

GBTA CONFERENCE 2019 MUNICH

In Partnership with VDR



Verband Deutsches
Reisemanagement e.V.



GLOBAL BUSINESS TRAVEL ASSOCIATION

DATE	TIME	TOPIC/TRACK	EVENT TITLE	SESSION DESCRIPTION
Tuesday 19 November	3.30pm - 4.00pm	Risk Management/ Duty Of Care	Beyond the Golden Hour - Incident Management in the Short and Longer Term	Europe Risk Committee Session: This is an introduction to incident management for non-subject matter experts. A number of recent incidents have shown that organisations need to plan an immediate response to any incident that is also sustainable over a longer period. Recent examples have shown that some incidents are lasting days so organisations need to understand how to appropriately marshal resources and plan for the longer-term. The session will introduce the topic of initial incident management and provide guidance on how to manage incidents over a longer period.
Tuesday 19 November	3.30pm - 4.00pm	Technology/ Innovation	Traveller Engagement - A Traveller Journey at Bayer AG	Traveller Engagement Applications combine the strengths of rules engines, machine learning, data competence and precisely tailored messaging. In a global roll out initiative, Bayer AG utilises these cutting-edge technologies powered by TouristMobile GmbH, targeting cost effectiveness, corporate security and traveller safety and happiness.
Tuesday 19 November	3.30pm - 4.00pm	Career And Personal Development	Audit Your Own Travel Programme Like A Pro and Prove Your Value!	Wondering how you can prove your value and your travel programme's value? Learn how to DIY - Do It Yourself - and perform your own audit of your company's travel programme. We'll discuss creative ways that will get the attention of your boss to prove all that your programme brings to the company, and where you could go if you were given a little more support. This session is great for your job security and your company's experience while traveling. Even the most experienced travel buyers can learn from this, the presenter having done 75 programme reviews.
Tuesday 19 November	4.15pm - 4.45pm	Technology/ Innovation	Silver Bullets - Digital Innovations in Business Travel	Europe Technology Committee Session: By popular request from our corporate members, the GBTA Technology Expert Committee is presenting innovative ideas and simple solutions for complex processes along the travel chain. Hear insights based on selected examples and get a brief overview of the presented 'Silver Bullets' to help you through the jungle of new innovations. This up-to-the-minute session means we can't yet detail the exciting upcoming innovations for November 2019 but we will let you know as soon as possible!

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Tuesday 19 November	4.15pm - 4.45pm	Data Analytics	Travel By Numbers: How Data Can Help You Stay in Control	In this session you will learn how to use existing data to help meet your travellers' needs and support change in your corporate travel policy. You'll also learn quick tips and tricks to quickly analyse data from multiple sources, saving you time, drive more savings and increase traveller satisfaction. From easier reporting and better management to greater transparency and increased policy compliance, with the right data insights, you're always in control.
Tuesday 19 November	4.15pm - 4.45pm	Sustainability	A Sustainable Travel Programme: it is not ONLY about the environment	We can still limit global warming to 1.5 degrees; we just have to be serious about it. For that reason, an organisation can start to limit business travel to the bare minimum. Technologies that make travel unnecessary are ubiquitous. However, did you know that a Sustainable Travel Programme is not only about the environment? There are other aspects of equal importance. In this session you will learn about the three aspects of sustainability and how your program can benefit from it, hear best practice and learn about the GBTA SSAT Tool.
Tuesday 19 November	5.00pm - 5.45pm (note extended session)	Transportation	NDC - Close The Gaps	Europe Aviation Committee Session: NDC status update, progress made by stakeholders, what has been achieved by airlines, TMCs and GDSs.
Tuesday 19 November	5.00pm - 5.30pm	Risk Management/ Duty Of Care	Data Beyond the Perimeter - Keeping Data Safe for People on the Move	Protecting company and personal data is challenging when an employee steps outside of the safe office perimeter. Locking down employee mobiles isn't enough. Not when Alexa or one of her friends could be listening. Join us to analyse a different approach to data discipline.
Tuesday 19 November	5.00pm - 5.30pm	Procurement & Sourcing	Travel Buyer Hacks	Looking for some quick ways to boost compliance or drive savings? This session will provide travel buyers with actionable 'hacks' they can implement post-convention to meet their travel programme goals. Our panel of travel buyers and consultants will share how a variety of tools can be used to deliver real results.

