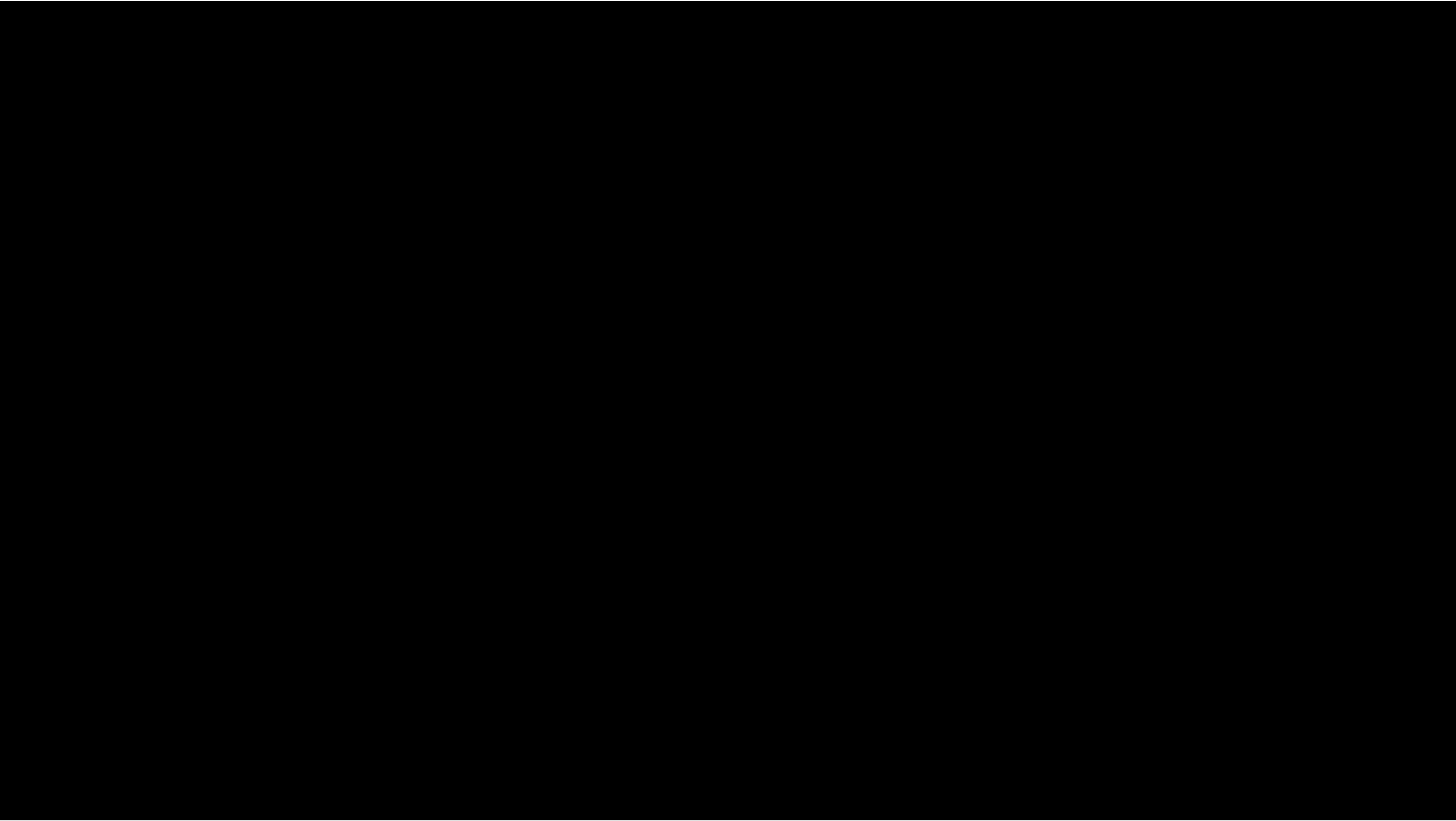
CNIB



Elena Libaque

Manager, Travel Safety and
Logistics

CNIB



Learning Outcome

- Identify the challenges of visible impairments and how you as the travel manager can support these travelers
- Identify the challenges of invisible disability and how to navigate their experience for a more inclusive program
- Identify key stakeholders to build and support an accessible travel program
- How to implement and ensure compliance to the ever-changing governmental regulations for accessibility

After this session, you will have a better understanding of the challenges and unique requirements of travelers with visible and invisible disability to further enhance your travel program.

