

# AN INTERACTIVE GLOBAL CONFERENCE DRIVEN BY ISSUES AND FOCUSED ON BEST PRACTICES AND SOLUTIONS

- SENIOR LEVEL EXECUTIVES WITH GLOBAL TRAVEL RESPONSIBILITIES
- MEMBERS ONLY INTERACTIVE WORKSHOP
- ADVANCED EDUCATIONAL AND BENCHMARKING SESSIONS
- PROGRAM DEVELOPED FOR TRAVEL, PROCUREMENT AND PURCHASING EXECUTIVES
- THE TECHNO-EDGE SHOWCASE
- THE POWER AND EXPERTISE OF THE *DISNEY INSTITUTE*

APRIL 25-27, 2004

# IMAGINE

WWW.ACTE.ORG

EXCHANGEEXCEL



**PANDEMICS AND POLITICS**  
**Dr. Gro Harlem Brundtland**  
Former Director General  
of the World Health Organization



**CORPORATE LEADERSHIP  
IN AN ERA OF PUBLIC BACKLASH**  
**Ram Charan**  
Advisor, Speaker and Author



**FOREWARNED**  
**Michael Cherkasky**  
President and CEO of Kroll, Inc.



**INSIDE THE WEST WING**  
**Ari Fleischer**  
Former White House  
Press Secretary



**ACTE**  
Asia-Pacific Canada EMEA United States  
ASSOCIATION OF  
CORPORATE TRAVEL  
EXECUTIVES

# IMAGINE

An idea, a philosophy, a global movement in the business travel



## WHAT IS ACTE

The Association of Corporate Travel Executives is an international community without borders — where the currency consists of ideas, freely shared through conferences, forums and Webcasts conducted like town meetings. It's a global movement of 2,500 ranking executives committed to finding greater efficiencies, boosting traveler productivity, and guaranteeing a higher return on corporate travel investment. It's a worldwide society of people in 37 countries working to keep business travel safe, economically viable, and reliable.



## MEMBERSHIP BENEFITS

### Success insurance in an unpredictable industry

- Unlimited access to white papers, industry analysis, statistics and benchmarking before they are presented to the profession at large
- A worldwide issues-driven educational program (with events held monthly in major cities throughout the world)
- Advance warning of industry trends and developments
- A support team of over 2,500 members (representing \$115 billion in annual business travel expenditures) working to resolve your challenges through a collective effort
- A direct line to government and industry policy-makers whose procedures and regulations directly impact business travel
- A unique communications network linking our Web site, publications, and global education agenda
- Unlimited access to a global network of travel service purchasers and an international source of B2B potential

*“The best opportunity for  
learning, networking, and  
seeing the latest technology live.”*

– PETER BRODBECK, HEAD OF GLOBAL TRAVEL  
MANAGEMENT, SYNGENTA

el industry.

## CONTENTS

What Is ACTE?	2-3
ACTE Orlando	4-5
Board of Directors	6-7
Conference Committees	8-9
Keynote Speakers	10-11
Industry Perspective	12
Members Only	12
Networking Opportunities	13
Conference Overview	14-15
Educators & Presenters	16
Educational Sessions	17-22
Travel	23
Conference Information	24
Registration	25
Sponsors	26-27

## ACTE MEMBERSHIP

Who can derive the greatest return  
from membership benefits?

- Any corporation or company whose business relies on travel as a strategic asset in development, manufacturing, or sales; or any corporate entity that provides a travel service
- Any executive facing the challenge of meeting corporate objectives while keeping the cost of business travel in perspective
- Any industry leader with a product or service that increases the value of business travel as a strategic asset

# IMAGINE

A travel management conference so significant, government and industry leaders are compelled to address your issues.



## YOUR CONFERENCE EXPERIENCE BEGINS WITH AN INDUSTRY BRIEFING FROM THE HEADS OF STATE AND COMMERCE

For the third time in two years, an ACTE Global Conference will feature briefings from a former Prime Minister and a former White House Press Secretary as keynote addresses. They'll be joined by one of the most trusted advisors to the CEOs of global commerce. ACTE pushes the conference envelope with world leaders who know their business and yours.

**ACTE Global Conferences**  
**Start at the Top — And Take Off**

## EXCHANGE

Ideas as hot as the same day's headlines! This conference agenda is 100 percent issues-driven, featuring interactive problem solving sessions conducted in real time!

**ACTE's Outside-the-Box and Off-the-(Flip)-Charts Problem Solving Is the New Industry Model for Shared Knowledge**

Presenters and panelists will work from data collected days — and in some cases, only hours — before. Roundtable discussions further validate, refute, or refine this information, before passing it on to the attendees as conclusive in the final session. "Members Only" sessions provide an extra edge in professionalism or advanced travel management as a privilege of membership.



***“This conference is essential for anyone involved in any aspect of purchasing travel.”***

- LORI HUFF, TRAVEL PROCUREMENT SPECIALIST,  
CANADIAN PACIFIC RAILWAY

## **EXCEL**

Travel managers, suppliers, consultants, purchasing agents, supply chain and sourcing executives, and upper management will gain a distinct edge from this conference. Each session track explores the interdependence of these roles, while revealing proven, though innovative, role-specific techniques for the future.

### **ACTE’s Global Conference in Orlando Puts You in the Right Place at the Right Time**

The U.S. economy is rebounding at its fastest rate in 20 years! Every indicator points to a resurgence in business! The global economy will not be long in following. Business travel traditionally reflects major economic surges six months later. ACTE will be convening its Orlando Conference as the travel market begins its rebound. New trends, new technology, and new strategies on the threshold of a new economic environment.

Anything else will simply be too late.

ACTE’s Global Conference In Orlando

**The Right Information...  
At the Right Place...  
At the Right Time**

# LEADERS

The ACTE Board of Directors is committed to furthering a global understanding of corporate travel management.



## BOARD OF DIRECTORS



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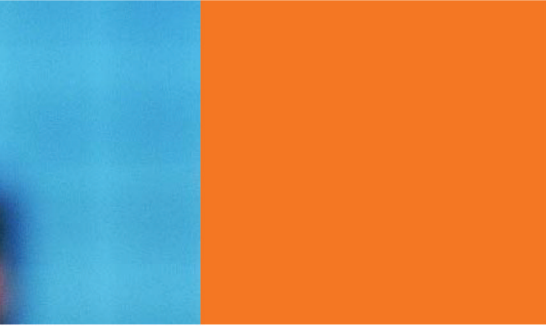
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**ACTE EMEA**  
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EMEA Travel Manager  
BMC Software

# REGIONAL COUNCIL CHAIRS

The following professionals volunteered their time, effort, expertise, and creativity to design and develop the educational program for the 2004 ACTE Global Conference in Orlando. Their hard work and passion for the industry has resulted in an event that is on the cutting edge of educational programming — an event with value that will extend far beyond your investment.

