



Pre-Conference Session Primer

Compliments of



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M102 The Upside of an Economic Downturn

If there is any silver lining to the clouds of economic recession gathering over the United States, it may be that belt-tightening fosters innovation in technology development, management strategies and policy improvement. In this session, travel managers will learn how to do more with less, using low-cost technology solutions, simple policy modifications, virtual alternatives to travel and the identification of key performance indicators that will maintain the quality of the travel experience.

The impact of a U.S. downturn already is being felt through the travel industry, experts said. The International Air Transport Association in February slashed its 2008 earnings forecast for global airlines by more than one-third, citing the deepening global credit crisis and high fuel costs. Crude oil prices pushed past the \$100-a-barrel mark early in the year, and continued to reach new daily records throughout the first quarter. Hotel chains, thus far unscathed in the crisis, continued

to push 6 percent increases in average daily rates in 2007, according to Smith Travel Research. Airport car rental rates have seen several double-digit rate increases in the first quarter. Yet, corporate meeting planners polled by Meeting Professionals International in its annual FutureWatch survey expected meeting budgets to rise 27 percent in 2008 as they accommodate an 11 percent increase in attendees and 4 percent increase in the number of meetings held. In the 2007 survey, corporate planner respondents predicted an 18 percent rise in budgets, 27 percent increase in attendees and 7 percent increase in number of meetings.

The combination of increasing travel costs and of corporations tightening their spending to compensate for falling profits means travel managers will be under increasing pressure to find new areas of cost reduction. While focusing on supplier negotiations, consolidation and transaction costs has helped companies trim the fat from travel expenses in years past, the new downturn is prompting corporations to launch enterprisewide initiatives in demand management to align their consumption with business needs and to eliminate unnecessary spend. Travel managers are challenged to justify the “why” of travel, not just the “how.”

The economic downturn can have various affects business travel. How can a travel manager leverage belt-tightening to push through new ideas for demand management, technology and policy changes? What new tools are available to provide an alternative to unnecessary travel? And how does a travel manager balance legacy agreements with suppliers in the shifting economic environment? In this session, attendees and presenter Debra Reid, Shell Oil Co. U.S. travel services manager, will explore possible solutions to these challenges and identify new frontiers for successful business travel management.

For more information, see:

[“Remote Conferencing on the Rise, Supplementing High-Growth Business Travel,”
Procurement.travel, July 2007](http://www.procurement.travel/news.php?cid=remote-conferencing.Jul-07.23)

<http://www.procurement.travel/news.php?cid=remote-conferencing.Jul-07.23>

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M103 Roadmap to Best-in-Class Strategic Meetings Management

In conjunction with Meeting Professionals International, this session will provide a roadmap for companies to turn their efforts to control meetings spend into a world-class management program. Attendees will learn best practices from industry trailblazers and the important key performance indicators to maintain with industry suppliers.

As meetings-related spending generally accounts for one-third to two-thirds of a corporate travel budget, incorporating a comprehensive management program is key to controlling overall travel and entertainment costs. New agreements between hospitality industry suppliers and technology providers, as well as the evolution of online booking to include groups, is making it more possible than ever to integrate

meetings and transient travel management. Meetings management has been seen as a secondary concern to many corporations in the past, according to the Aberdeen Group, but the average organizational spend on meetings and events has increased by nearly \$2 million during the past year. Management of meetings and events is plagued by decentralization, as 44 percent of companies surveyed by Aberdeen in 2008 said meetings and events management responsibilities are shared across the organization. Adoption of industry best practices, however, has resulted in 89 percent compliance to corporate policies and 11.4 percent cost savings for leading enterprises.

For most companies ready to launch a meetings management program, the question is where to start. A meetings initiative that is launched without due diligence of end-user support or the backing of senior management can have serious consequences for future initiatives. How much is your company spending on meetings? How does a travel manager introduce stricter spending policies without affecting the quality of the event? And what tools are available to make the transition to successful meetings management as painless as possible?