Resources

Accessible Canada Act: <https://laws-lois.justice.gc.ca/eng/acts/a-0.6/>

Accessibe Standards Canada: <https://accessible.canada.ca/>

Access Now: <https://accessnow.com/about/>

Level Playing Field: <https://www.levelplayingfield.ca/who-we-are/>

AODA: <https://aoda.ca/accessible-hotels-making-guests-of-all-abilities-comfortable/>

Hearing Link: <https://www.hearinglink.org/living/out-about/travelling/>

Everyday Sight: <https://www.everydaysight.com/travel-tips-for-blind-and-visually-impaired/>

CNIB: <https://www.cnib.ca/en?region=on>

Resources

<https://www.enterprise.ca/en/help/customers-with-disabilities.html>

<https://wheelchairtraveling.com/wheelchair-accessible-hotels-toronto-canada-travel-tips/>

<https://masterbuilt-hotels.com/what-are-the-accessibility-requirements-for-canadian-hotels/>

<https://www.viarail.ca/en/plan/accessibility#services-on-board>



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Disruption & Change Management in Technology





Kristen Hrycoy

Global Partner Manager

SAP Concur



Lana Day

Key Account Manager

WestJet Airlines


Disruption and Change - Agenda

We will explore the results of recent surveys, showing the push from travelers to make independent choices during a booking process.

Dive into shifting priorities of traveller's to choose more sustainable options, get access to new content, and with their health and safety concerns being addressed.

We will focus on the growing demand for flexibility and the requirements to have a multi-channel program to satisfy the traveling population.

We will poll the audience getting live insight into the topic and give travel buyers an explanation of how the available technology works, to get comfortable with these changes needs.



- Flexibility is necessary, for both travellers and travel buyers
- Priorities of the traveller are changing
- Technology is the key to a successful travel program

Disruption

Radical change to an existing industry or market due to technological innovation. –Oxford languages

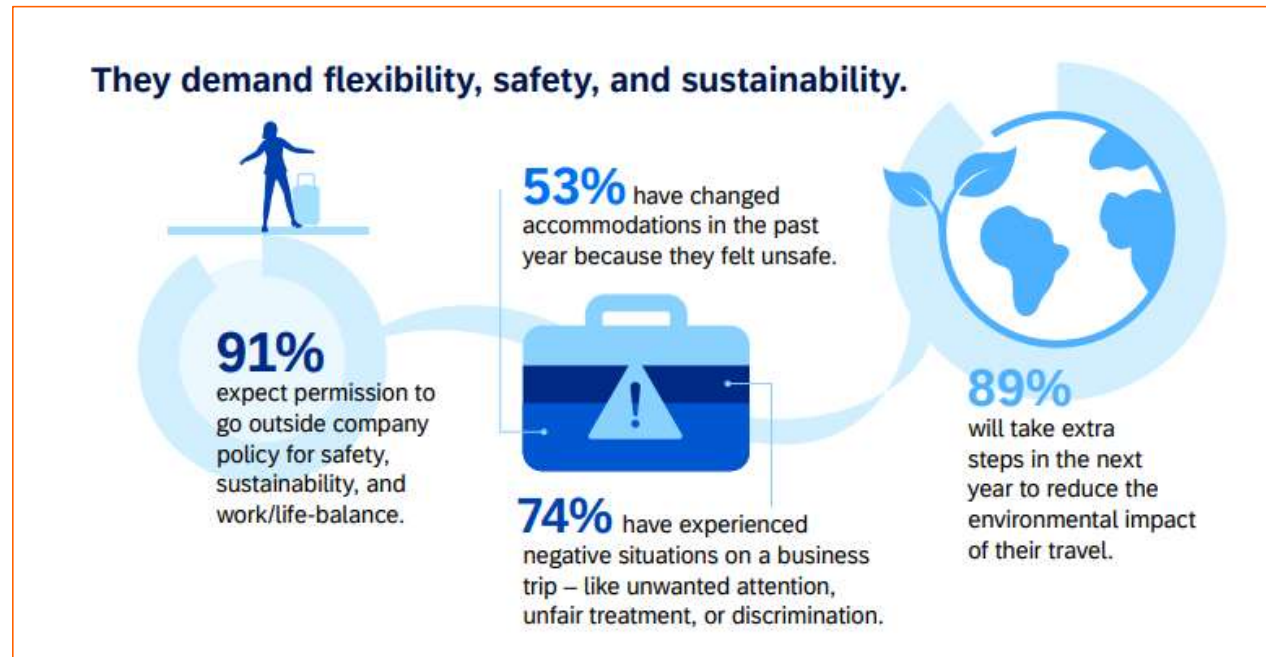
The action of completely changing the traditional way that an industry or market operates by using new methods or technology - Cambridge Dictionary