## ORLANDO STEERING COMMITTEE



**Maura Allen**

Senior Vice President,  
The Americas  
RADIUS – the global  
travel company



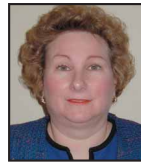
**James D. Lee**

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Travel Service  
Benchmarking Network



**Howard Z. Brooks**

Vice President, Travel  
& Procurement Services  
Sony Music Entertainment  
Inc.



**Mary Ann McNulty**

Editor  
StarCite, Inc.



**Richard Case**

Service Manager  
Microsoft



**Richard Robert**

Associate Director Travel,  
Expense Management  
& Fleet Services  
Bell Canada



**Donald Finch**

Manager, Travel  
Management  
The Coca-Cola Company



**Jean Sloan**

Senior Vice President,  
Client Consulting Services  
Navigant International  
North Central



**Pascal Jungfer**

Vice President CWT  
Solutions Group EMEA  
Carlson Wagonlit Travel



**Harriet Washburn**

Director, National Accounts  
Orbitz for Business



# ORLANDO ADVISORY BOARD



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Johnson Controls



**Cynthia Shumate**  
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**Margaret Hansen**  
Director, Corporate Travel  
A.T. Kearney, Inc.

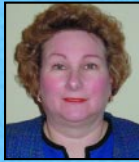


**Lisa Trender**  
Worldwide Travel  
Services Manager  
Cargill



**Albert Kilsdonk**  
Manager, Business Travel  
Shell International, B.V.

## TECHNOLOGY SUBCOMMITTEE



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(Chair)  
Editor  
StarCite, Inc.



**Harriet Washburn**  
Director, National Accounts  
Orbitz for Business



**Richard Case**  
Service Manager  
Microsoft



**Gary West**  
Consultant



**Scott Guerrero**  
Chief Operating Officer  
TQ3 Travel Solutions



**Michael Lynch**  
Managing Partner,  
Solutions Delivery  
eCLIPSE Advisors

# KEYNOTES

Imagine keynote speakers who know their business and yours. They take the big picture and put you in it. Then they relate it to your career and your future, setting the stage for six conference educational tracks to follow throughout the day.



Sunday, April 25

6:00 p.m. – 7:30 p.m.

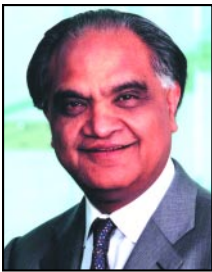
## INSIDE THE WEST WING

**Ari Fleischer**  
**Former White House Press Secretary**

Compliments of



As former White House press secretary and assistant to the president, Ari Fleischer was the primary spokesperson for President Bush and delivered the daily White House briefings from 2001 to 2003. He previously served as the senior communications advisor and spokesman for the Bush-Cheney presidential campaign. Fleischer will give participants an insider's view of how things work in the White House, particularly under the stress of 9/11, and share his views on the future.



Monday, April 26

8:15 a.m. – 9:45 a.m.

## CORPORATE LEADERSHIP IN AN ERA OF PUBLIC BACKLASH

**Ram Charan**  
**Advisor, Speaker and Author**

Compliments of



Advisor, speaker, and author, Ram Charan has the ear of the world's most successful CEOs. For 35 years, he has worked behind the scenes at companies like GE, DuPont, Novartis and Verizon. He is a recognized authority and specialist in profitable growth, corporate governance, succession and leadership, and building top management teams. He is the author of four books (the best-selling Execution: What the CEO Wants You to Know; Boards at Work; and Every Business Is a Growth Business). Charan will reveal the inner workings of highest-level management, and how to use them to your advantage.



Monday, April 26

2:15 p.m. – 3:15 p.m.

## FOREWARNED

**Michael Cherkasky**  
President and CEO of Kroll, Inc.

Michael G. Cherkasky — president and chief executive officer of Kroll Inc., (a leading risk consulting company) — began his career as a trial attorney, administrator and investigator. He is a former chief of the Investigations Division for the New York County District Attorney's Office, where he investigated fraud, corruption, money laundering (in addition to organized crime figures such as John Gotti, and the 1993 bombing of the World Trade Center.) His expertise includes major investigations and monitoring relating to racketeering, union activities and police department reform. He was named president and chief operating officer of Kroll Associates in December 1997, assuming the additional position of president and chief executive officer of The Kroll-O'Gara Company in May 2001. The company was renamed Kroll Inc. in August 2001.



Tuesday, April 27

8:00 a.m. – 9:15 a.m.

## PANDEMICS AND POLITICS

**Dr. Gro Harlem Brundtland**  
Former Director General of the World Health Organization

Former director general of the World Health Organization, Dr. Gro Harlem Brundtland understands the international implications of SARS. As a former prime minister of Norway, she adds the dimension of high-level politics to this understanding. Dr. Brundtland is credited with introducing a bold new model for dealing with the global health threat of a contagion like SARS. Regarded as the single most detrimental development to curtail air travel, SARS was in the daily headlines for over five months. Dr. Brundtland will advise the industry — through this conference — on the steps this profession must take in safeguarding world health.

## VIEW FROM THE TOP

**TUESDAY, APRIL 27** 11:15 a.m. – 12:30 p.m

Compliments of



### Airline Executive Panel

Never before have the leading providers of international and domestic airline service found themselves at the thin edge of the wedge when it comes to headlines and media coverage. Hardly a paragraph finds its way into print without mention of a low-cost carrier or the slow-to-change business reversals of the major airlines. In this keynote presentation, a panel of airline executives will present their business strategies for 2004-2005, and describe how they are working to meet business traveler expectations.

# INDUSTRY PERSPECTIVE



Monday Morning General Session

Compliments of

**Vicki Escarra**

Executive Vice President  
and Chief Marketing Officer of Delta Air Lines



Caring more about you



Vicki Escarra is executive vice president and chief marketing officer of Delta Air Lines. Ms. Escarra is also a member of Delta Air Lines' Executive Council and a director of Atlantic Southeast Airlines and Comair.

As chief marketing officer, Ms. Escarra has broad responsibility for worldwide sales and distribution, schedule development, revenue management, product development, brand management, and customer service. She also leads the Reservation Sales, Air Logistics, Delta Express and Delta Shuttle organizations.

Recognizing her significant contributions to the industry, the National Air & Space Museum of the Smithsonian Institution presented Ms. Escarra with the National Aviation and Space Exploration Wall of Honor certificate in January 2000.

Ms. Escarra was named as one of the "200 Most Powerful Women in Travel" by *Travel Agent* magazine in 1997, 1999, 2000 and 2001. In 2002, she received the YWCA Women of Achievement Award and was named "Woman of the Year" by *Women Looking Ahead* magazine.