In this session, attendees will hear successful initiatives launched by companies of various sizes and from various industries. Attendees also will learn how to apply those efforts to their own companies and unique circumstances. Leading the discussion will be Betsy Bondurant, CMP, CMM, formerly associate director of meetings and trade shows for pharmaceutical giant Amgen and now president of Bondurant Hospitality Consulting, and Kevin Young, vice president of marketing for Philadelphia-based StarCite Inc. This session also qualifies toward the educational requirements for the Certified Meeting Professional (CMP) designation.

For more information, see:

["Cisco Collaborates to Optimize Meetings Outlay: Procurement Teams With Meetings, Travel," *Procurement.travel*, December 2006](http://www.procurement.travel/news.php?cid=Cisco-Travel-Meetings-Procurement.Dec-06.28)

<http://www.procurement.travel/news.php?cid=Cisco-Travel-Meetings-Procurement.Dec-06.28>

["Panel: Strategic Meetings Mgmt. Gaining Momentum," *Management.travel*, Feb. 15, 2007](http://www.management.travel/news.php?cid=strategic-meetings-management-CWBTA.Feb-07.15)

<http://www.management.travel/news.php?cid=strategic-meetings-management-CWBTA.Feb-07.15>

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M202 Industry Consolidation—The Unidentified Opportunity?

Consolidation has been a leading topic lately within the travel industry, with much attention focused on if, when and how major U.S. airlines would consider mergers and acquisitions. The aviation sector this decade already has seen significant M&A through transactions between Air France and KLM Royal Dutch Airlines, and

between Lufthansa and Swiss. Moving forward, are transatlantic airline mergers a real possibility or a flight of fancy?

Elsewhere in the travel industry, M&A in recent years has impacted car rental firms and global distribution system operators. Consolidation among travel management companies also continued in 2008 as global TMCs bought into local agencies around the world to beef up their presence, and regional TMCs announced transactions (Andavo Travel of Denver and Christopherson Business Travel in Salt Lake City merging; Travel and Transport acquiring Boston-area Abacus Travel; Portman Travel buying Fleet Street Travel in the United Kingdom).

Meanwhile, lower-profile M&A activity is occurring elsewhere in the travel industry, and more is sure to follow. Jeffrey Macher, associate professor of strategy and economics at Georgetown University's McDonough School of Business, will provide the big-picture perspective on how consolidation affects supply chains and the strategies businesses should employ to minimize risk. Julie Simpson, a management consultant with Caldwell Associates, also will be presenting.

The session will focus on the M&A impact on managed travel programs. For managed travelers, fewer suppliers could mean less choice, uneven service and confusion. It also could mean more ways to earn and burn frequent flier miles and more incentive to stick with their companies' preferred options, if those options begin to offer expanded services. For travel management and procurement professionals, industry consolidation could negatively affect supplier negotiations, savings levels and program operations—or it could present opportunities to grow and improve vendor contracts, and provide new and improved services to travelers.

Consequences of additional large-scale mergers would vary by organization. As travel departments keep tabs on the latest developments, they also must consider potential exposure to supply chain challenges and the contingency plans needed to continue efficient operations.

For more information, see:

["TMC Execs, Travel Managers Weigh in on Potential Airline M&A,"
Management.travel, Jan. 31, 2008](http://www.management.travel/news.php?cid=airline-consolidation-2008.Jan-08.31)

<http://www.management.travel/news.php?cid=airline-consolidation-2008.Jan-08.31>

["Travelport Closes Worldspan Deal," *Management.travel*, Aug. 30, 2007](http://www.management.travel/news.php?cid=Galileo-Worldspan.Aug-07.30)

<http://www.management.travel/news.php?cid=Galileo-Worldspan.Aug-07.30>

["StarCite Expands in Europe With Travent Acquisition," *Management.travel*, May 16, 2007](http://www.thetransnational.travel/news.php?cid=StarCite-Travent.May-07.16)

<http://www.thetransnational.travel/news.php?cid=StarCite-Travent.May-07.16>

["Enterprise Eyes Airports With Vanguard Buy," *Management.travel*, April 11, 2007](http://www.management.travel/news.php?cid=enterprise-vanguard.Apr-07.11)

<http://www.management.travel/news.php?cid=enterprise-vanguard.Apr-07.11>



M204 Supplier Relationship Management

After they invested the time, money and resources to bid, evaluate and contract preferred suppliers, many companies failed to properly manage supplier relationships. Consequently, they failed to maximize savings or the full value of preferred supplier relationships, according to various studies.

