

**National Business Travel Association**

# **What can National Membership do for You?**



**Denise Truso, CCTE**  
Vice President, Chapter Presidents' Council

**Shane Downey, CTE**  
National Business Travel Association

**NBTA**



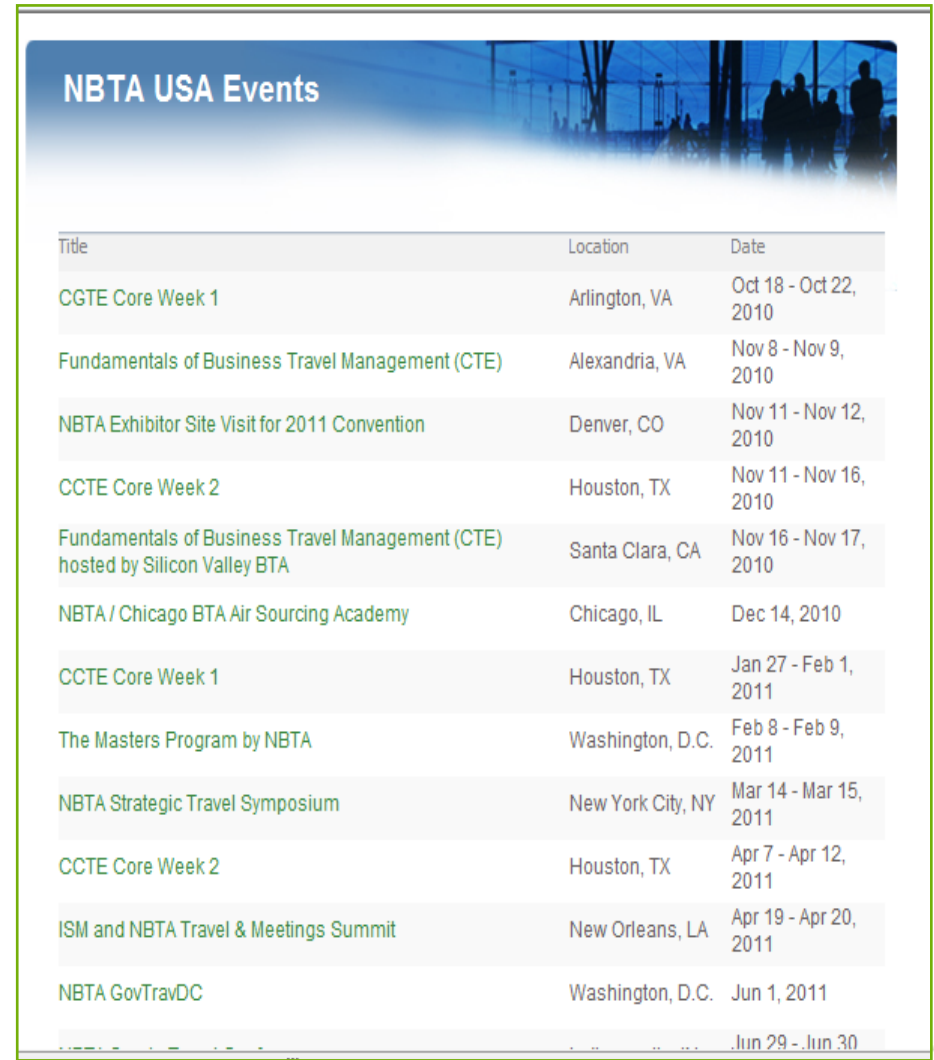
**GBTA**



- NBTA will transition in 2011 to Global Business Travel Association, or “GBTA”
  - NBTA Europe was formed in partnership with seven groups across the continent
    - NBTA network previously included operations in Australia, Brazil, Canada, Mexico, and the United States
- GBTA encompasses six regional operations on four continents/30 countries

# NBTA Member Benefits

- Member Discounts
  - Event Registration
  - Professional Certifications & Designations
- Peer Networking
  - Direct Member Interact Listserv
  - Committees, Councils & Task Forces
  - Events