ADVANCING THE INDUSTRY

## A MEMBERS ONLY Workshop!

### (S101) STRATEGIC POSITIONING FOR YOUR CAREER

Sunday, April 25

2:00 p.m. – 4:00 p.m.

Employing the tools and techniques learned at the ACTE Global Conference in Dublin, attendees will bring their creative and problem solving abilities to this session moderated by Dennis Sherwood. In a command performance, Sherwood will direct participants to "supercharge" their existing skill sets into generators for creative thinking. This presenter earned one of the highest ratings from seasoned travel management veterans at the Dublin Conference. Preregistration for this session is required as space is limited.

Dennis Sherwood is the managing director of The Silver Bullet Machine Manufacturing Company Ltd., which specializes in individual and organizational creativity and innovation. Based in the UK, his client list includes Nestle, Marks & Spencer, ALSTOM, National Grid Transco, Wedgwood, FremantleMedia and various government departments. Sherwood is the author of eight books, including *Seeing the Forest for the Trees – A Manager's Guide to Applying Systems Thinking* and *Smart Things to Know about Innovation and Creativity*.



# NETWORK

Connect with experts on distribution, procurement, technology, management techniques, and innovative thinking... Any travel management issues... In a conference that offers everything from introductory sessions to advanced “Members Only” roundtable discussions.

**SUNDAY, APRIL 25**

4:30 p.m. – 5:30 p.m.

## **New Member/ First Time Attendee Welcome Orientation & Reception**

This “must attend” session for new members and first time attendees is small on speeches and big on tips for getting the most out of your ACTE membership and conference experience. Structured as individual roundtable discussions, veteran members will be on hand to answer your questions.

**SUNDAY, APRIL 25**

7:30 p.m. – 10:30 p.m.

## **Opening Night Reception**

Ease into the action of the ACTE Global Conference at the traditional opening reception — held in the tropical air of the Marina, at *Disney’s Contemporary Resort*. See and be seen by colleagues and old friends as the setting sun filters through the soft colors of overhead Lunix balloons. Feel the movement of the moment as a DJ takes to the stage and brings the crowd to its feet with the heat of the beat.

**TUESDAY, APRIL 27**

7:30 p.m. – 11:00 p.m.

## **Closing Reception**

What greater setting could there be for the final hours of a Global Conference than *Epcot’s World ShowPlace Pavilion*. Conference guests will be feted at a casual buffet — with an international flavor — followed by a dessert party at the Towers Plaza. And for the grand finale, ACTE’s guests will enjoy an exclusive viewing of *IllumiNations: Reflections of Earth*. This fantastic show fills the sky with the fiery glow of torches, a high-tech soundtrack, sky-piercing lasers and thunderous fireworks.

# TECHNOLOGY

## **TECHNOLOGY & BUSINESS PROCESS SHOWCASE**

**MONDAY, APRIL 26**

3:15 p.m. – 6:15 p.m.

(Networking Reception in the Showcase)

Compliments of



**Travelocity**  
business™

Are you looking to reduce cost? Increase efficiency? Save time? Find solutions? If so, then you can’t afford to miss the Technology & Business Process Showcase. Organizations from around the world will come together for this event to share with you the power of tomorrow’s technology. Find out which products allow you to optimize your travel spend, increase the value of your corporate travel data, facilitate decision making related to travel purchasing and much more! PLUS, prizes will be given away to attendees who visit the Showcase.

Interested in showcasing your product or service? Space is still available... but not for long! Contact ACTE today at 1-703-683-5322 or sign up online at [www.acte.org](http://www.acte.org).

## SUNDAY, APRIL 25

10:00 a.m. – 7:30 p.m.  
**Registration & Cyber Cafe**

2:00 p.m. – 4:00 p.m.  
**(S101) Members Only Workshop  
 Strategic Positioning  
 for Your Career**

4:30 p.m. – 5:30 p.m.  
**(S102) New Member/First Time  
 Attendees Welcome Orientation and  
 Reception**

6:00 p.m. – 7:30 p.m.  
**General Session  
 & Keynote Presentation**  
**Inside the West Wing**  
**Ari Fleischer**  
 Former White House  
 Press Secretary

7:30 p.m. – 10:30 p.m.  
**Welcome Reception**

## MONDAY, APRIL 26

7:00 a.m. – 6:30 p.m.  
**Registration & Cyber Cafe**

7:30 a.m. – 8:15 a.m.  
**Coffee Break**

8:15 a.m. – 9:45 a.m.  
**General Session  
 & Keynote Presentation**

**Corporate Leadership in an Era  
 of Public Backlash**

**Ram Charan**  
 Advisor, Speaker and Author

**Plus... Industry Perspective**  
**Vicki Escarra**

Executive Vice President and  
 Chief Marketing Officer of  
 Delta Air Lines

9:45 a.m. – 10:00 a.m.  
**Coffee Break**

10:15 a.m. – 11:30 a.m.  
**Educational Sessions**

- **(M101)** The New Frontier:  
 Corraling the Sacred Cows  
 of Meetings Consolidation
- **(M102)** Advancing the Industry  
 Roundtable: The Value Proposition  
 for the Airline Industry
- **(M103)** Asia-Pacific – An Update  
 on Business Conditions in China
- **(M104)** How Will Touchless  
 Touch You? (Part 1)
- **(M105)** Sarbanes-Oxley: Is There  
 a Hole in Your Understanding  
 of SOX?

**(M106) Disney Institute Session!**  
 Change Management

11:45 a.m. – 1:00 p.m.  
**Educational Sessions**

- **(M201)** Best in Class: A New  
 Model for Measuring Your  
 Global Operational Costs
- **(M202)** Advancing the Industry  
 Roundtable: The Value Proposition  
 for the Airline Industry
- **(M203)** Canada – The Future  
 of Distribution in Canada
- **(M204)** How Will Touchless  
 Touch you? (Part 2)
- **(M205)** Sarbanes-Oxley: Is There  
 a Hole in Your Understanding  
 of SOX?
- **(M206)** The New Frontier:  
 Corraling the Sacred Cows  
 of Meetings Consolidation

1:00 p.m. – 2:00 p.m.  
**Luncheon**

2:15 p.m. – 3:15 p.m.  
**General Session  
 & Keynote Presentation**

**Michael Cherkasky**  
 President & CEO, Kroll, Inc.

3:15 p.m. – 6:15 p.m.  
**Technology and Business Process  
 Showcase**

## TUESDAY, APRIL 27

7:00 a.m. – 6:30 p.m.

**Registration & Cyber Cafe**

7:30 a.m. – 8:00 a.m.

**Coffee Break**

8:00 a.m. – 9:15 a.m.

**General Session  
& Keynote Presentation**

**Pandemics and Politics  
Gro Bruntland**

Former Director General  
of the World Health Organization

9:15 a.m. – 9:45 a.m.

