

ACTE Asia-Pacific Education Conference 2007

CREATING VALUE-BASED RELATIONSHIPS

22-23 August, The Fullerton Hotel Singapore

ACTE
GLOBAL

ASSOCIATION OF
CORPORATE TRAVEL
EXECUTIVES

Register today! Visit www.acte.org/events/aspac_2007

NEW!

**Travel
Management
Clinic:
Value-Based
Purchasing
(details inside)**



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AirPlus is more than just a credit card! It is a global payment solution designed to match the way you do business. AirPlus provides customizable central billing accounts, corporate cards and management information systems designed to meet your company's specifications. To learn more about what travel payment is all about, visit AirPlus at www.airplus.com, or E-Mail usa@airplus.com.

AirPlus is the world's largest issuer of Universal Air Travel Plan (UATP).

6th ANNUAL ASIA-PACIFIC EDUCATION CONFERENCE 22-23 AUGUST 2007, SINGAPORE

The conference theme, *Creating Value Based Relationships*, is completely woven throughout the agenda ensuring that your conference experience will enhance your business partnerships.

Conference highlights to benefit you...



- **North East Asia Colloquium**
- **Buyer Empowerment**
- **Travel Management Clinic**
- **Enhanced Interaction & Networking**
- **More Educational Opportunities**

ACTE MISSION

The Association of Corporate Travel Executives (ACTE) is a not-for-profit association established to provide executive-level global education and peer-to-peer networking opportunities to the corporate travel industry. ACTE engages over 6,000 individuals in education events throughout the year.

For more information about ACTE's education programming, go to www.acte.org/events.

REGIONAL CHAIR

ACTE expresses its appreciation to Michael J. Bezer, Vice President-Global Sales, Asia Pacific, Carlson Wagonlit Travel, for his leadership and commitment to ACTE.



Michael Bezer
Vice President-
Global Sales
Asia Pacific
Carlson Wagonlit Travel

EDUCATION PROGRAMME COMMITTEE

ACTE's education curriculum was guided by the dedicated efforts of a Programme Development Committee comprising corporate travel managers, travel management companies and suppliers.

Committee Chair

- **Wendy Reynolds**
*Global Commodity Manager Travel Agency & Technology,
HP Global Travel & Meeting Services
Hewlett Packard*

Committee Members

- **Patricia Chua**
*Global Procurement Director
MSD Asia Pacific Services Pte Ltd*
- **Stuart Hunter**
*Executive Manager for Travel Conference & Catering
Commonwealth Bank*
- **Jasmin Liu**
*Head Corporate Mobility Services
Siemens Ltd, China*
- **Dong WenLiang**
*Supply Chain Manager-IPC Singapore
Schlumberger*
- **Tracey Yi**
*Category Manager
Nokia*

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GENERAL SESSIONS

ACTE General Sessions include Keynote Presentations, Vantage Points, Industry Roundtables and Sponsor Industry Perspectives to enhance your understanding of factors affecting business travel.

Keynote Presentations

TRAVERSE THE DIVIDE

Speaker: Ed Cohen, Senior Vice President, Satyam School of Leadership, Satyam Computer Services Ltd.

Wednesday, 22 August, 11.00 – 13.15

Businesses in today's borderless global marketplace face unprecedented challenges. The emergence of the knowledge economy has demanded that business leaders become global leaders. Dr. Ed Cohen, a renowned corporate leader discusses how companies have re-discovered innovation and success by adopting systematic value-creation strategies for guiding and empowering a diversified workforce operating in different countries, cultures, and time zones.

Compliments of



Ed Cohen
Senior Vice President,
Satyam School of Leadership
Satyam Computer Services Ltd.

CLIMATE CONTROL – REDUCE CO₂ EMISSIONS NOW

Speaker: Murray Hogarth, Strategy Project Leader, ECOS Corporation

Thursday, 23 August, 09.00 – 10.15

Learn how our industry can implement strategies to reduce CO₂ emissions. Mr. Murray Hogarth shares his insights and experience as a Strategy Project Leader at ECOS. Mr. Hogarth has worked extensively with clients in Australia, the U.S. and Asia to help them assess how big social and environmental issues put value at stake for their businesses, and how to plan and implement strategic business responses. Mr. Hogarth is also the Business Associate of social enterprise Easy Being Green, board member of the Environmental Defenders Office of NSW and author of the recently published book on sustainable business, *The Third Degree*.

Compliments of



Murray Hogarth
Strategy Project Leader
ECOS Corporation

THE WESTERNIZATION OF TALENT MANAGEMENT PRACTICES – AN UNSTOPPABLE TREND?

