



PUGET SOUND
BUSINESS TRAVEL ASSOCIATION

What is a Travel Manager to do?

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President and CEO
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Thanks to
Lisa Van Ommen



Interesting Headlines

“Rogue Business Travelers Driving up costs”

“The coming death of Business Travel like we know it”

“Open Bookings good for Managed Travel”



...and you thought this
was going to be easy?



Travel Management Circa 1994:

Negotiate Air Deals

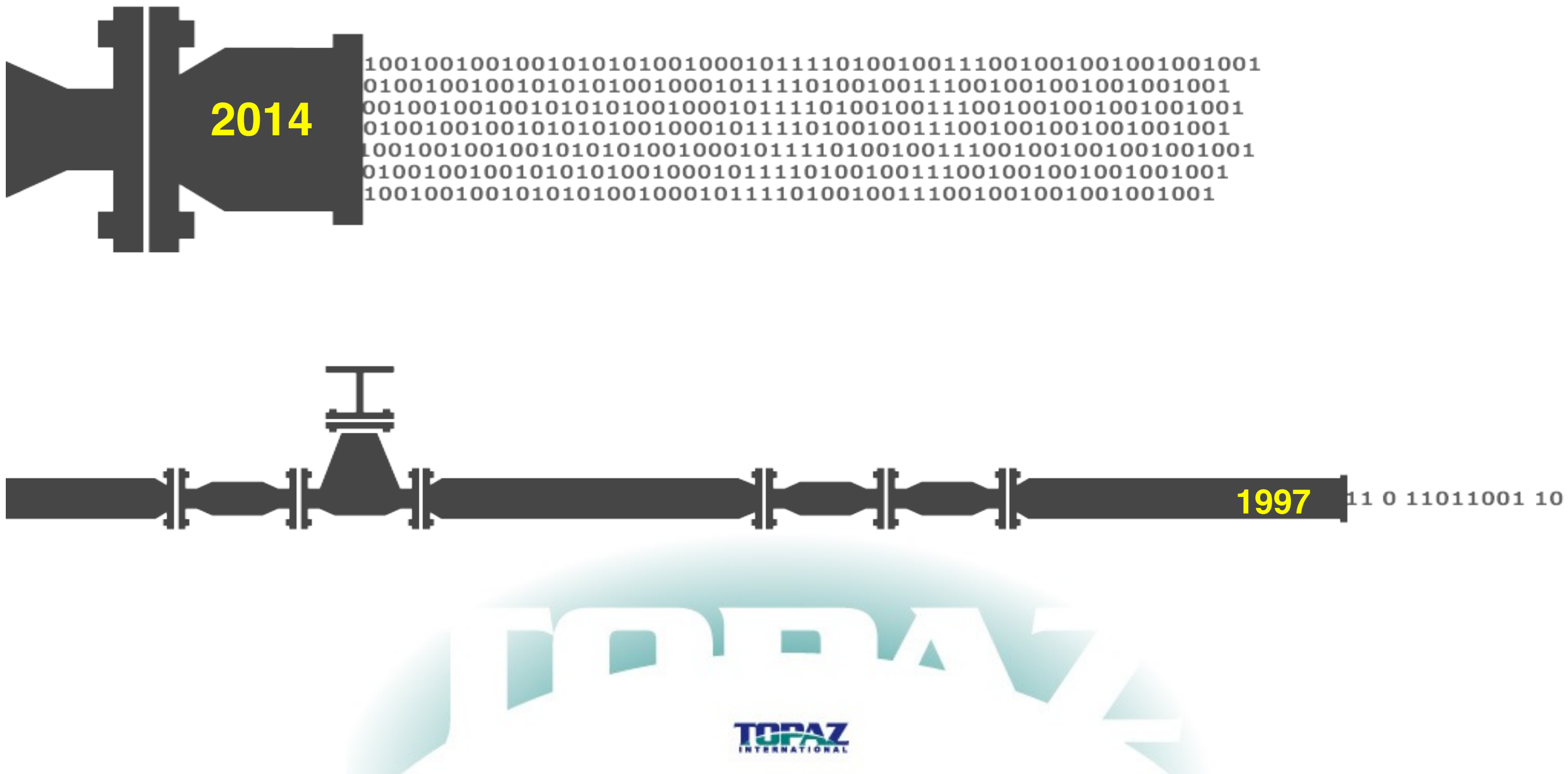
Hand out Upgrades

Appease Leadership with Perks

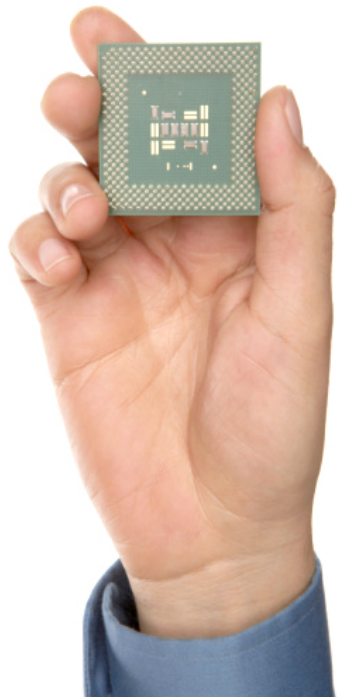
A couple of Status Presentations each year