**Coffee Break**

9:45 a.m. – 11:00 a.m.

**Educational Sessions**

- **(T101)** Off-shoring: Does It Work for a High-touch Area Like Travel?
- **(T102)** The Intersection of Health Policy and Travel
- **(T103)** EMEA – IATA Responds to the Industry
- **(T104)** GDS Rule Changes
- **(T105)** Risk Management
- **(T106)** Transitioning to Strategic Sourcing: A Travel Manager's Road Map

11:15 a.m. – 12:30 p.m.

**General Session  
& Keynote Presentation**

**View From the Top**

Airline Executive Panel

12:30 p.m. – 1:30 p.m.

**Luncheon**

*"The most important educational conference for the industry. Critical for staying on top of emerging trends and developing effective travel management strategies."*

- COLLEEN C. GUHIN, STRATEGIC SOURCING  
MANAGER - TRAVEL & TELECOM,  
ON SEMICONDUCTOR

1:45 p.m. – 3:00 p.m.

**Educational Sessions**

- **(T201)** Creating a Yardstick to Measure the Travel Program's Value
- **(T202)** Workshop Exercise: Business Ethics
- **(T203)** U.S. – Open Forum with the TSA
- **(T204)** The Who, How and What of Data Aggregation

**(T205) Disney Institute Session!**  
Shifting from Supply Chain  
Management to Value  
Management

3:15 p.m. – 4:30 p.m.

**Educational Sessions**

- **(T301)** Discovering Your Potential: Become Indispensable
- **(T302)** Workshop Exercise: Business Ethics
- **(T303)** Supplier Survival in Today's Strategic Sourcing Environment
- **(T304)** The Who, How and What of Data Aggregation
- **(T305)** Six Sigma: Eliminating Imperfection in the Travel Program

4:45 p.m. – 5:45 p.m.

**Closing General Session**

7:30 p.m. – 11:00 p.m.

**Reception & Closing Dinner**

# ACTE MEMBERS

Register by February 20  
and SAVE!

**Not an ACTE Member?**

Join Today at  
[www.acte.org](http://www.acte.org)

# CONFERENCE OVERVIEW

# EDUCATORS AND PRESENTERS

At the center of ACTE's cutting edge education program are the dedicated volunteers whose hard work and commitment to excellence will make this conference the premier event for travel professionals worldwide.

These knowledgeable, enthusiastic industry leaders will be added to an already impressive roster of senior travel management experts who have presented at ACTE Conferences, Executive Forums, Webcasts and Regional Summits in the past. These past presenters make up the ACTE Faculty. If you're looking for help with a specific subject, topic or issue, the ACTE Faculty is your resource. Faculty members can be found in an online searchable database available only to ACTE members.

**Sandie Barker**

Six Sigma Plus Black Belt  
Honeywell

**Howard Z. Brooks**

Vice President, Travel &  
Procurement Services  
Sony Music Entertainment Inc.

**Richard Case**

Service Manager  
Microsoft

**Donald Finch**

Manager, Travel Management  
The Coca-Cola Company

**Scott Gillespie**

Principal and CEO  
Travel Analytics

**Jim Haddow**

Chief Global Procurement Officer  
A.T. Kearney, Inc.

**Margaret Hansen**

Director, Corporate Travel  
A.T. Kearney, Inc.

**Marka Jenkins**

President and CEO  
Travelport Corporate Solutions

**James Lee**

Executive Director  
Travel Service Benchmarking Network

**Siaou-Sze Lien**

Senior Vice President  
HP Services, Asia Pacific

**Jennifer McGetrick-Swan**

Director of Global Travel and Relocation  
Microsoft

**Mary Ann McNulty**

Editor  
StarCite, Inc.

**Anish Nanavaty**

Senior Executive Vice President  
Client Relations and Business  
Development  
WNS North America

**Lori C. Phifer**

Director  
Travel Administration & Meeting Planning  
Sony Music Entertainment

**Larry B. Quimby**

Partner, Financial Services  
PricewaterhouseCoopers LLP

**Richard Robert**

Associate Director  
Travel, Expense Management  
& Fleet Services  
Bell Canada

**Norm Rose**

President  
Travel Tech Consulting, Inc

**Jay Roseman**

Vice President  
Corporate Meeting Solutions  
North America  
American Express

**Dennis Sherwood**

Principal  
The Silver Bullet Machine

**Frankie Turner**

Senior Consultant  
*Disney Institute*

**Harriett Washburn**

Director, National Accounts  
Orbitz for Business

**Gary West**

Consultant

**Mark Williams**

Director  
PricewaterhouseCoopers LLP

**Debbie Zmorenski**

Business Programs Facilitator  
*Disney Institute*

\*confirmed at press time



**SUNDAY**

APRIL 25 2:00 p.m. – 4:00 p.m.



**MEMBERS ONLY!**

**Strategic Positioning for Your Career**

A major industry shift to procurement is prompting further realignment of responsibilities for business travel managers. An emphasis on sourcing and purchasing has travel managers scrambling to find their value in the new environment. Dr. Dennis Sherwood will present a “command performance” of his sensational techniques that supercharge existing skill sets into generators for innovative thinking. This presenter earned one of the highest ratings from seasoned travel management veterans at the Dublin Conference. Pre-registration for this session is required as space is limited.

**Presenter:**

**Dennis Sherwood**  
Principal  
Silver Bullet Machine

**MONDAY**

APRIL 26 10:15 a.m. – 11:30 a.m.



**The New Frontier: Corraling the Sacred Cows of Meetings Consolidation**

Become your company’s financial hero in just a few simple steps! Save vast amounts of money by introducing a unified strategy, defined system and central point of control to your company’s meeting process. Learn from best-in-class case studies how to make the business case and gain consensus and support for the most logical (and relatively) painless development a company can take, in what amounts to an extension of the travel management policy.

**Presenters:**

**Mary Ann McNulty**  
Editor  
StarCite, Inc.

**Lori C. Phifer**  
Director, Travel Administration & Meeting Planning  
Sony Music Entertainment



**Advancing the Industry Round-table: The Value Proposition for the Airline Industry**

Compliments of  
**Carlson Wagonlit Travel**

Become the champion of your business travelers! Tell the heads of the airline industry exactly what your business travelers want. The mission of this preeminent roundtable discussion is to identify primary service improvements (and assign a value to the same) as the food for thought to be served at the Airline CEO keynote panel discussion the following day.



**Asia-Pacific – An Update on Business Conditions in China**

Compliments of  
**Carlson Wagonlit Travel**

Many multinational companies eager to ride the momentum of an economy bursting at the seams are making decisions to develop business opportunities in China. A key executive of a Global 100 company will share with attendees the compelling conditions that caused her company to make a significant investment in the development of IT services business in China. Learn what this sudden investment has meant in terms of business travel from within and without China.