Speaker: Ian Till, South East Asia Head, Talent, Leadership and Engagement Talent & Organisation Consulting, Hewitt Associates

Thursday, 23 August, 12.15 – 14.15

What are companies doing to win talent and how do they combine them, energize them and translate them into powerful success enablers? Ian Till, an expert on talent and leadership, speaks about issues that corporations in Asia must address in developing a blend that works best for them. This keynote offers invaluable insights on the subject beginning with the philosophical differences in leadership between the West and the East before going on to consider the following points:

- Workforce of the Future
- Globalization – an unstoppable trend
- Top Companies for Leaders
- What does this mean for Asia?

Compliments of



Ian Till
South East Asia Head, Talent,
Leadership and Engagement
Talent & Organisation
Consulting
Hewitt Associates

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GENERAL SESSIONS (continued)

Vantage Points



Vantage Points feature presentations offer astute analyses of significant developments affecting business travel. Based on factual data, these presentations identify trends that directly influence policy decisions of managed travel.

Wednesday, 22 August, 11.00–13.15

TRAVEL and DUTY of CARE

Learn about the legal and moral obligations companies owe their travelling employees and the probable repercussions when these are violated. Terrorism, crime, disease, accidents and natural calamities have also likely increased the risks of injury that employees are exposed to whilst on travel duty. Explore the legal liability for employers and suppliers and review corporate travel policies, programmes and services.

Thursday, 23 August, 16.30–17.30

AIRPORT CONGESTION

Productivity of travel, along with the cost, is reviewed in the context of 'down time' of the executive stuck at airports. The increased time taken by travellers to get through airports has been attributed to heightened security measures, archaic immigration procedures, lagging ground infrastructure that keep aircrafts from disembarking passengers and other impediments which business travellers are forced to endure. This session deals with the matter of airport congestion and considers the following points:

- Most congested cities and reasons for its occurrence in Asia-Pacific
- Cost incurred by the main stakeholders
- Different initiatives to alleviate the situation.

Industry Roundtables

Roundtables offer delegates excellent channels to exchange views in a facilitated environment. Reports of key findings during the roundtables will be made available to all delegates on the second conference day.

Compliments of



Wednesday, 22 August, 13.30 – 14.15

CORPORATE CHAT: Value Delivery – Great Expectations, Poor Definitions

Discussions centre on setting realistic product & service expectations which can be delivered by suppliers, a methodology of defining value offerings and the appropriate cost-value metrics in the key product categories.

Facilitator: Michael Molloy, *Regional Head, Asia-Pacific Internal Client Services Group, Credit Suisse*

SUPPLIER SUMMIT: Calibrating the Customer Value Formula

If perception is reality then what do suppliers believe customers consider as valuable product offerings? Suppliers will build a framework that can improve the process of identifying value-points sought by customers and how to deliver them.

Facilitators: Andrew Chan, *General Manager-Asia, TMS Asia-Pacific*

Cynthia Owens, *Managing Director, Asian Edge Network*

Sponsor Industry Perspectives

Gain insight on the current issues and challenges facing the business travel industry and exchange views and methods to manage common interests in managing travel with peers.

Kevin Ruffles, *President, ASPAC Region Hogg Robinson Group (HRG)*

On behalf of



An additional Sponsor Industry Perspective will be given by:

On behalf of



Register today! Visit www.acte.org/events/aspac_2007



CONFERENCE HIGHLIGHTS

Travel Management Clinic

The Travel Management Clinic, led by an expert, is a pre-conference interactive workshop limited to 50 participants. The Travel Management Clinic is not included in the conference registration fee and needs to be purchased separately on the registration form.

CUSTOMER/SUPPLIER PARTNERSHIPS BASED ON VALUE-BASED PURCHASING

Wednesday, 22 August, 08:30 - 11:00

Value-Based Purchasing (VBP) is based on optimizing organizational resources to accomplish corporate objectives by allowing negotiating parties to achieve greater parity in their relationships.

How can adverse parties find a level playing field where positive relationships can take root? Value-based agreements offer opportunities to cultivate a solid foundation where both customer and supplier can establish transparent assessments of the worth attached to different components of a proposed contract.

Through this workshop you will learn:

- Fundamental principles of VBP
- Advantages of VBP and the obstacles in its way
- Impact of economic value on quality and cost of business travel
- Framework used to assess what is valuable for your organization
- Relationship paradigms needed for VBP to work
- Evaluating the ROI of your VBP strategy

Who should attend?