Today, more data can now be sent over one cable in one second than was sent in over the entire Internet in one month in 1997

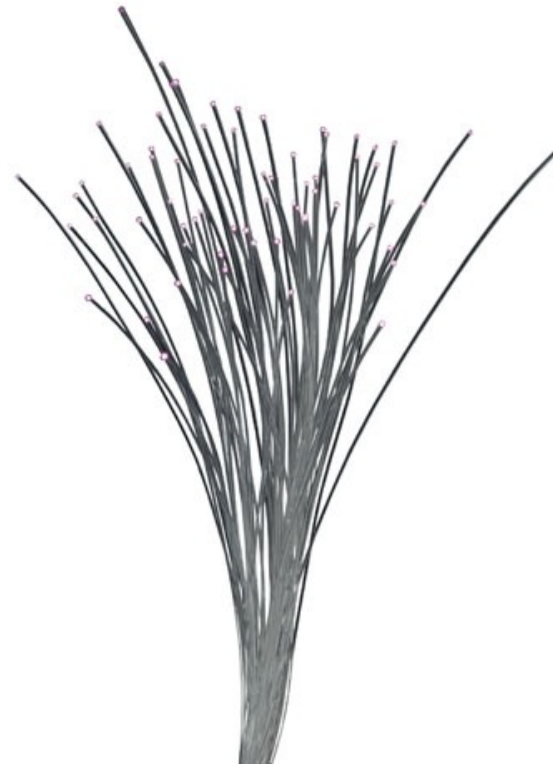


Computational Power — “The Cheap Revolution”



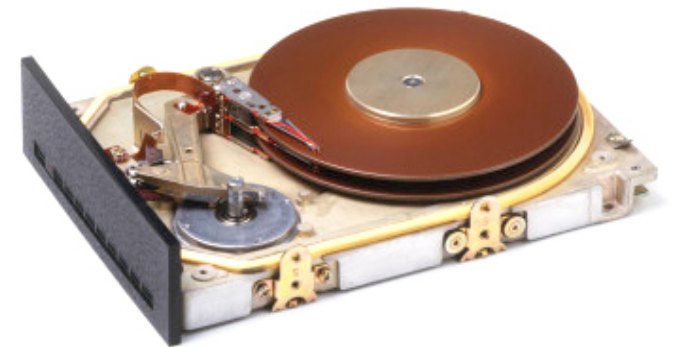
Computing
Moore's Law

Doubles every 18 months



Communication
Fiber Law

Doubles every 12 months



Storage
Disk Law

Doubles every 12 months

An iPad is more powerful than
the systems that guided the
1969 moon landing!



So what does this all
mean for travel
management today?



A Foundation of Fifteen
concepts to excel



#15 Distribution and Content



It's what can you see (and not see!)

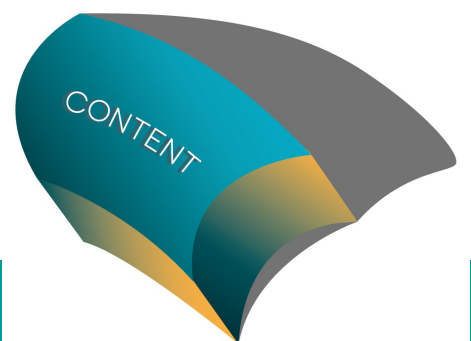
How will content be delivered?

Prepare for costs to increase.

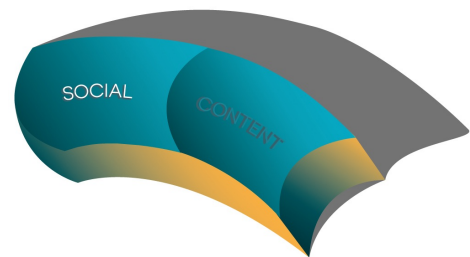
Distribution is simply fragmented.

Ongoing internet challenges.

Understand all comparisons are not real!