**Presenter:**

**Siaou-Sze Lien**  
Senior Vice President HP Services,  
Asia-Pacific

**KEY TO EDUCATIONAL TRACKS**

-  **Advancing the Industry**
-  **Culture of Business**
-  **Leadership**
-  **Regional Update**
-  **Technology**
-  **Travel Management**

## MONDAY

APRIL 26 10:15 a.m. – 11:30 a.m.



### How Will Touchless Touch You? (Part 1)

Technology has matured in touchless travel processing to accommodate permutations and volume not envisioned just a short time ago. But confusion reigns in an environment abundant with a variety of options and differing degrees of touch. Part I of this session will focus on definitions and process flow options for the traditional model, new vertical entity model and hybrid model, and serve as a foundation for understanding how to build your touchless program.

#### Presenters:

**Gary West**  
Consultant

**Harriet Washburn**  
Director, National Accounts  
Orbitz for Business



### Sarbanes-Oxley: Is There a Hole in Your Understanding of SOX?

The Sarbanes-Oxley Act has been described as the most significant piece of U.S. legislation to affect business in seventy years. Not just U.S. business but international business ... perhaps your company's business. Do not miss this session IF your company is listed with the Securities and Exchange Commission, and IF you have not yet conducted a thorough SOX evaluation. This session — presented by a partner from a leading global Big Four firm — will help you understand:

- The extent of the new regulations for the travel department
- The reporting requirements
- Validation of contracting control

#### Presenter:

**Larry B. Quimby**  
Partner, Financial Services  
PricewaterhouseCoopers, LLP



### DISNEY INSTITUTE SESSION Change Management

It's not good enough to merely manage change. In the competitive landscape that our companies find themselves in, it's become necessary to master innovation management. This presentation will focus on the challenges, issues, and strategies for approaching change at the *Walt Disney World*® Resort and processes used to create a culture where change is expected and encouraged, highlighting some of the lessons learned.

#### Presenter:

**Frankie Turner**  
Senior Consultant  
*Disney Institute*

## MONDAY

APRIL 26 11:45 a.m. – 1:00 p.m.



### Best in Class: A New Model for Measuring Your Global Operational Costs

A team from a global management consulting firm will share with attendees their success in developing a new analytical tool for their corporate travel program. This new tool provides a repository for financial travel data that offers accurate and necessary details for effective global program management, despite the various global sources and multiple currencies involved. Learn how this "home grown" tool has provided vastly improved intelligence about travel expenditures.

#### Presenters:

**Jim Haddow**  
Chief Global Procurement Officer  
A. T. Kearney, Inc.

**Margaret Hansen**  
Director, Corporate Travel  
A.T. Kearney



(M202)

## Advancing the Industry Roundtable: The Value Proposition for the Airline Industry

Become the champion of your business travelers! Tell the heads of the airline industry exactly what your business travelers want. The mission of this pre-emptive roundtable discussion is to identify primary service improvements (and assign a value to the same) as the food for thought to be served at the Airline CEO keynote panel discussion the following day.



(M203)

## Canada – The Future of Distribution in Canada

The future of distribution is already a hotly debated topic in Canada as market forces there have steadily sought lower cost channels for distribution. Just where will it all end up, and what does it mean for the corporate purchaser? During focused roundtable discussion you'll gain new insights into the myths and realities of the possible outcomes — what role does and can a travel management company play? Will the GDS remain powerful, or will they have to discount fees to gain access to lower fare inventory?



(M204)

## How Will Touchless Touch You? (Part 2)

Building on the knowledge foundation of Part I, this session will explore the relative attributes from case studies related to price and customer service in the touchless environment and provide examples of how their organizations chose to balance these two drivers.

### Presenters:

#### Richard Case

Service Manager  
Microsoft

#### Marka Jenkins

President and CEO  
Travelport Corporate Solutions

Compliments of



## MONDAY

APRIL 26 11:45 a.m. – 1:00 p.m.



(M205)

## Sarbanes-Oxley: Is There a Hole in Your Understanding of SOX?

The Sarbanes-Oxley Act has been described as the most significant piece of U.S. legislation to affect business in seventy years. Not just U.S. business but international business ... perhaps your company's business. Do not miss this session IF your company is listed with the Securities and Exchange Commission, and IF you have not yet conducted a thorough SOX evaluation. This session — presented by a partner from a leading global Big Four firm — will help you understand:

- The extent of the new regulations for the travel department
- The reporting requirements
- Validation of contracting control

### Presenter:

#### Larry B. Quimby

Partner, Financial Services  
PricewaterhouseCoopers LLP



(M206)

## The New Frontier: Corraling the Sacred Cows of Meetings Consolidation

Become your company's financial hero in just a few simple steps! Save vast amounts of money by introducing a unified strategy, defined process and central point of control to your company's meeting process. Learn from best-in-class case studies how to make the business case, gain consensus and support for the most logical (and relatively) painless development a company can take in what amounts to an extension of the travel management policy.

### Presenters:

#### Mary Ann McNulty

Editor  
StarCite, Inc.

#### Lori C. Phifer

Director, Travel Administration  
& Meeting Planning  
Sony Music Entertainment

## TUESDAY

APRIL 27 9:45 a.m. – 11:00 a.m.



### Off-shoring – Does It Work for a High-Touch Area Like Travel?

Driven by corporations looking to cut costs and abetted by technology expertise, an educated labor pool and high speed digital connections, many corporate service operations are being sent off-shore. This session will examine the effectiveness of an off-shore service model, the risks and benefits. Experts will discuss the application of off-shoring to the business travel industry.

**Presenter:**

**Anish Nanavaty**

Senior Executive Vice President  
Client Relations and Business  
Development  
WNS North America



### The Intersection of Health Policy and Travel

Has your organization figured out its plan for protecting employees when the next pandemic occurs? Conducted by public health experts, this interactive session discusses effective procedures travel managers and their corporations can employ to mitigate the effects of the next global health crisis.

**Moderator:**

**Mark Williams**

Director  
PricewaterhouseCoopers LLC



### EMEA – IATA Responds to the Industry

In 2003, a coalition of business travel entities — including ACTE — petitioned the International Air Transport Association (IATA) to consider and remove outdated regulations that hobbled business in the EU. In response to the industry, IATA has announced a series of reforms aimed at removing the obstacles that have impeded the seamless travel programs across the EU. This session looks at the first of these reforms and other plans IATA has for eliminating costly and timely processes in future phased-in reforms.



### GDS Rule Changes

U.S. Department of Transportation rule changes that effectively deregulate the GDS industry have been approved, despite an industry that may be unprepared for the results. Will these rule changes require multi-GDS access in order to provide full content for the corporate travel program? This interactive session will feature several technology visionaries who have looked into the future and reemerged with wildly differing opinions. This session will help to clarify the murky crystal ball of the GDS future and help you decide if there's a need for realignment of your relationships to ensure full access of travel inventory.