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DATE	TIME	TOPIC/TRACK	EVENT TITLE	SESSION DESCRIPTION
Wednesday 20 November	11.30am - 12.00pm	Meetings & Events	Event Cancellation Fees - Are Clients Being Fairly Charged?	Europe Meetings Committee Session: Throughout the event and hotel industry, there is one undisputed rule - late event cancellations are subject to fee charges equivalent to 100% of the event business value. However, a closer look into these fees may reveal that the value of lost profit for the hotel does not amount to the 100% value of the cancelled event, which makes the difference a penalty fee. Industry leads note that the injured party benefits more if a contract is breached rather than if it was performed as agreed. Penalties are not enforceable whereas damages are.
Wednesday 20 November	11.30am - 12.00pm	Data Analytics	3 Ways To Use Predictive Analytics To Boost Your Travel Programme	Discover the value of predictive modelling by examining specific areas where travel managers can find the best return on investment. Learn how predictive analytics can help you control costs, negotiate with suppliers, and anticipate peaks in traveller demand at hotels in your programme that may result in non-compliant traveller behaviour.
Wednesday 20 November	11.30am - 12.00pm	Risk Management/ Duty Of Care	Brexit, Trump, Posted Workers - Immigration Compliance in a Changing World	Immigration is the hot-button topic for business travellers. Hear from immigration law experts on the issues impacting global business travellers. This session will provide an overview of immigration trends worldwide, as well as specific details on complicated topics such as Brexit, US policies and the EU Posted Worker Regulations. Industry experts will guide attendees in this interactive session through current trends, their impact on travellers, best practices, and future predictions for the next 12 months.
Wednesday 20 November	12.15pm - 12.45pm	Human Resources & Management	4 Reasons Why Travel Should Partner With Human Resources	The travel manager's role continues to evolve. Today's realities place less emphasis on procurement and instead a more holistic approach to travel management. Corporate travel is becoming more aligned with Human Resources, particularly with personnel well-being and productivity. Learn how travel managers can deploy their data in support of recruitment and controlling employee attrition rates.
Wednesday 20 November	12.15pm - 12.45pm	Accommodations	How Novel Accommodation Options Drive Employee Experience and Retention	Europe Accommodations Committee Session: Modern business travel requires a new approach to traveller experience that addresses the needs of a millennial travel workforce. Demand for extended stay options and alternatives to a hotel bedroom continues to grow and so do the travellers' expectations and booking preferences. The panel will cover what has changed in contemporary accommodation solutions - options, technologies and platforms and long stay accommodation. Gain new insight in this hot topic and learn new industry approaches for today's traveller.