During the past decade, researchers have highlighted the benefits of skilled supplier relationship management. For leading companies, those benefits extended way beyond savings to the bottom line. Supplier relationship management strategy—with the right suppliers—has emerged as a key factor in financial performance, an accelerator to growth and a competitive differentiator.

A global study conducted by Accenture in May 2005 of 299 senior procurement executives found that the best practitioners could achieve savings of 3 percent and "realize a threefold increase in benefits," by increasing their focus on supplier management post-contract.

Many companies planned to do just that, the study found, as 64 percent of respondents said the "importance of post-contract activities will increase or remain the same." Within travel, leading companies have aggressively managed key supplier relationships with travel management companies, airlines, credit card or payment vendors and technology providers.

Travel managers increasingly are under pressure to extend procurement-driven supplier relationship management (SRM) activities to the travel services area. Procurement executives value SRM as the opportunity to improve vendor performance in the post-sourcing phase of the relationship and ensure that the savings promised during the procurement process are achieved and even surpassed.

Within travel, strong supplier relationships have helped both providers and customers expand their reach around the globe. In other post-contract management activities, companies have begun to audit supplier performance to ensure that negotiated rates or service levels contracted are, in fact, delivered. But how and where should they direct supply chain management investments to maximize the returns? With dozens, if not hundreds or thousands of travel supplier relationships, how should a company identify those critical to manage? Moderator Daniel Maschoff of Accenture's Procurement Solutions will help participants examine the components and methodologies commonly practiced in SRM and the responsibilities of suppliers in an SRM relationship. In a review of case study examples, he will detail the value delivered by SRM.

For more information, see:

ACTE Resources, "[Oracle Global Hotel Program Fundamentals](#)," ACTE Munich presentation by Ralph Colunga

http://www.acte.org/events/Munich07/Presentations/2_M205_Ralph_3.pdf

ACTE Resources, "[Value Metrics: Creating Value Based Relationships](#)," ACTE Asia-Pacific Education Conference 2007, Parijaat Banerjee of Accenture and Karina Harris of BP

[http://www.acte.org/events/aspac_2007/presentations/T101%20-%20Value%20Metrics%20Corporate%20Travel%20as%20Corporate%20Asset%20by%20Karina%20Harris.ppt#256,1,T101 Value Metrics](http://www.acte.org/events/aspac_2007/presentations/T101%20-%20Value%20Metrics%20Corporate%20Travel%20as%20Corporate%20Asset%20by%20Karina%20Harris.ppt#256,1,T101%20Value%20Metrics)

"[Bypassing the Formal RFP: Bank of America Modifies Airline Sourcing Approach](#)," *Procurement.travel*, March 2007

<http://www.procurement.travel/news.php?cid=bank-of-america-travel.Mar-07.31>

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T101 What the CEO Really Wants from Supply Chain Strategies

The topic of supply chain strategies has emerged during the past decade as a key enabler of growth—a competitive advantage for the masters of this tact. But what exactly does the CEO expect to gain from supply chain strategies, especially in the indirect category of travel?

In one early study on the impact of supply chain leadership on performance, Accenture, INSEAD and Stanford "analyzed corporate-disclosure data from more than 600" companies ranked on the Global 3,000 list and "statistically related supply chain performance to market cap growth." In follow-up interviews with 75 executives at 60 companies, the researchers found that senior executives "view supply chains as critical drivers of shareholder value and competitive differentiation."