**Moderator:**

**Norm Rose**

President  
Travel Tech Consulting



### Risk Management

This session will explore risk management issues beyond those that are usually associated with the travel department. A specialist in the area of risk management will discuss risk assessment and aversion related to employee mobility and connectivity.



### Transitioning to Strategic Sourcing: A Travel Manager's Road Map

At many global companies, buying travel and other categories of procurement have been transformed into a strategic sourcing activity as a means to deliver value through cost leadership. Many corporate travel managers believe themselves to be unprepared to successfully undertake the financial analysis and rigors of strategic sourcing. At this session you will gain both the theoretical perspective and the very practical application of strategic sourcing to travel purchasing.

**Presenters:**

**Howard Z. Brooks**

Vice President  
Travel & Procurement Services  
Sony Music Entertainment Inc.

**Jay Roseman**

Vice President  
Corporate Meeting Solutions,  
North America  
American Express



TUESDAY

APRIL 27 1:45 p.m. – 3:00 p.m.



**Creating a Yardstick to Measure the Travel Program’s Value**

Pegging the travel department’s performance and budget to other corporate key performance indicators is an analytic tool that some corporate travel managers have employed to provide financial intelligence to the CFO. This session will examine the financial relationships between company performance and travel that can yield valuable internal benchmarking data — while boosting your corporate influence.



**Workshop Exercise: Business Ethics**

Widespread corporate malfeasance has thrust business ethics into the limelight. Certainly business travel management has not escaped the white hot spotlight of exposure in this regard. This session will engage working groups in an exercise that calls on participants to tackle a real life travel management situation, explore the ethical quagmires that are attendant to many transactions between the travel department and vendors and recommend ethical behavior that supports the integrity of the corporate travel department and the corporation.



**U.S. – Open Forum with the TSA**

There are few topics as volatile as airline and airport security. From CAPPs II to the reduced number of screeners at security checkpoints, the Transportation Security Administration is under the gun to find the balance between security, data privacy and cost. This session will focus on the TSA’s long and short-term plans for ensuring traveler safety, while improving the airport security experience for your travelers. Bring your questions and your comments.

**Presenter:**

**Tom Blank**

Assistant Administrator  
Office of Transportation Security Policy  
Transportation Security Administration (TSA),  
Department of Homeland Security



**The Who, How and What of Data Aggregation**

The who, how and what of data aggregation goes largely unanswered in the environment of today’s procurement based travel program. Sourcing and procurement have an insatiable appetite for information. But the information traditional tools provide are not sufficient for the business. Average ticket price was yesterday’s requirement. Today the company’s financial executives need metrics that can be shared easily across the enterprise with business unit leaders to help them make informed decisions. Necessity has become the mother of invention for a number of travel managers, who have filled the void of useful data through development of their own financial dashboards. These pioneers will share with attendees how they transformed expense data into financial intelligence for the corporation.

**Presenter:**

**Jennifer McGetrick-Swan**

Director of Global Travel and Relocation  
Microsoft



**DISNEY INSTITUTE SESSION**

**Shifting from Supply Chain Management to Value Management**

This session provided by the *Disney Institute* will explore the definition of Value Chain Management and its application to your business. Begin to understand the efficiencies to be gained in your operations through effective resource management, planning, and performance measurement. Explore this new direction where value is added at every step and the focus is on the customer.

**Presenter:**

**Debbie Zmorski**

Business Programs Facilitator  
*Disney Institute*

## TUESDAY

APRIL 27 3:15 p.m. – 4:30 p.m.



### Discovering Your Potential: Become Indispensable

Follow the leadership of corporate travel managers who have rocketed upward on their experience and unique intellectual capital, after their companies decided to outsource or transfer travel oversight to other departments. This session will focus on:

- The value of what you know
- Teaching others to read your handwriting on the wall
- Your worth as a master of corporate transition

#### Presenters:

##### James Lee

Executive Director  
Travel Service  
Benchmarking Network

##### Donald Finch

Manager, Travel Management  
The Coca-Cola Company

##### Richard Robert

Associate Director, Travel,  
Expense Management & Fleet Services  
Bell Canada



### Workshop Exercise: Business Ethics

Widespread corporate malfeasance has thrust business ethics into the limelight. Certainly business travel management has not escaped the white hot spotlight of exposure in this regard. This session will engage working groups in an exercise that calls on participants to tackle a real life travel management situation, explore the ethical quagmires that are attendant to many transactions between the travel department and vendors and recommend ethical behavior that supports the integrity of the corporate travel department and the corporation.



### Supplier Survival in Today's Strategic Sourcing Environment

As the trend in strategic sourcing continues to grow, suppliers are finding themselves in need of new skills sets. This session will deliver a clear understanding of strate-

gic sourcing principles and offer practical tips and guidelines for working more effectively with corporate sourcing areas.

#### Presenter:

##### Scott Gillespie

Principal and CEO  
Travel Analytics



### The Who, How and What of Data Aggregation

The who, how and what of data aggregation goes largely unanswered in the environment of today's procurement based travel program. Sourcing and procurement have an insatiable appetite for information. But the information traditional tools provide are not sufficient for the business. Average ticket price was yesterday's requirement. Today the company's financial executives need metrics that can be shared easily across the enterprise with business unit leaders to help them make informed decisions. Necessity has become the mother of invention for a number of travel managers, who have filled the void of useful data through development of their own financial dashboards. These pioneers will share with attendees how they transformed expense data into financial intelligence for the corporation.

#### Presenter:

##### Jennifer McGetrick-Swan

Director of Global Travel and Relocation  
Microsoft



### Six Sigma: Eliminating Imperfection in the Travel Program

Six Sigma is a highly disciplined approach to decision making that helps businesses focus on improving processes to make them as near perfect as possible. Originally designed for the manufacturing world, it has become useful for many travel managers on both the operational and purchasing sides of business travel management. Participants will learn:

- The basics of Six Sigma
- Applying the discipline to the travel management function
- Communicating the principles to colleagues

#### Presenter:

##### Sandie Barker

Six Sigma Plus Black Belt  
Honeywell

# TRAVEL

## HOTEL ACCOMMODATIONS

### DISNEY'S CONTEMPORARY RESORT

4600 N. World Drive  
Lake Buena Vista, FL 32830  
Main Phone: 1-407-824-1000  
Main Fax: 1-407-824-3539

**Hotel reservations:**  
**phone: 1-407-824-3869**  
**fax: 1-407-824-3738**

**Note:** A special rate of \$175 for single or double occupancy (\$25 per person for additional persons) has been arranged for all ACTE Conference Attendees who make their hotel reservation by March 12, 2004.