- Procurement Heads
- Sourcing Specialists
- Corporate Travel Managers
- Travel Management Consultants
- Business Travel Product/Service Suppliers

ACTE White Paper

ACTE white papers clarify issues, identify trends, and offer potential solutions without promoting specific products or services. Papers are written in collaboration with ACTE staff, outside authorities and ACTE members who have relevant experience.

Compliments of



North East Asia Colloquium



The North East Asia Colloquium, offered for the first time at an ACTE education conference, is comprised of education sessions that focus on the North-East Asian markets of China, Hong Kong and Japan. The colloquium will engage participants in a deeper, more interactive and analytic dialogue with their peers and the industry as a whole. Each session will develop a resource document to be shared with the ACTE membership for peer review before posting on the ACTE website.

Buyer Empowerment

Senior level travel buyers asked for it—ACTE continues to deliver in Singapore. What is ACTE Buyer Empowerment? ACTE has developed a conference curricula designed with the corporate travel buyer in mind—to give you the knowledge, resources, and contacts that will have an immediate impact on your job performance and career. Look for the symbol throughout the conference materials to experience more travel buyer-led panels, more travel buyer presenters, buyer-only education sessions and buyer-only networking.

Opening Night Reception

Wednesday, 22 August, 17.30 – 19.00

Socialize and network with other attendees whilst enjoying refreshing cocktails and canapés. You will also have a chance to win complimentary registrations to ACTE's Executive Forums in Asia-Pacific markets.

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Register today! Visit www.acte.org/events/aspac_2007



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CONFERENCE AGENDA

WEDNESDAY, 22 AUGUST

- 08:00 – 14:45** **Registration/Welcome Hospitality**
International Business Lounge/Networking Niche
- 08:30 – 11:00** **Travel Management Clinic**
- 10:00 – 11:00** **Solutions Showcase**
- 11:00 – 13:15** **Opening General Session & Lunch**
Keynote Presentation: Traverse the Divide
Vantage Point: Travel and Duty of Care
Sponsor Industry Perspective
- 13:30 – 14:15** **Industry Roundtables**
Corporate Chat: Value Delivery – Great Expectations, Poor Definitions
Supplier Summit: Calibrating the Customer Value Formula
- 14:15 – 15:30** **Education Sessions**
W101: Travel Procurement and Programme Management
W102: China: Challenges Facing Managed Travel
W103: The Value-Creation Story: Airline Programmes
W104: Future Value: Demand Management
- 15:30 – 16:00** **Solutions Showcase & Coffee/Tea Break**
- 16:15 – 17:30** **Education Sessions**
W201: Managing Risks and Safety of Business Travellers in China
W202: The Value-Creation Story: Travel Management Companies
W203: Japan: Travel Policy and Sourcing Process
W204: The FAQs of Hotel RFPs
- 17:30 – 19:00** **Solutions Showcase & Opening Night Reception**

THURSDAY, 23 AUGUST

- 08:30 – 16:15** **Registration/Welcome Hospitality**
International Business Lounge/Networking Niche
- 09:00 – 10:15** **General Session**
Keynote Presentation: Climate Control—Reduce CO₂ Emissions Now
Sponsor Industry Perspective
- 10:15 – 10:45** **Solutions Showcase & Coffee/Tea Break**
- 10:45 – 12:00** **Education Sessions**
T101: Value Metrics: Corporate Travel as Corporate Asset
T102: Future Value: Strategic Travel Manager's Guide to Travel Risk Management
T103: The Value-Creation Story: Hotels
- 12:15 – 14:15** **General Session & Lunch**
Keynote Presentation: The Westernization of Talent Management Practices –
An Unstoppable Trend?
Sponsor Industry Perspective
- 14:30 – 15:45** **Education Sessions**
T201: Converting Data in to Business Intelligence
T202: China and Hong Kong Hotel Rates: A Story of Yield Optimization
T203: The Value-Creation Story: Distribution Systems
- 15:45 – 16:15** **Solutions Showcase & Coffee/Tea Break**
- 16:30 – 17:30** **Closing General Session**
Vantage Point: Airport Congestion

Register today! Visit www.acte.org/events/aspac_2007

EDUCATION SESSIONS

The education sessions were developed by travel buyers and suppliers from throughout the Asia-Pacific Region. The programme includes topics of local and regional concern to managed travel practitioners.

Continuing Education Credits – CMP, C.P.M. or A.P.P.

Several of our sessions may qualify towards the education requirements for the Certified Meeting Professional Designation (CMP) for the Convention Industry Council. Please visit <http://www.conventionindustry.org> for more details on CMP certification and recertification credits.

Credit may also be available for Continuing Education Hours (CEHs) for the Institute of Supply Management's C.P.M. or A.P.P. Recertification and Reaccreditation. Please note you will need to submit proof of attendance to ISM to apply for credit for ACTE education sessions. Please visit <http://www.ism.ws> for more information.