Buzzword used by Silicon Valley gurus, often in conjunction with innovation, as in 'disruptive innovation'. It's supposed to sound cool and radical - like revolution - but it's also terribly empty, so technies and entrepreneurs using the term constantly have to explain why the digital world is so disruptive, compared to like the Industrial Revolution. Which is where it all falls flat. - Urban Dictionary

Flexibility, Safety and Sustainability

Canadian business travelers want flexible booking options, with less corporate oversight.

Nearly half of Canadian business travelers book their travel directly using an airline, hotel or car rental company's website or app, while slightly fewer use their company's travel agency or department or online booking tools like Concur Travel.



Question #1

slido



How important is sustainable travel to you or your company?

ⓘ Start presenting to display the poll results on this slide.

Priorities for Travelers

Canadian business travelers are increasingly seeking sustainable options to minimize their environmental impact, and companies must provide greener travel options

Canadian business travellers are ready but with reservations

They're eager to get and stay on the road. They view business travel as vital to career and company success.

99% are willing to travel over the next 12 months.

94% say the future of their career depends on successful travel this year.

92% will take extra steps to reduce the environmental impact of their business travel.

67% feel they haven't had as many opportunities to travel as others in their company.

Over 47% say travel is critical for establishing and maintaining client relationships.



Priorities for Buyers

1. Supplier Engagement
2. Align with Corporate goals
3. Track & measure
4. Technology options

Question #2

slido

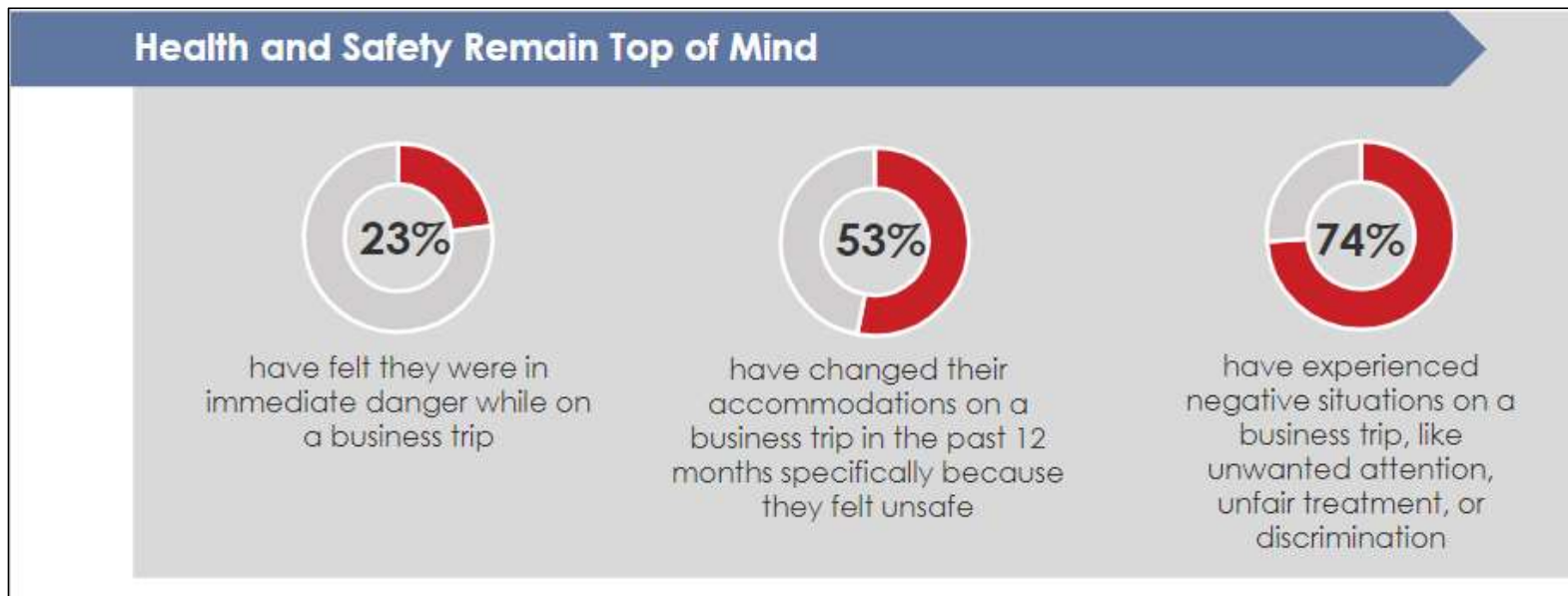


How important is your health and safety when booking and traveling for business?

ⓘ Start presenting to display the poll results on this slide.

Priorities for Travelers

Nearly half of Canadian business travelers expect their employer to allow them to book travel that falls outside of company policy to ensure they feel safe while traveling in certain areas of the world (49%), and even more expect support for their ability to maintain a healthy work-life balance (54%). Travelers must feel that their health and safety are more important than costs of travel