SPECIAL CONFERENCE AIRFARES

### Continental Airlines

Continental is offering ACTE attendees significant airfare discounts/zones fares (including an additional 5% discount when ticketing 60 days prior to the conference). For complete details, reservations and/or ticketing, call your travel professional or Continental Meeting Works at 800-468-7022 in the USA, or your local Continental Airlines Reservations Office, and provide the following codes: **Z Code: ZA8G Agreement Code: U7L89T (Z Code MUST be listed in the Tkt Designator and Tour Code Boxes)**



### Lufthansa

Lufthansa is offering ACTE Conference attendees a 50% discount (75% for IATA agents who are also ACTE members) on C Y B M (not APEX) fares. These fares are available for travel to any Lufthansa gateway within the United States. Book in **R Class for Business** and **N Class for Economy**.

This offer is valid from April 17 to May 1, 2004.

To purchase your ticket, contact your local Lufthansa reservation/ticketing office. Use the reference code: **GGAIRLHTRAVELAGENT.20**. To complete ticketing, Lufthansa requires a faxed copy of your ACTE Conference registration form or registration confirmation letter.

### UNITED AIRLINES

\$298 roundtrip (includes U.S. tax) plus surcharges and PFCs from anywhere in the U.S. to Orlando (49 domestic states); Hawaii to Orlando \$618 round-trip plus surcharges and PFCs. U.S. domestic tax is included. \$298USD/ \$412CAD from Canada POS does not include tax, PFCs or surcharges.

Book in S class; 14-day advance purchase required; changes permitted for \$100. For reservations and ticketing, please call 1-800-521-4041 and reference Meeting ID: **559ZR**.

## AIRPORT TRANSFER SUGGESTIONS

### Mears Transportation

A special rate of \$25 for roundtrip service to and from the airport is available through Mears Transportation. Visit the ACTE Web site to print your ACTE \$4-off discount coupon (shuttle is regularly \$29). No advance reservations are required. The shuttle runs approximately every 20 minutes from the baggage claim level. Return transfer reservations may be made upon arrival.

Mears Transportation also offers private sedan service. All arrangements should be made by calling 1-407-423-5566 or booking online at [www.mearstransportation.com](http://www.mearstransportation.com).

### Taxi

Taxi fare from the airport to the hotel one-way is approximately \$50 for the 45-minute ride.

For the most up-to-date information on special conference airfares, please visit the ACTE Web site at [www.acte.org](http://www.acte.org)



## MEMBER DISCOUNT

All ACTE members receive a substantial discount on their conference registration fees as a benefit of membership. If you are not an ACTE member, join now and you can take advantage of the discounted member rate. Joining ACTE and attending the conference costs less than attending at the nonmember rate. Join today online at [www.acte.org](http://www.acte.org) or call 1-703-683-5322.

## CONFERENCE REGISTRATION FEES

All fees will be charged in U.S. dollars. Registration fees for ACTE 2004 Global Conference include admission to all conference activities (excluding tours) and sponsored meals. Registration for one day includes all activities for that day only. There are no separate fees for evening functions.

## CANCELLATION POLICY

Full refunds, less a \$150 USD processing fee per registrant will be given when cancellation is received in writing by March 27, 2004. No refunds will be given after March 27, 2004. Refunds will not be given for no-shows. If this event is canceled due to reasons beyond ACTE's control, ACTE reserves the right to retain a \$250 processing fee for all conference registrations. Please send refund requests in writing to: ACTE Registration Office, 111 South Pine Street, Burlington, WI 53105 or fax to 1-262-763-7037.

## REGISTRATION CONFIRMATION

ACTE will confirm your ACTE 2004 Global Conference registration by mail, unless registrations are received within two weeks of the conference, in which case fax will be the method of confirmation. If you do not received confirmation, please call 1-703-683-5322 or 1-800-ACTE-NOW. Conference material will be distributed onsite.

## GUEST POLICY

A guest is a spouse/significant other, friend or an adult child (18 and over) who is not in an industry-related occupation. A coworker or an associate within the industry may not use the Guest registration category. Registered guests may participate in all official social events, meal functions and general sessions. Registered guests are not eligible to attend educational sessions.

## BADGES, EDUCATIONAL SESSIONS, TICKETS AND ADMITTANCE

Official ACTE badges must be worn at all conference events. Tickets will be issued at registration for each educational session. Please complete the session selection on the registration form. Conference participants without tickets may only attend on a space-available basis.

## SPECIAL ASSISTANCE

ACTE staff will be glad to help you with any special needs (i.e. physical, dietary). Please complete the Special Needs section on the registration form.

## ONSITE REGISTRATION HOURS

It is recommended that participants pick up their registration materials early on Sunday, April 25.

Sunday April 25 10:00 am – 7:30 pm

Monday April 26 7:00 am – 6:30 pm

Tuesday April 27 7:00 am – 6:30 pm

## CONFERENCE ATTIRE

The attire for the ACTE Global Conference in Orlando will be Business Casual.

## WEATHER

The average temperature in Orlando is 71°F during April. The average high temperature is 83°F, while the average low temperature is 55°F.

## PRIVATE SOCIAL FUNCTIONS POLICY

Social functions, at which attendance is restricted to either verbal or written invitations, are not permitted to occur during any official ACTE activity. ACTE reserves the right to postpone or delay any function conflicting with an official ACTE function.

## PRESS OFFICE

The ACTE Press Office is available for working press only and will be open during registration hours.

Visit the ACTE Web site  
[www.acte.org](http://www.acte.org)  
for updated information

# IMAGINE

A travel management conference so significant, government and industry leaders are compelled to address your issues.



## YOUR CONFERENCE EXPERIENCE BEGINS WITH AN INDUSTRY BRIEFING FROM THE HEADS OF STATE AND COMMERCE

For the third time in two years, an ACTE Global Conference will feature briefings from a former Prime Minister and a former White House Press Secretary as keynote addresses. They'll be joined by one of the most trusted advisors to the CEOs of global commerce. ACTE pushes the conference envelope with world leaders who know their business and yours.

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## EXCHANGE

Ideas as hot as the same day's headlines! This conference agenda is 100 percent issues-driven, featuring interactive problem solving sessions conducted in real time!

### ACTE's Outside-the-Box and Off-the-(Flip)-Charts Problem Solving Is the New Industry Model for Shared Knowledge

Presenters and panelists will work from data collected days — and in some cases, only hours — before. Roundtable discussions further validate, refute, or refine this information, before passing it on to the attendees as conclusive in the final session. "Members Only" sessions provide an extra edge in professionalism or advanced travel management as a privilege of membership.



# ORLANDO REGISTRATION FORM

## 1) Registration (please complete the following)

First Name \_\_\_\_\_ Informal Name \_\_\_\_\_

Last Name \_\_\_\_\_

Business Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Is this your first ACTE Global Conference?  No  Yes

### Event Attendance:

(Please check appropriate box/boxes to indicate events you plan to attend.)