#14 Use Social Media for your benefit

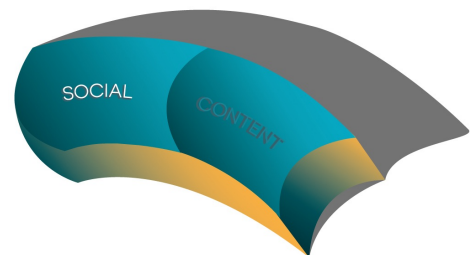


Be productive in the new world

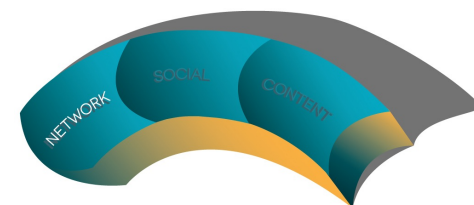
How does LinkedIn help your career?

How can Twitter help your travelers?

How do you leverage Trip Advisor to improve your hotel program?



#13: Get Involved: Network Yourself and Drive Advocacy



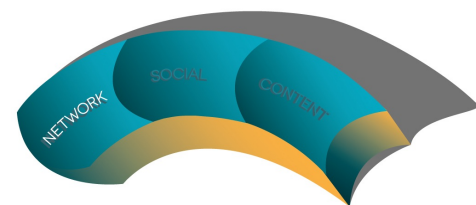
Start here! PSBTA is a great place to meet industry colleagues.

Local groups around like minded individuals -
Benchmark

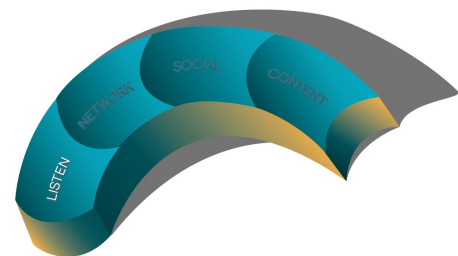
Other National and Global Organizations

Virtual Groups via LinkedIn

Local and National Government Involvement



#12 Connect and Listen to your Customers



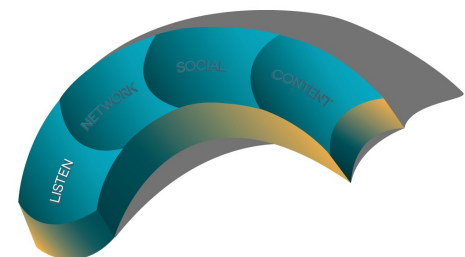
Do you listen?

Is there a way for your customers to give you feedback?

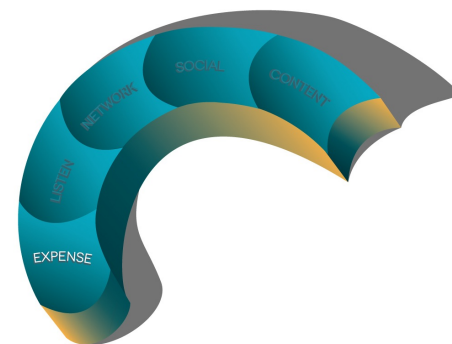
Do you have a way to communicate as well to your customers?

50% of business travelers know nothing about their travel policies

You must have vehicles (multiple!) for travelers to reach out to you!



#11 What about expense report focus?



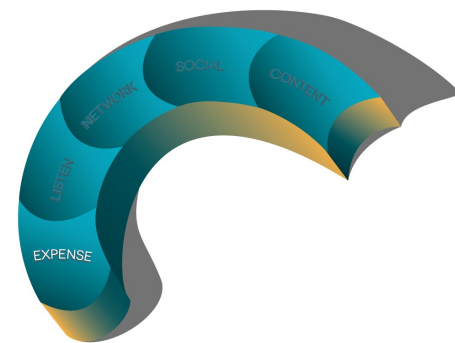
Do not stop paying attention when the trip is done.

Expense reports are where real leakage happens.

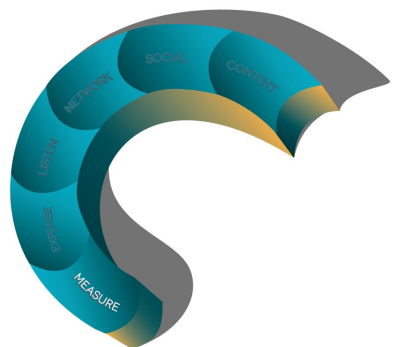
Do not assume it is someone else's responsibility.

Imagine this on an expense report?

Not Mandated? Bring rogue travelers over gently



#10 Performance Measurement



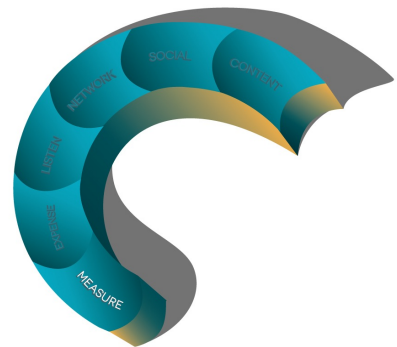
Not all programs are measured!

How do you know if things are going well?
Measurements vital when gauging success

This is not just about the buyers.....