Several years later in a study of Chicago-based CEOs of large companies, researchers found that "three out of four CEOs surveyed indicated their top priority of profitably growing the top line," stated authors Richard Thompson, global leader of supply chain consulting for The Staubach Co., University of Chicago Graduate School of Business professor Donald Eisenstein and Timbre Executive Coaching founder and president Timothy Stratman, in an article published last July in *Supply Chain Management Review*. Yet, 82 percent of those surveyed "viewed supply chain management initiatives as primarily focused on cost reduction." To get on the CEO's agenda, the authors advise supply chain practitioners to "develop real collaboration skills, and grow your personal leadership capabilities."

In this session, presented in partnership with Georgetown University's McDonough School of Business, Professor Ricardo Ernst will focus on translating the overriding strategy and interest of top management, the operational focus on supply chain strategies and financial performance, and overall business competitiveness. Attendees will learn how to map popular initiatives in demand management,

sourcing and logistics around key deliverables for the corporate strategy. Ernst, who holds an MBA from the Instituto de Estudios Superiores de Administración in Venezuela, received both his master's degree and Ph.D. in Operations Management from the Wharton School, University of Pennsylvania. He is currently the co-director of the Global Logistics Research Program at Georgetown University School of Business.

["Leveraging Global Operations: ICI Eyes Efficiency Through Consolidation,"
Procurement.travel, July 2007](http://www.procurement.travel/news.php?cid=ICI.Jul-07.23)

<http://www.procurement.travel/news.php?cid=ICI.Jul-07.23>

["Keeping What You Source: Auditing Hotel Rates, Compliance and Booking
Processes Reap Rewards," *Procurement.travel*, March 2007](http://www.procurement.travel/news.php?cid=hotel-procurement-auditing.Mar-07.31)

<http://www.procurement.travel/news.php?cid=hotel-procurement-auditing.Mar-07.31>

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T104 Content Fragmentation

Access to content (fares, rates, available inventory and specific product attributes) during the past few years has been one of the more intriguing and dynamic aspects of travel management. Though deals struck in 2006 between global distribution system operators and U.S. carriers brought a relative calm to the contentious distribution debate in the U.S. market, controversies and challenges doubtlessly will re-emerge as suppliers continue searching for cost savings. Outside the United States, access to content still is very much in question.

In the past year, such airlines as easyJet, Lufthansa and Swiss in Europe, and Southwest Airlines in the United States, brought their products to more distribution channels by passing costs to customers. At the same time, carriers are considering if and how to follow Air Canada in unbundling prices and creating "à la carte" menus for such product attributes as checked baggage and seat assignments.

On the lodging front, many smaller chains and independent properties—particularly outside the United States—still do not participate in GDS channels, challenging corporate buyers interested in including such options in their managed travel programs. Perhaps taking a cue from the airlines, the larger global hotel chains also are seeking more favorable GDS terms as their distribution costs increase.

As a result of the pressures to reduce their costs, suppliers are likely to continue experimenting with new types of distribution arrangements while maintaining a preference toward direct sales. These realities mean that global travel programs oftentimes cannot consistently or efficiently aggregate, access and use the comprehensive travel supplier content needed to optimize T&E spend.

Though technology companies continue to present solutions to help buyers and suppliers connect, many in the managed travel sector say a patchwork of systems is

not the answer, especially if it leads to issues related to traveler tracking, data aggregation and travel policy, and sacrifices process efficiencies.

Further complicating the situation, Dan Maschoff of Accenture Procurement Solutions is expecting more corporate client-specific discussions on inventory access. "It is not just the binary 'is it in the GDS; is it not?' It's the 'what do I see when I as traveler A for company X want to book a trip?' " Maschoff said during an Association of Corporate Travel Executives event in Boston. "That view of content is a whole new dimension."

Panelists will help delegates understand the best ways for travel managers to keep tabs on changes in distribution strategies, the pros and cons of new channels, the costs that corporations should bear and the items they should discuss with their suppliers. Attendees also should look for information on the latest technology developments, how those developments can mesh with preferred travel management processes and the role of travel management companies.