WEDNESDAY, 22 AUGUST

14:15 - 15:30

W101 TRAVEL PROCUREMENT and PROGRAMME MANAGEMENT

Compliments of



This session is for the procurement specialist seeking an appreciation of this category. It answers questions relating to:

- overview of travel as a category of indirect spend
- the picture of the industry and its stakeholders
- the roles of relationships, analyses and processes
- current practices in travel procurement

W102 CHINA: Challenges Facing Managed Travel (North East Asia Colloquium)

Compliments of



Many companies introduced programmes to manage the cost of business travel in China but are discovering that some rules applied in other markets don't necessarily apply to China. Hear success stories from corporate travel managers and suppliers about overcoming the challenges of:

- a highly regulated GDS environment
- TMCs ability to offer a full complement of services
- talent gap for managed travel
- restrictive visa procedures

W103 THE VALUE-CREATION STORY: Airline Programmes – Are Redesigning Efforts Delivering Superior Value?

Compliments of



Airlines have reconfigured cabin classes, introduced new aircraft types usage, added inflight service features and other changes to the product. This seminar examines questions asked about the comparative increments to cost and value arising from these decisions. Gain insights on:

- inventory of cabins versus corporate demand
- financial impact on air travel programmes
- evaluating the total value of an air travel programme
- negotiations to obtain optimal value for your air programme

14:15 - 15:30

W104 FUTURE VALUE: Demand Management

Compliments of



Most mature travel procurement organizations have developed partnerships with their suppliers that eliminate any "excesses" in negotiated deals. This session focuses especially on the non-mandated environment and explores savings that can be achieved by managing demand for travel. Become a valued business consultant within your own corporation and improve performance through:

- finding savings through a re-examination of policy
- "Selling" demand management to management
- compliance monitoring
- evaluating and communicating alternatives

16.15 – 17.30

W201 MANAGING RISKS and SAFETY of BUSINESS TRAVELLERS in CHINA (North East Asia Colloquium)

Compliments of



ACTE's recent study on China ranked traveller safety & security among one of the top three concerns among travel professionals. Gain a clearer understanding of these issues:

- top business travel safety issues in China
- how companies manage these threats
- corporate buyers expectations of suppliers to manage these risks

W202 THE VALUE-CREATION STORY: Travel Management Companies – Is a 'Nip and Tuck' Procedure Sufficient?

Compliments of



Agencies have evolved but do these changes deliver more value? This session looks into:

- core value offered by TMCs and agencies
- changing needs of corporations
- possible new models and relationships
- financial repercussions



EDUCATION SESSIONS (continued)

WEDNESDAY, 22 AUGUST

16.15 – 17.30

Compliments of



W203 JAPAN: TRAVEL POLICY and SOURCING PROCESS

(North East Asia Colloquium)

This session discusses managed travel and its procurement process in the world's second largest economy. Set realistic goals, identify relevant benchmarks and build valid evaluation frameworks. Gain insight into:

- the differences of a travel policy made for Japan
- setting performance indicators for a programme
- the sourcing culture, method and timelines
- understanding agreements

W204 THE FAQs of HOTEL RFPs

Compliments of



Each year, buyers and hoteliers engage in a resource-intensive hotel sourcing process. The current "standard RFP" is anything but—with many questions deemed irrelevant particularly to regional requirements outside of the US. What questions should be asked about new priorities, specifically energy usage and security? This session helps identify:

- objectives of RFPs
- important regional issues
- criteria to evaluate novel components
- alternative RFP formats

THURSDAY, 23 AUGUST

10:45 - 12:00

Compliments of



T101 VALUE METRICS: Corporate Travel as Corporate Asset

Senior management emphasizes communication, creativity and focus on enterprise value when defining the role of the "strategic travel manager." Typical travel benchmarks like "cost per mile" are relatively meaningless in the Board Room; C-level executives want business value metrics. This session describes how to:

- develop appropriate value metrics, KPIs and dashboards that track success and measure the value of "cost avoidance"
- build supplier relationships with clearly delineated roles and responsibilities
- answer the question: why have a managed travel programme when you can book it on the web for free?

T102 FUTURE VALUE: Strategic Travel Manager's Guide to Travel Risk Management

Compliments of



Travel is associated with risk. What lessons have been learned? This seminar discusses the value that travel managers can now bring to other functions within the corporation, including:

- categories of travel risks
- key analysis and management theories of travel risks
- travel managers lessons in managing risks
- adding value elsewhere in the corporation

T103 THE VALUE-CREATION STORY: Hotels – Is your Hotel Programme out-of-step with Value?

