

ITM Annual Conference 2010

Educational Content detail to support sponsorship selection

Please refer to the sponsorship prospectus or the sponsorship web-site for all other details relating to sponsorship of these sessions. www.itmconference.org/sponsorship

The below sessions all take place on Thursday 13th May

Working Breakfasts - Open to Buyers only. Sponsorship £5,000 each.

- **Travel Level 1 – The Fundamentals of Travel Management. (New Entrant)**

For those new or relatively new to managing travel this session will offer advice and practical tips on where to start, what to look for and the questions to ask when managing a travel programme. It will also provide direction on the tools available and where to find them to help you on your way.

- **Travel Level 2 – Creating and managing a Global Travel Programme (Experienced)**

For those experienced in managing travel but embarking on the creation of a global travel programme or facing issues in trying to do so. Travel Managers who have been successful in this area will share their experiences with you, offering advice on how to overcome the challenges, the pitfalls to look out for and what overall benefits can be achieved.

- **Meetings & Events Level 1 – How to eat an Elephant**

For those who've been tasked with reviewing the meetings & events arena for the first time, this session will give you some food for thought as to where to start. From defining your objectives, engaging with your stakeholder set and gaining buy-in, to ascertaining your current supply base & spend levels, locating opportunities for improvement, managing change and driving compliance.

- **Meetings & Events Level 2 - Technology the "Final Frontier"**

Have we all gone technology crazy? This session will discuss the impact of technology on meetings and events in particular and looks at its appropriate use alongside the many other methods of bringing groups of people together. Is technology the panacea that the market would have us believe or will face to face and group meetings and events still have a place?

- **Pioneering Practices (by invitation only)**

Caroline Strachan will be hosting a round table session for Global Travel Buyers only, around the theme of pioneering practices. This will be extended to Buyer delegates via personal invitation only. This session is available for sponsorship. For more information please contact Diane Steed on diane.steed@itm.org.uk or by contacting 07738 079078

Content Streams

We will have 8 'industry sector' Content Streams i.e. Air, Ground, TMC, Technology, CSR, Meetings & Events, Hotel, Card Payments etc. Sponsor a 'Stream' for £20,000 which includes in-room branding plus sponsorship of both the 'Plan' & 'Do' parts below plus a complete repeat of these 2 sessions in the afternoon with a brand new audience.

Upgrade to Platinum for a further £10,000 and go on and run the 'Review' Session as your own, continuing the thread from the previous two sessions.

Stream Format

1. Plan – 45 minutes

Setting the scene in Presentation style plus Q&A

2. Do – 60 minutes

Continuing the thread from the 'Plan' session delegates stay in the same stream and move into roundtable discussions, delegates will choose to sit on New or Experienced Tables depending on their level of expertise in the given subject.

3. Review – 60 minutes

Roundtable sessions run by Platinum sponsors. Continued thread but goes more in depth with the subject matter and sponsor can use this opportunity to share products/services as solutions to some of the challenges or use as further discussion to engage in exactly what Buyers need in the future i.e. brainstorming new ideas. It is advisable not to use this as a selling platform but to use the time to engage with Buyers to fully understand what they need. Platinum sponsors may run this session for Buyers only or all delegates.

We are asking delegates as part of the early registration process to tell us what they want to see on our Conference agenda. Below are the 13 sessions under our Transient Travel section, they need to rank their top 3 in order of preference.

Then they will be asked to rank their preferred session under Meetings & Events that will be included under our dedicated 'Meetings' stream.

To give you some sponsorship guidance we have highlighted which Supplier types we feel are most appropriate to each session. The most favourable sessions, rated by delegates will then go on to form the topics of discussion under the relevant stream.

Session 1

High Speed –The future of Rail in Europe, is it truly on track?

When will ticketing and booking of European rail journeys become a seamless process? What are the barriers to European cross border itineraries, ticketing and fares and what are the latest strategic, political and operational issues driving development in this sector.

(Suitable for: Rail, TMC)

Session 2

Going through the Motions – Is travel really a commodity after all?

Supply chain participants all aim for robust relationships, but understanding how products are perceived is a must. Are suppliers trying to demonstrate more value whilst buyers are moving towards greater commodity management styles? Is the negotiation gap widening and where does the traveller experience come in to play?

(Suitable for: Outsourced Procurement, TMC, Card Company)

Session 3

From Creation to Sale - Content Distribution & Money Flow

Unbundling.... Creating a mess or presenting new opportunities? Who's winning, who's losing and who is just trying to understand what's happening? Hear what the experts have to say about where we are now – and where we may be tomorrow in helping corporate travel managers through this maze.

(Suitable for: GDS, SBT, Card, Expense Management, TMC)

Session 4

Digital Navigation - Data, Payment Solutions and Expense Management

Drowning in data or surfing the wave of opportunity? With the ever increasing drive to automation seamless information flows are critical for the travel buyer. Where does it work, where are the gaps and what do you need to have in place to ensure you keep ahead of the game?

(Suitable for: TMC, Expense Management, Card)

Session 5

From Cradle to Grave – The application of duty of care in tomorrow’s travel and meetings programmes

A driver for improving standards, improving productivity and motivating staff? A moral responsibility? Whatever your stance, you have personal and professional responsibilities which cannot be ignored. Where does your responsibility start and finish with caring for your travellers? Is it just a matter of time before we see a company prosecution for traveller safety negligence? Our experts will help you improve your understanding of the role intermediaries can play and how to use your travel programme to manage risk more effectively.