For more information, see:

["Agencies Oppose Galileo's Southwest Fee," *Management.travel*, Dec. 19, 2007](http://www.management.travel/news.php?cid=Galileo-Southwest-ASTA.Dec-07.19)
<http://www.management.travel/news.php?cid=Galileo-Southwest-ASTA.Dec-07.19>

["Competitors Take Note of easyJet's GDS Deals," *The Transnational*, Nov. 14, 2007](http://www.thetransnational.travel/news.php?cid=KLM-easyJet-Ryanair-distribution.Nov-07.14)
<http://www.thetransnational.travel/news.php?cid=KLM-easyJet-Ryanair-distribution.Nov-07.14>

["Lufthansa, Swiss Add GDS Fees," *The Transnational*, Jan. 24, 2008](http://www.thetransnational.travel/news.php?cid=Lufthansa-Swiss.Jan-08.24)
<http://www.thetransnational.travel/news.php?cid=Lufthansa-Swiss.Jan-08.24>

["EC Adopts Revised CRS Code Despite Objections," *The Transnational*, Nov. 28, 2007](http://www.thetransnational.travel/news.php?cid=Europe-CRS-code.Nov-07.28)
<http://www.thetransnational.travel/news.php?cid=Europe-CRS-code.Nov-07.28>

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T203 Detecting Fraud

Fraud related to corporate expense reporting is on the rise, according to recent research. In its most recent biannual study of corporate fraud, the "2006 Report to the Nation on Occupational Fraud & Abuse," the Association of Certified Fraud Examiners pegged the total cost of fraud to U.S. corporations at 5 percent of revenues, or \$652 billion. Of the total, corporate auditors estimated that 20 percent—up from 14 percent in the 2004 study—was due to expense reimbursement issues.

Headlines detail numerous instances of expense fraud that have resulted in termination, fines and even jail time for the convicted. A recent audit of the travel expenses of federal employees conducted by the U.S. Government Accountability

Office found that "breakdowns in internal controls and a weak control environment" cost the government \$146 million in improper use of first- and business-class travel. In New Jersey, an audit of expenses at Rutgers University likewise cited lack of controls and transparency with its manual expense reporting processes.

Examples of fraud can be found at every level, from office managers to CEOs. A recent book, "Fraud Casebook: Lessons From the Bad Side of Business," edited by Joseph T. Wells, provided a case study into how a fashion retailer ferreted out an elaborate expense reporting scam by an office manager that cost it more than \$275,000.

Expenses may look justified, be properly documented, within policy and budgets and slide right through manual or automated expense reporting processes. But routine audits often identify spending patterns by individuals or departments that demand closer scrutiny.

What steps should travel management, expense reimbursement, accounting, auditing and other areas involved in expense reimbursement take to minimize the opportunities for fraud to go undetected? In this session, attendees will learn how to tighten policies, expense reimbursement requirements, audit procedures and tweak expense reporting tools to reduce the potential for fraud. Presenter Peter Pearson, Coca-Cola Co. Shared Services TravelSmart Manager, and moderator Fred Fredericks, director of travel technology at Concur, also will discuss spend patterns that could indicate problems and how best to analyze credit card data.

For more information, see:

["Ferretting Out T&E Fraud: Lessons Learned: Audits, Policy to Repel Rip-Offs," *Procurement.travel*, December 2007](http://www.procurement.travel/news.php?cid=audits-policy-expense-fraud.Dec-07.20)

<http://www.procurement.travel/news.php?cid=audits-policy-expense-fraud.Dec-07.20>

["Claiborne Cuts Costs, Fraud with Expense Automation," *Management.travel*, May 23, 2007](http://www.management.travel/news.php?cid=Liz-Claiborne-expense-management.May-07.23)

<http://www.management.travel/news.php?cid=Liz-Claiborne-expense-management.May-07.23>

["Reconsidering Sarbanes-Oxley: Changes May Cut Compliance Costs, but Not Necessarily for Travel," *Procurement.travel*, July 2007](http://www.procurement.travel/news.php?cid=Sarbanes-Oxley.Jul-07.23)