Compliments of



This session reviews the value of managed hotels programme to corporations and the ability of hotels to design innovative value propositions. This session will consider how relationships between customer and hotel are altered by addressing:

- cost: value analysis of your hotel programme
- programme objectives of a corporation and a hotel
- understanding hotel cost structures and rates
- finding an agreement based on value

14:30 - 15:45

Compliments of



T201 CONVERTING DATA into BUSINESS INTELLIGENCE

Aimed primarily at the corporate travel buyer, the session describes the framework associated with turning splintered data into solid intelligence. Suppliers will also gain insights on how to differentiate themselves with better data and better account management. This session explores:

- travel data versus travel intelligence – the real difference
- five common and costly Business Intelligence mistakes
- supplier differentiation – is data a new edge?
- integrating agency and credit card data – why, when and how?
- how to make business intelligence pay off

T202 CHINA and HONG KONG HOTEL RATES: A Story of Yield Optimization

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(North East Asia Colloquium)
Room rates have risen dramatically and the 2008 Summer Olympics is likely to accentuate the demand for accommodation in the key commercial hubs of Hong Kong, Shanghai and Beijing. Learn what you can do to manage your programmes in an environment where you have little influence on demand and supply balance.

- gaining optimal value from your accommodation contracts
- managing demand to reduce exposure to a high-cost market

T203 THE VALUE-CREATION STORY: Global Distribution Systems Re-Calibrating the Proposition

Compliments of



Will the Asia-Pacific distribution environment change as competition sets in and customers redefine their needs? This seminar discusses some pressing issues relating to the future of the distribution offering including:

- a review of current offerings
- the impediments in key markets
- a look at new models
- the impact of change on customer/supplier relationships

Register today! Visit www.acte.org/events/aspac_2007

SOLUTIONS SHOWCASE

Solutions Showcase hours:

Wednesday, 22 August

10.00 - 11.00	Welcome Hospitality
15.30 - 16.00	Coffee / Tea Break
17.30 - 19.00	Opening Night Reception

Compliments of



GetThere

Thursday, 23 August

10.15 - 10.45	Coffee / Tea Break
15.45 - 16.15	Coffee / Tea Break

Asia-Pacific's top corporate buyers of business travel products and service providers will be at the ACTE 2007 Asia-Pacific Education Conference. The ACTE Solutions Showcase allows corporate buyers to view the latest in travel technology that will improve the business processes in managing business travel. Showcase exhibitors will provide attendees first-hand experience with technological products that boost the productivity and effectiveness of business travel programmes.



NEW AND GREEN - This year the ACTE Solutions Showcase will recognize those exhibitors who are showcasing 'green' solutions/tools/products. ACTE has been working on green issues since early 2005 and know that many of the industry's organizations have developed green tools. We will be distinguishing those companies with a symbol in both the conference programme, as well as on the booth sign.

ACTE Solutions Showcase Exhibitors:

- ACCOR
- AirPlus International
- Amadeus
- BCD Travel
- Carlson Wagonlit Travel
- Concur Technologies
- Diners Club International
- FCm Travel Solutions
- GetThere
- Hogg Robinson Group (HRG)
- RADIUS-the global travel company
- Travelocity Business
- Visa Commercial

CONFERENCE VENUE & HOTEL INFORMATION



The Fullerton Hotel Singapore

1 Fullerton Square, Singapore 049178
Tel: 65-6733 8388
Fax: 65-6735 8388
<http://www.fullertonhotel.com/>

The Fullerton Hotel Singapore offers registered conference attendees the following room rate:

Courtyard Room S\$305+++ (Single/Double)

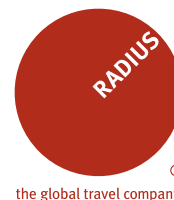
All reservations for the The Fullerton Hotel Singapore will need to be made by a reservation form. The form is now available on the ACTE website under Hotel Information.

The **cut-off date is 20 July 2007**. After the cut-off date, reservations will be made on a space available basis. All rates are subject to service charge and taxes. The buffet breakfast is chargeable at S\$34+++ (per person, per day).

Check-in time is after 14:00. Check-out time is prior to 12:00. Late check-out from 14:00 – 18:00 will be subject to availability at fifty percent (50%) of the contracted rate. Early check-in prior to 14:00 and late check-out after 18:00 will be subject to the full day's rate.

Register today! Visit www.acte.org/events/aspac_2007

ACTE THANKS OUR 2007 CIRCLE SPONSORS FOR THEIR YEARLONG COMMITMENT



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