

# 2009 ACTE Global Conference Summary

25-27 October - Prague

## A Record Breaking Conference

The theme for the ACTE Global Education Conference in Prague was ***Finding the Tailwinds to Lift a Global Industry***. Based on the feedback, attendees found that lift at the Prague conference where the environment was infused with optimism, anticipation, and a sense of collaboration.

The Prague Global Education Conference surpassed key benchmarks set by the 2008 ACTE Global Education Conference in Rome.

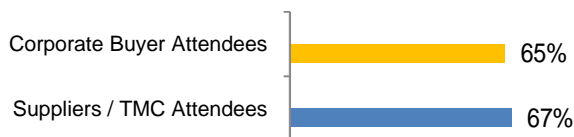
Ratings by Corporate Buyer Attendees	Prague 2009	Rome 2008
■ The ACTE Global Education Conference was worth their time and expense	91%	77%
■ Rated their conference experience Very Good/Excellent	90%	70%
■ Rated TransACTE as Very Good/Excellent	53%	44%
How well did the Conference meet your reasons for attending?		
■ Education – Well/Extremely Well	77%	55%
■ Networking – Well/Extremely Well	100%	75%

Participant feedback about the conference was collected through an online evaluation process. 142 attendees completed the comprehensive evaluation—a 21% response rate compared to the Rome Conference response rate of 14%.

## Buyers and Suppliers Connect at Prague

When asked if their attendance at the ACTE Global Education Conference allowed them to make a business connection with either a new vendor or buyer that initiated conversations that may lead to a new long term relationship, 2/3 of attendees responded YES.

Made New Business Connections at ACTE Prague Conference



### Key Stats:

(Rome 2008 in blue)

Total Attendees:	801 (936)
Number of Countries:	35 (36)
Corporate Buyers by Individual:	36% (34%)
Corporate Buyers by Company	50% (50%)

### Making New Connections:

*"We were able to explore and rationalise our online strategy as well as connect to the actual vendors supporting the TMCs."*

Corporate attendee

*"During the networking sessions I was able to acquaint myself with a number of buyers and begin valuable relationships."*

Supplier attendee

## Innovative Content Combined With Creative Delivery

The ACTE team worked closely with the steering committee and sponsor partners to develop innovative content and creative session formats that encouraged interaction and dialogue among participants.

Examples include:

- Opening general session that polled attendees on perspectives on

industry recovery through audience response systems.

- Scenario-based roundtable discussion for attendees to apply change management principles to a real-world travel management challenge set in one of five emerging markets.

- Post-keynote interview led by ACTE leaders that linked futurist Gerd Leonhard's presentation to the business travel industry; audience members asked questions real-time via Twitter.

## Educational Breakout Sessions

### Speakers Stats:

Total number of breakout speakers:	54
Number of buyers or external to industry:	61%
% NEW to ACTE Global Conference:	41%

### Corporate top rated sessions

- Agree to Disagree? Contrasting Views on Best Practices in Managed Business Travel
- Is It The Perfect Storm for the Marriage of Meetings & Travel?
- Why Rich Media Tools Should be Part of Your Travel Programme

*"I made good benchmark contacts with industry colleagues from various countries."*  
*Corporate Buyer Attendee*

## General Sessions – Keynotes and Roundtables

**Keynote presenter** ratings scored mostly in the Very Good to Excellent range, with Gerd Leonhard and Prof. Albert Angehrn capturing the highest ratings.

### Roundtables:

#### The Challenge of Implementing Change – Real-world Scenarios" Roundtable

Corporate Attendees **2.9 rating on a scale of 1-4 (1 = poor, 4 = excellent)**

## TransACTE

Number of companies represented: **26**

Overall, TransACTE rating on a scale of 1-4 (1 = poor and 4 = excellent):

- **53%** of **corporate** delegates rated TransACTE a 3.0 or above (Rome = 44%)

How can TransACTE deliver additional value?

- Opportunities to pre-book vendor
- Additional suppliers

## Logistics

Logistical aspects of the conference were rated on a scale of 1-4 (1 = poor and 4 = excellent):

Ratings from corporate attendees:

	Prague 2009	Rome 2008
Meeting Facilities	3.54	3.09
Breakout Session A/V/Staging	3.43	3.00
Receptions	3.36	3.32
Lunches	3.09	2.15
Coffee Breaks	2.91	2.52
Transportation/Bus Service	3.44	2.87
Onsite Registration	3.71	3.50

No closing night reception was held in Prague in response to attendees' requests to facilitate travel home on Tuesday night and thereby reduce their hotel costs.

## From a Supplier Attendee

*"This conference has given me the opportunity to get in touch again with some former contacts.. I have organised some meetings with them in the near future to discuss opportunities. They seem to be very interested. Without the ACTE conference, it would have been less easy, for sure...."*

**Thank You for Your Support of ACTE!**

## Survey Question!

Would you like to see Monday night continue to be an open night or would you prefer a scheduled event hosted by ACTE?

Responses from Corporate attendees:

**77%** - Continue Monday night as an open evening

**23%** - Change Monday night to an ACTE hosted event

**ACTE**  
GLOBAL