Sunday Breakfast N/A Lunch N/A  Evening Venue  
 Monday  Breakfast  Lunch Evening Venue N/A  
 Tuesday  Breakfast  Lunch  Evening Venue

## 2) Registration Fees (quoted in U.S. dollars)

By February 20	By March 26	After March 26
<input type="checkbox"/> ACTE Member* \$895	<input type="checkbox"/> ACTE Member* \$950	<input type="checkbox"/> ACTE Member* \$995
<input type="checkbox"/> Non Member Corporate \$1,299	<input type="checkbox"/> Non Member Corporate \$1,299	<input type="checkbox"/> Non Member Corporate \$1,499
<input type="checkbox"/> Non Member Supplier \$1,999	<input type="checkbox"/> Non Member Supplier \$1,999	<input type="checkbox"/> Non Member Supplier \$1,999
<input type="checkbox"/> Guest** \$295	<input type="checkbox"/> Guest** \$295	<input type="checkbox"/> Guest** \$295

Monday Only	Tuesday Only
<input type="checkbox"/> ACTE Member* \$499	<input type="checkbox"/> ACTE \$499
<input type="checkbox"/> Non Member Corporate Buyer \$599	<input type="checkbox"/> Non Member Corporate Buyer \$599
<input type="checkbox"/> Non Member Supplier \$899	<input type="checkbox"/> Non Member Supplier \$899

Golf Tournament
<input type="checkbox"/> Individual \$125 <input type="checkbox"/> Foursome \$500

\*In order to qualify for the member rate an individual must be a member at least through the dates of the conference. Any member whose membership expires prior to the conference must either renew his/her membership or be charged the non-member rate.

\*\*A guest is a spouse/significant other, friend or an adult child (18 and over) who is not in an industry related occupation. A co-worker or an associate within the industry may not use the guest registration category. Registered guests may participate in all official social events, meal functions and general sessions. Registered guests are not eligible to attend educational sessions.

## 3) Payment: Check Check # \_\_\_\_\_

American Express  Diners Club  Eurocard/MasterCard  Visa  
 CreditCard # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Priority Code: MC03BR

### Cancellation Policy:

Full refunds, less a \$150 USD processing fee per registrant will be given when cancellation is received in writing by March 27, 2004. No refunds will be given after March 27, 2004. Refunds will not be given for no-shows. If this event is canceled due to reasons beyond ACTE's control, ACTE reserves the right to retain a \$250 processing fee for all conference registrations. Please send refund requests in writing to: ACTE Registration Office, 111 South Pine Street, Burlington, WI 53105 or fax to 1-262-763-7037.

## 4) Industry Category (check one)

Corporate Travel Manager  Corporate Human Resources  
 Corporate Finance  Corporate Procurement  Corporate Other  
 Consultant  Supplier, Airline  Supplier, Car/Limousine  
 Supplier, Corporate Card  Supplier, Hotel  Supplier, Technology  
 Travel Management Company (Agency)  Other

## 5) Event Attendance

Please check appropriate box/boxes to indicate which sessions you plan to attend.

### SUNDAY

- (S101) Members Only Workshop — Strategic Positioning Your Career (2 p.m. – 4 p.m.)
- (S102) New Member/First Time Attendees Welcome Orientation and Reception (4:30 p.m. – 5:30 p.m.)

### MONDAY • 10:15 A.M. – 11:30 A.M.

- (M101) The New Frontier: Corraling the Sacred Cows of Meetings Consolidation
- (M102) Advancing the Industry Roundtable: The Value Proposition for the Airline Industry
- (M103) Asia Pacific – An update on Business Conditions in China
- (M104) How Will Touchless Touch You? (Part 1)
- (M105) Sarbanes-Oxley: Is There a Hole in Your Understanding of SOX?
- (M106) Disney Institute Session! Change Management

### MONDAY • 11:45 A.M. – 1 P.M.

- (M201) Best in Class: A New Model for Measuring Your Global Operational Costs
- (M202) Advancing the Industry Roundtable: The Value Proposition for the Airline Industry
- (M203) Canada – The Future of Distribution in Canada
- (M204) How Will Touchless Touch You? (Part 2)
- (M205) Sarbanes-Oxley: Is There a Hole in Your Understanding of SOX?
- (M206) The New Frontier: Corraling the Sacred Cows of Meetings Consolidation

### TUESDAY • 9:45 A.M. – 11 A.M.

- (T101) Off-shoring: Does It Work for a High-touch Area Like Travel?
- (T102) The Intersection of Health Policy and Travel
- (T103) EMEA – IATA Responds to the Industry
- (T104) GDS Rule Changes
- (T105) Risk Management
- (T106) Transitioning to Strategic Sourcing: A Travel Manager's Road Map

### TUESDAY • 1:45 P.M. – 3 P.M.

- (T201) Creating a Yardstick to Measure the Travel Program's Value
- (T202) Workshop Exercise: Business Ethics
- (T203) U.S. – Open Forum with the TSA
- (T204) The Who, How and What of Data Aggregation
- (T205) Disney Institute Session! Shifting from Supply Chain Management to Value Management

### Tuesday • 3:15 P.M. – 4:30 P.M.

- (T301) Discovering Your Potential: Become Indispensable
- (T302) Workshop Exercise: Business Ethics
- (T303) Supplier Survival in Today's Strategic Sourcing Environment
- (T304) The Who, How and What of Data Aggregation
- (T305) Six Sigma: Eliminating Imperfection in the Travel Program



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ACTE gratefully acknowledges the support of the following 2004 President's and Executive Circle Sponsors who generously underwrite our educational program, not only during this conference but throughout the year.

THREE WAYS TO REGISTER!

1) Fax completed form to 1-262-763-7037

2) Register online at [www.acte.org](http://www.acte.org)

3) Mail: If paying by check, mail form and check to:

ACTE Registration Office  
111 South Pine Street  
Burlington, WI 53105 USA

Questions:

Please call  
1-800-375-ACTE

(Outside U.S./Canada  
please call  
1-262-763-1902)

ACTE Headquarters

515 King Street, Suite 340  
Alexandria, VA 22314 USA  
T: 1-703-683-5322  
F: 1-703-683-2720  
[info@acte.org](mailto:info@acte.org)

ACTE EMEA

Avenue des Gaulois 7  
B-1040 Brussels, Belgium  
T: +32-2-743-1589  
F: +32-2-743-1550  
[acte@associationhq.com](mailto:acte@associationhq.com)

ACTE Asia-Pacific

37/F Singapore Land Tower  
50 Raffles Place  
Singapore 048623  
Republic of Singapore  
T: +65-6728-3820  
F: +65-6728-3820  
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Alexandria, VA 22314

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ACTE GLOBAL CONFERENCE 2004

**APRIL 25-27, 2004**

# ACTE GLOBAL CONFERENCE 2004