<http://www.procurement.travel/news.php?cid=Sarbanes-Oxley.Jul-07.23>

["Containment Strategies: Corporation to Focus on Policy, Compliance," *Procurement.travel*, December 2006](http://www.procurement.travel/news.php?cid=Corporate-Travel-Policy-Compliance.Dec-06.28)

<http://www.procurement.travel/news.php?cid=Corporate-Travel-Policy-Compliance.Dec-06.28>

["Coke Approves Expenses by Exception," *Management.travel*, Nov. 29, 2006](http://www.management.travel/news.php?cid=Coca-Cola-Expense-Extensivity.Nov-06.29)

<http://www.management.travel/news.php?cid=Coca-Cola-Expense-Extensivity.Nov-06.29>

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T204 Light Green, Dark Green: What Color is Your Company?

“Green” is the color that nearly every company wants to be as global warming continues to make headlines and affects how the populace lives, works and consumes. But beyond wide agreement that companies need to reduce their impact on the environment, there are a variety of opinions on what exactly should be done. In this session, attendees will learn how to develop a green business travel strategy based on the “shade” their company wants to be.

Though an international consensus does not yet exist for developing an environmentally friendly travel program, consultants expect that new federal environmental standards and mandates eventually will be enacted. However, accurate tools to calculate carbon emissions are difficult to develop as airlines use different types of planes and engines, report different load factors and use different flight routings. Fuel efficiency varies even within a given city pair.

Growing concern among travelers on reducing their environmental impact is pushing companies to take action. According to a joint annual survey by the Association of Corporate Travel Executives and KDS on overall corporate social responsibility efforts, 51 percent of respondents felt their companies were doing the “right” thing, while 39 percent felt more could be done. Thirty-five percent of respondents said their companies' travel departments now are responsible for providing carbon emissions information, up from 20 percent in 2006. And more than one-third of respondents said their companies reduced travel as a measure for supporting sustainability.

If cutting back on travel isn't an option, how does a company effectively reduce its carbon footprint? How does the travel department work in cooperation with other company departments to contribute to overall CSR initiatives, and how do travel managers show their progress in such efforts to senior management? What does your company need to know to make sure it is compliant before government mandates are put in place? And how does a company implement a companywide CSR initiative across multiple countries, cultures and a diverse workforce?

Margaret M. Hansen, director of corporate travel for A.T. Kearney Inc.'s global procurement program, will lead the discussion on best practices from companies representing a range of different shades of green. Learn which resources are available from ACTE and the supplier community to help your company launch its own “green” drive to reduce its carbon footprint.

For more information, see:

[“Companies, Travelers Look for Climate Change Solutions, *The Transnational*, March 6, 2008](#)

<http://www.thetransnational.travel/news.php?cid=Philips-green-travel.Mar-08.06>

[“Survey: Corps. Show Gradual Movement on Green Travel, *The Transnational*, Feb. 7, 2008](#)

<http://www.thetransnational.travel/news.php?cid=ACTE-KDS-sustainability.Feb-08.07>

[“KPMG UK Promotes Green Travel, Makes Card Rebate Pledge, *The Transnational*, Jan. 9, 2008](#)

<http://www.thetransnational.travel/news.php?cid=KPMG-card-rebate-charity.Jan-08.09>

[“More Than 100 Corps. Join British Green Transport Group, *The Transnational*, Dec. 12, 2007](#)

<http://www.thetransnational.travel/news.php?cid=National-Business-Travel-Network.Dec-07.12>

[“Leading on Sustainability: HSBC Considers CSR Throughout Travel Procurement, *Procurement.travel*, July 2007](#)

<http://www.procurement.travel/news.php?cid=HSBC-corporate-social-responsibility.Jul-07.23>

[“Green on Green: Evolving Environmental Issues Challenge Travel Managers, *Management.travel*, April 26, 2007](#)

<http://www.management.travel/news.php?cid=carbon-emissions-standards.Apr-07.26>

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T302 Open Skies

New aviation agreements between world governments oftentimes lead to expanded air service options and more choices for travelers. Deals between the United States and China, the United States and Australia, and the European Union and Canada are among the more recent to change the regulatory framework for global air traffic. However, the U.S.-E.U. Open Skies pact—which officially took effect in March—represents a watershed development for the aviation and business travel communities.