Once measured, is there room for improvement?

How do relationships grow?



#9 Benchmarking Yourself



So you've Measured, time to compare...

How does your program compare?

Are there others like you doing better?

Not just numbers...

Policies...

Procedures...

Ways of always getting better



#8 Contracting

(even with those diminishing gains!)



The classic is still valuable!

What is right for your program?
How do you Match your suppliers to your culture?

Deliver three clear value propositions:

To your corporation

To your travelers

To your supplier

(Psst, Suppliers, make it easier on your customers – not harder!)



#7 Mobile Technology



App Overload!

Over 4,000,000 travel apps today!



#6: Get a seat at the executive table



You need a seat...

Get as high up the food chain as you can!

Make sure key people are listening to you

You cannot ignore the travelers.....but

You must engage and persuade the executives



#5 Audit and Verify



To assume is to make....

Auditing and Verification ensures things are working.

You will put your program at risk if something comes up

The Result? A lazy program that has diminishing returns
and will cost you your job.



#4 No longer just transient



Meetings must gain focus!

We talk a lot about meetings, but do not do anything.

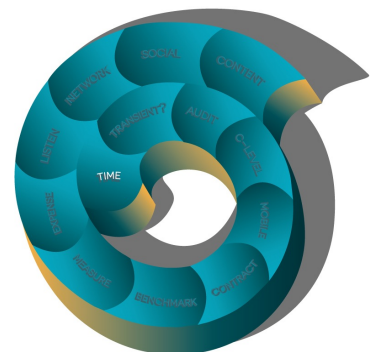
Do we make it harder to manage that it should be?

This can be a great source of savings and value to your corporation and your standing in the company!

But with it comes political maneuvering that must be well thought out for the greatest success



#3 It's About Time!



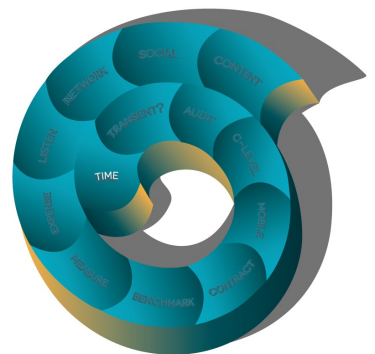
It's about time we talk about time.....

What should your travelers really be doing?

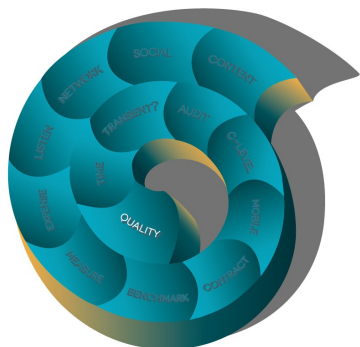
Why isn't everyone screaming about time!

Travelers should NOT focus on travel but on their jobs

Imagine the lost value to your company's from all the time wasted?



#2 Efficiency & Quality



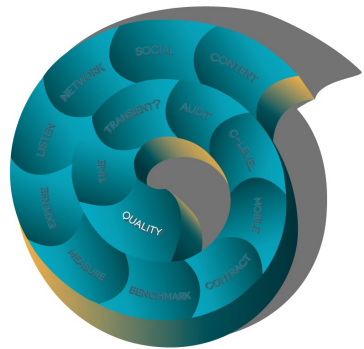
It is NOT about the TPS reports!

A Quality Program starts with the service

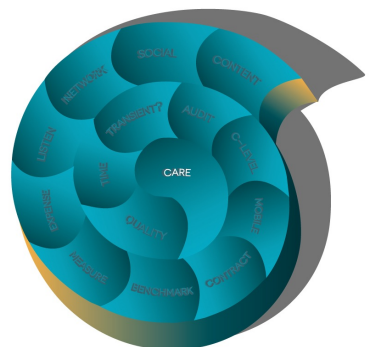
Speed is important to enhance value

Understanding where your program causes issues (and removing them) is key to ongoing improvement

It is never time to relax – always focus on getting better....



#1 Duty of Care



Not Just a Hot Buzzword

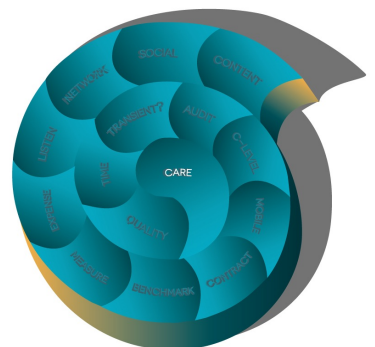
What is the legal obligation corporations have?

If you are booking everywhere, can you verify timely and accurate information fed back to you?

Duty of Care is the real value of your program



TOPAZ
INTERNATIONAL





SUCCESS

Because you too can own this face of pure accomplishment.





Questions?



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