(Suitable for: TMC, Airline, Card, Technology, GDS, VC, Hotel)

Session 6

The Adoption Service – Driving Compliance and Demand

Problem child or one big happy family? Do SBT’s always provide the best option for driving compliance? How adaptable are supplier tools for ever-changing company demands? Are travel managers and TMC’s drivers or just passengers in managing behavioural change? With greater adoption clearly on the agenda for most corporates, what are the implications of the on-line world for travel and meeting programmes?

(Suitable for: SBT, VC, HBA, Card, TMC)

Session 7

Diminishing screens – it’s a small world.

Mobile interaction is the next digital frontier, but what will the world look like for the more demanding traveller of tomorrow? Applications and networks must integrate more easily as better-informed travellers expect experiences to be built around their personal needs. ROI calculators, traveller tools, mobility, usability are all factors to be considered in this session. Just how involved should the manager of travel get – will mobile applications really provide the level of service and drive greater savings buyers need?

(Suitable for: VC, air manufacturer, mobile technology, GDS, SBT)

Session 8

Last Seat for Sale - Is Business Class dead? Is our industry driving a ‘race to the bottom’ for airlines, forcing an unsustainable lowering of price and quality? Are we killing our industry? Join aviation experts in a debate about the future of the airline industry, its infrastructure and the impact of consolidation, pricing and taxation on supply and demand.

(Suitable for: air, alliance, TMC, GDS, SBT)

Session 9

Ground Control – The role of the car, bus and bike in people movement.

A journey doesn't just start at the airport! What needs to be done to improve ground transportation compliance? What are the costs to business, the individual and the environment? Do travel managers focus on big ticket items when the mass movement of people for businesses encompasses so many more areas? And, perhaps most importantly, what is the potential for managing this?

(Suitable for: car hire, fleet, coach, chauffeur, airline, TMC, Card, Technology)

Session 10

The Engine Room – The role of technology in managing travel & meetings.

Does technology bring solutions or just a new set of challenges? With the market changes driven by the internet, the role of technology is becoming ever important in global travel and meetings programmes, but what is the true potential for joined up practices and the buyers' utopia of seamless booking and data systems? From Super PNRs, Single Sign-on and API's to real-time budgeting and expense claim, this is a technology danger zone!

(Suitable for: GDS, SBT, Card, TMC, Airline)

Session 11

Room for More – The future of the accommodation sector and the impact on travel and meetings programmes.

With accommodation programmes becoming an ever increasing part of company travel programmes, this session will look at the many facets of hotels and venues and the issues buyers face. A look at market changes, product developments and demand influences taking into account the traveller needs of tomorrow, pricing mechanisms and inventory aggregation methods.

(Suitable for: TMC, GDS, Hotel, Venue, Card & payment)

Session 12

Communication & Engagement – A moving experience!

As a travel manager how do you juggle the different and often conflicting demands of your stakeholders? What's the impact of effective communication and how can it make a difference to your business? What can we do to improve the relationships between buyer, seller and end user? In this session learn how to proactively engage with stakeholders and suppliers.

(Suitable for: Technology, GDS, SBT)

Session 13

We Can't Go On Meeting Like This!

What is the true value of face to face meetings? On average, UK staff spend the equivalent of eight weeks a year in face-to-face meetings but how can you measure your ROI? Does ROI even influence your meetings mode decision? Is the cost worth the benefit?

Technology can offer us alternatives, so is 'face to face' a luxury we can no longer afford? Perhaps now is the time for us to challenge our habits and understand the true potential of technology to interact and collaborate. Only if we truly understand the benefits of technology we can properly understand the true value of face to face.

(Suitable for: VC, Tele-presence, Meetings, Hotel)

Meetings & Events Content Stream

(Suitable for: Meetings agency, Card, Hotels, Venues)

Session 1

An Inside Job

To maximise your company's investment in meetings, this session will discuss how to use your internal meeting room space. How can you ensure it is fully utilised before procuring meetings off-site?

Are there any methods of integrating internal and external space via technology or suppliers?

What charges and motivation would there be both internally and externally to achieve this?

What are the benefits of bringing internal and external space together?

We discuss the consolidation of 'space' into one seamless bookable resource.

Session 2

'Pimp my Data'

A panel of Meetings Industry Specialists will examine the various data sources and the report formats available in the current market with a view to building the 'ultimate' in Meetings Data, how to collect it, what to collect and most importantly of all what to do with it!

Session 3

Stakeholders Rule OK?

In the complex relationship between stakeholders and Procurement, we examine the drivers of both parties, and in a bid to define “Best practice” we take a helicopter view from a stakeholder’s point of view alongside that of Procurement..... Who really drives who???

Session 4

The ITM Meetings Top Gear challenge.

We have all seen James May, Jeremy Clarkson and little Richard Hammond chase around the countryside road testing the latest hot hatch, saloon or 4x4, submitting them to ludicrous tests just to inform the motoring public of which one they should purchase. We present our very own Meetings Top Gear Challenge, putting 3 different routes to market to the test. With a phantom event brief our brave testers will go to market using a venue finding agency, a series of on-line tools and lastly the good old booking direct route. But who will be crowned the Meetings Top Gear winner at the end of the race. Will on-line finally prove its worth? Will the agent earn every bit of their 8%? Or will the good old yellow pages and the phone prove to be the best tool in this challenge. This session promises to provoke debate amongst those responsible for meetings spend as well as those who sell into the meetings market whether as a venue, support service or a technology provider.