As part of the first phase, airlines on each side ostensibly have been given the green light to serve any route between the United States and the European Union. Already the most lucrative and among the most competitive in the world, the transatlantic marketplace will get an influx of new services, notably including additional players at London Heathrow Airport. If the intended benefits of Open Skies is realized, these developments will lead to lower prices and more convenient routings for many travelers.

While the long-awaited air treaty appears to be a positive step for consumers and business travel decision-makers, there are many factors to consider and questions to ask.

For starters, is the agreement sustainable? Negotiations on the second phase are expected to start in May; while another success would lead to further liberalization, a failure could prompt some in Europe to seek annulment of parts of the first phase. “Ultimately, unless the U.S. agrees to phase two of Open Skies and lets European carriers bring better quality products to services between U.S. cities, then the new-entrant airlines face the prospect of Heathrow access being denied, as phase one will be unwound,” according to a statement by Virgin Atlantic COO Lyell Strambi. “Only a totally liberalized market will give consumers the power to choose the best quality at the best price.”

Regardless of what occurs in second-stage negotiations, a panel of experts will dissect the initial impact of Open Skies on airlines, business travelers and managed corporate travel programs. The panel will help attendees determine the fate of Europe’s national flag carriers, the role of global airline alliances, the possibility of transatlantic mergers, the likelihood of carriers ending certain domestic or other short-haul services to focus on new U.S.-Europe flights and the best approaches for travel managers and procurement professionals seeking to develop or refine airline strategies.

For more information, see:

[“E.U.-U.S. Air Deal Could Reshape Transatlantic Competition, *The Transnational*, April 4, 2007](http://www.thetransnational.travel/news.php?cid=open-skies.Apr-07.04)

<http://www.thetransnational.travel/news.php?cid=open-skies.Apr-07.04>

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T304 Travel Processes Go Mobile

Tomorrow’s workforce is mobile, and, as companies break beyond the barriers of the office, they need travel booking technologies and processes that will move with the traveler. Emerging mobile technologies promise flexibility, connectivity and productivity, and travel managers need to stay ahead of the curve to ensure their travelers have the tools they need.

Electronic boarding passes, GPS traveler tracking and real-time expense reporting are just a few of the technologies attendees will become familiar with in this session. Glimpse the future of travel technology to help determine where your company should focus its efforts and investment, and learn what responsibilities the travel department has in mobile travel management.

According to a 2007 survey of 10,000 frequent business travelers by the International Air Transport Association, once travelers try mobile technology, they enjoy it and demand more. More than half of respondents said they would favor

more self-service options, such as online booking, reservation changes, check in, email notification service and printing boarding passes at home. Only a few reported using mobile check in, with 5 percent by phone and 3 percent via SMS or text messaging. However, IATA is pushing development of mobile travel tools further with new guidelines for mobile phone check in based on two-dimensional bar codes that by 2010 are to replace magnetic stripes.

Before blindly leaping into the gadget parade, how does a travel manager determine the tools needed by travelers in the future? What training do employees need to use these modern tools, and what do new generations of employees entering the company expect from management support? How are suppliers developing mobile-friendly Web tools? How can mobile travel technology support other initiatives in your company, such as security, crisis management and corporate social responsibility? And how does a travel manager ensure data is collected in a manner consistent with their existing program?

This session will give attendees the base of knowledge they need to meet these developments head on. Travel management professionals have a unique opportunity to be the center point of facilitating employee mobility services and to coordinate with human resources, finance, procurement, corporate services and other departments. Such coordination can lead to cost savings, process optimization and improved employee relations.

For more information, see:

["Travelers Want Tech, But Do They Use It?" *The Transnational*, Nov. 28, 2007](#)

<http://www.thetransnational.travel/news.php?cid=IATA-traveler-survey.Nov-07.28>

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