Title	Location	Date
CGTE Core Week 1	Arlington, VA	Oct 18 - Oct 22, 2010
Fundamentals of Business Travel Management (CTE)	Alexandria, VA	Nov 8 - Nov 9, 2010
NBTA Exhibitor Site Visit for 2011 Convention	Denver, CO	Nov 11 - Nov 12, 2010
CCTE Core Week 2	Houston, TX	Nov 11 - Nov 16, 2010
Fundamentals of Business Travel Management (CTE) hosted by Silicon Valley BTA	Santa Clara, CA	Nov 16 - Nov 17, 2010
NBTA / Chicago BTA Air Sourcing Academy	Chicago, IL	Dec 14, 2010
CCTE Core Week 1	Houston, TX	Jan 27 - Feb 1, 2011
The Masters Program by NBTA	Washington, D.C.	Feb 8 - Feb 9, 2011
NBTA Strategic Travel Symposium	New York City, NY	Mar 14 - Mar 15, 2011
CCTE Core Week 2	Houston, TX	Apr 7 - Apr 12, 2011
ISM and NBTA Travel & Meetings Summit	New Orleans, LA	Apr 19 - Apr 20, 2011
NBTA GovTravDC	Washington, D.C.	Jun 1, 2011
		Jun 29 - Jun 30

# NBTA Member Benefits cont.

- Access to Tools and Resources
  - Request for Proposals (RFPs)
  - White Papers and Articles
  - Research and Surveys
  - Daily, Bi-Weekly, Monthly & Quarterly News Periodicals



# Benchmarking Toolkit

**NBTA Travel Research Toolbox** Managed Travel Index & Benchmarking Tool

Sponsored by: **IHG**  
InterContinental Hotels Group

**Get started:**

1. NBTA Members, select a tool below and **login to get started...**
2. Become an NBTA member ▶

Do you know how your program **measures up** against others?

**Airfare Reports**  
This feature allows travel managers to measure their United States air spend against onboard fare and performance information.  
[Learn More](#) ▶ [Get Started](#)

**Hotel Reports**  
The hotel data capability provides detailed views of US and Canada hotel performance.  
[Learn More](#) ▶ [Get Started](#)

**Car Rental Reports**  
This feature allows you to compare average daily car rental rates to those of other users.  
[Learn More](#) ▶ [Get Started](#)

**Managed Travel Index®**  
The Managed Travel Index® is designed to help you benchmark the overall operation of your managed travel program. Performance areas include: Finance, Administration, Sourcing, Technology, Quality, and Compliance.

**Travel Risk Management**  
The Travel Risk Management tool allows you to conduct a self assessment that can help you determine your current maturity level, as well as identify areas where you should focus your time and resources to move your program to the next level.

**Corporate Social Responsibility**  
The Corporate Social Responsibility (CSR) self assessment tool provides an opportunity to determine where your travel program rates on a maturity scale. You can benchmark against other NBTA members and identify areas for improvement.

# Chapter Presidents' Council

## What it Means to Your Chapter?



# What/Who is the CPC

- Local chapters of NBTA, 40 chapters
- Pay dues/ meet requirements in return support of NBTA
- CPC Board is elected
- Current CPC Board till Convention 2011
  - Debbie Welder – President
  - Denise Truso – Vice President
  - Tim Nall – Treasurer/Secretary



# CPC Meetings

- Quarterly Meetings
- Leadership Summit
  - Short Hills NJ, Nov 4 – 6, 2010
  - South Florida, Oct/Nov, 2011
- 2011 Meetings Locations
  - Nashville TN, Jan 28 – 29
  - Spokane WA, Apr 15 – 16
- Conference Call prior to Convention

# CPC Goals & Objectives

- To cultivate constructive cooperation & interest between the membership of the NBTA chapters
  - Direct contact, networking & quarterly business meetings
- Set realistic, attainable annual goals for the organization
  - Goals determined during the last quarterly meeting of each year, to be enacted the next year
- To exchange information regarding the industry as a whole
  - Educational programs, hot topics, benchmarking, & legislation

# CPC Goals & Objectives cont.

- Exchange information regarding the operational aspects of the chapters
  - Membership growth & retention, revenue generation, & organizational structure
- Encourage, promote & assist in the organization of chapters
- Facilitate open & direct, two-way dialogue with NBTA
- Provide setting for NBTA & CPC to promote mutual growth through communication of ideas & knowledge

# CPC Chapter Standardization

- Name Consistency
- Minimum Number of Chapter Meetings
- Chapter Membership Types
- CPC Meeting Attendance
- Reporting
- NBTA Competitors
- Chapter Growth



# CPC Standing Committees

- Business Travel Professional Service Award
- Convention (Chapter Chat & CPC Booth)
- Scholarship
- Speaker Resource
- Website Content

# New 2010 CPC Unification Committees

- Chapter Membership and Dues
- Chapter Board Size and Terms
- Chapter Websites
- CPC Board Structure
- By-Laws