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Wednesday 20 November	12.15pm - 12.45pm	Distribution	NDC - Show Me The Money!!!	Show me the money! Knowing that the much-hyped NDC is now a reality, airlines are ratcheting up incentives, GDSs are investing in their technologies and the TMCs who once predicted that NDC would go the way of Direct Connects and GNEs are now touting their expertise and solutions. Is NDC getting harder and more expensive to ignore or are there real hard savings to be made? Let's take a deep dive into the real numbers of NDC and see who really pays for what.
Wednesday 20 November	12.15pm - 12.45pm	Technology/ Innovation	Leakage ROI: New Approaches to 'Managing' vs 'Solving' Off-Channel Activity	Following on last year's popular session, we'll highlight new approaches for tackling this ongoing challenge, including a framework to calculate ROI for 'managing' programme leakage versus 'solving' it. Hear from two travel managers taking novel approaches to manage programme leakage within their organisations: decision-making processes, tools utilised, and key learnings.
Wednesday 20 November	4.15pm - 4.45pm	Distribution	Air Retailing In Action - Living Distribution Changes	With 20% adoption by 2020 it's time to see NDC in action. Hear from those who are implementing the standard to deliver new products to market.
Wednesday 20 November	4.15pm - 4.45pm	Research	Research Session 1	Details coming soon!
Wednesday 20 November	4.15pm - 4.45pm	Meetings & Events	SMM For Smaller Businesses: Getting Started Without Burning Your Fingers	The session will educate attendees on how to accurately measure meeting and travel spend, how to make meetings purpose-driven, and what elements should be included in a meeting policy for smaller to medium-sized meeting organisations. The session will incorporate best practice and establish a baseline to be specifically tailored to the needs of planners in smaller organisations.
Wednesday 20 November	4.15pm - 4.45pm	Procurement & Sourcing	5 Ways AI is Improving the Sourcing Process	Artificial Intelligence (AI) has rapidly moved from hype to reality in the travel industry. Within commodity sourcing, AI is being implemented to speed up and simplify processes - while improving accuracy. This session is aimed at suppliers and buyers, helping them to understand and incorporate elements of AI into sourcing projects.

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Wednesday 20 November	5.00pm - 5.30pm	Career And Personal Development	OOPS, YOUR CULTURE'S SHOWING! Becoming Culturally Savvy... Everywhere!	In the 21st century, where every business is instantly global, there is simply no wiggle room for cultural ignorance. Doing business abroad requires an understanding of myriad cultural differences, how they impact your work, and an ability to manage these differences successfully. Those who 'get it', get the deal. This session will introduce you to the critical cultural differences that we encounter when we work abroad, and helpful personalised online resources that you can use when working across cultures, anywhere in the world.
Wednesday 20 November	5.00pm - 5.30pm	Research	Research Session 2	Details coming soon!
Wednesday 20 November	5.00pm - 5.30pm	Payment Solutions	GBTA Payments Session	Details coming soon!
Wednesday 20 November	5.00pm - 5.30pm	Technology/ Innovation	Transformation of E2E Process *TBC	While currently the E2E process in travel and expense is discussed as a seamless process between booking and expense, the transformation of E2E goes beyond that. In the future we will see more requirements to cover the E2E T&E process - especially legal requirements like A1, visas or financial process optimisation processes (smart billing) etc. which will have to be integrated digitally into the T&E overall process. Therefore the digitalisation of E2E processes will increase the need for the integration of the whole travel process into other departments and roles at a corporation. Learn more about what this means for you, your organisation and your travellers.
Thursday 21 November	9.30am - 10.00am	Risk Management/ Duty Of Care	Traveller Well- being - The Real Impact of Welfare on the Bottom Line	Business travel is on the rise and the expectation of work life balance is shifting. Retaining talent is a strategic challenge for many businesses and so traveller well-being forms a critical part of any corporate travel strategy. Join this session to discover key findings from expert buyers and thought leaders on the link between traveller well-being and the bottom line, apply methods to improve the performance of your high flyers and analyse where your programme sits against your peers.
Thursday 21 November	9.30am - 10.00am	Research	Research Session 3	Details coming soon!
Thursday 21 November	9.30am - 10.00am	Accommodations	Hotel RFPs	Details coming soon!

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DATE	TIME	TOPIC/TRACK	EVENT TITLE	SESSION DESCRIPTION
Thursday 21 November	9.30am - 10.00am	Technology/ Innovation	Rule of Thirds: Using 3rd-party Solutions in Your Managed Travel Programme	The number of start-ups bringing niche solutions to the corporate travel industry has blossomed in recent years, and the trend is certain to continue. Just keeping up with all the new technologies is hard enough, let alone determining which ones offer a big enough benefit to warrant your investment. In this session a panel of buyers will help you cut through the clutter with a simple and deliberate approach to sourcing third-party travel technology.