Priorities for Buyers

1. Traveler's health and safety
2. Travel policy review
3. Technology

Question #3

slido



How important is to have flexibility when booking and travelling for business?

ⓘ Start presenting to display the poll results on this slide.

Priorities for Travelers

Traveler's priorities for improvements **during** their trip led the way, closely followed by post-trip (payment and expense).

Travelers led with **well-being**: first their own (work life balance), then their planet (sustainability). Interestingly, the motivation for additional frequent traveler points finished last in improving the traveler's experience.



Priorities for Buyers

1. Traveler Health and Safety
2. Travel policy/Change Management
3. Technology

Companies that support multi-channel bookings

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TMCs

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- Atlas
- BCD Travel
- Carlson Wagonlit
- Christopherson Travel
- CI Azumano
- Direct Travel
- Egencia
- Expedia
- FcM
- Fox World Travel
- Frosch
- Omega World Travel
- Ovation Travel Group
- Shorts Travel Management
- Travel and Transport
- Travel Inc
- Travel Leaders
- TravelPerk
- TripActions
- World Travel Inc

Shared Economy




- Airbnb

Traxo is trusted by corporate travel programs & partners worldwide.

Our supplier network includes the biggest, most-recognizable names in travel

Future Concur TripLink integrations

There is a growing need for flexibility to have a multi-channel program to satisfy the traveling population, it is time to get comfortable with these changes needed.

Resources

[Declining Travel Impacting Canadian Business Travellers' Careers, SAP Concur Survey Finds \(newswire.ca\)](#)

[2023 SAP Concur Canadian Business Travellers Report - SAP Concur](#)

[Canadahttps://www.concur.ca/sites/default/files/ca/sap_concur_travel_infographic_july_26b27.jpg](https://www.concur.ca/sites/default/files/ca/sap_concur_travel_infographic_july_26b27.jpg)

[Manage Corporate Travel Program and Spend | CapTrav](#)

[The world's only provider of corporate travel data capture and pre-trip auditing. \(traxo.com\)](#)

[TripLink - Manage Travel Across Every Booking Channel - SAP Concur](#)

Flexibility is necessary,
for both travellers and
travel buyers

- Priorities of the
traveller are changing
- Technology is the key
to a successful travel
program

Thank you!