# Chapter Direct Offer

- NBTA & CPC have continued to collaborate in efforts to encourage new NBTA members to join the local chapters by extending an offer to pay the 1<sup>st</sup> year chapter dues up to \$75 for new NBTA Direct Members who decide to join their local chapter
- In 2007, we included new NBTA Direct Members that are existing local chapter members. This initiative can take place at any time during the year. Just get an existing chapter member who has never been a member of NBTA, & we will send your chapter the equivalent of your annual dues, up to \$75.
  - *This offer does not apply to Allied Members or renewing Direct Members.*

# D&O Liability Insurance

- NBTA offers local chapter leaders Director & Officer Professional Liability Insurance (D&O) through our insurance provider, B.F. Saul Insurance, to protect the officers from claims and large settlements that can come from litigation and legal expenses to the limit of the policy amount.

**2010**

**NBTA International  
Convention & Exposition  
Houston, Texas**



# 2010 General Session Speakers



# 2010 NBTA International Convention & Exposition – Houston, Texas

- **Top Level Speakers**

- Dr. Condoleezza Rice
- Sir Richard Branson
- Lance Armstrong

- **Travel's Value Chain CEO Panel**

- Douglas Anderson
- Gary Kelly
- Frits van Paasschen
- Gordon Wilson

- **Airline CEO Exchange**

- James Hogan
- Temel Kotil, Ph.D.
- Jeffery A. Smisek

# 2010 Trade Show Floor



# Top 5 Convention Education Sessions

- Ancillary Fees- The New Dirty Words?
- Stop Mandating and Become Traveler Centric
- The Art of Airline Contracting
- Suppliers Only: Corporate Hotel Programs: A Hotelier's Guide to Success
- Beyond Unbundling - "Repackaging" the Value of Travel Management

# NBTA Education

## Ensuring Success at Every Stage of your Career

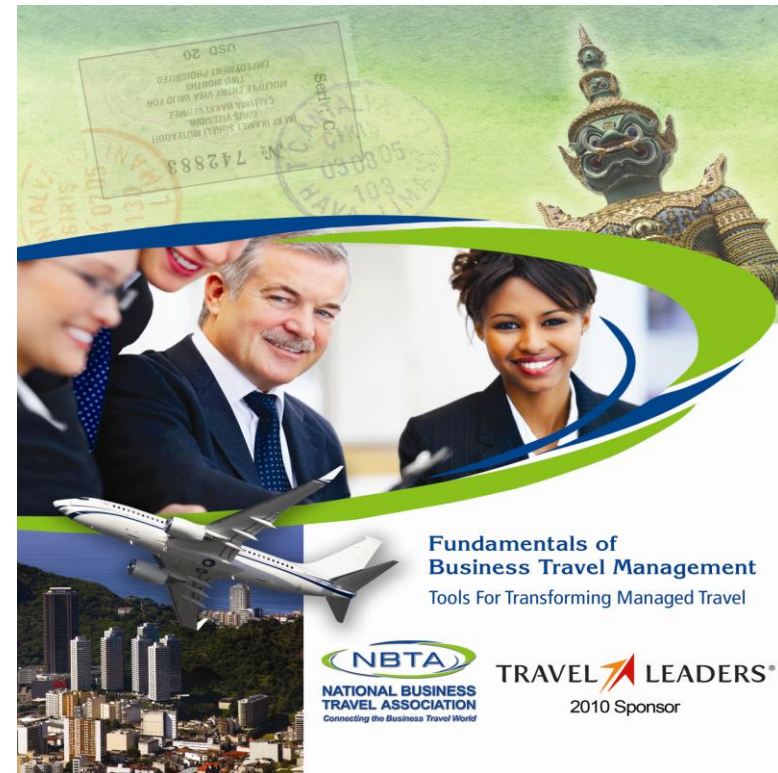
## NBTA Education

# Ensuring Success at Every Stage of your Career

- Today's corporate success depends on adapting to the changing global business environment and using corporate travel as a strategic tool
  - NBTA's Education Programs are designed for all levels of travel experience
    - Corporate Travel Executive (CTE)
    - Certified Corporate Travel Executive (CCTE)
    - Strategic Meetings Management Certification (SMMC)
    - Global Leadership Professional (GLP)

# Introductory Level: Corporate Travel Expert/CTE

- The Fundamentals of Business Travel Management course
  - Foundation to be successful in corporate travel management
- Individuals who complete the course are eligible to take the exam & earn the designation of Corporate Travel Expert (CTE)



# Corporate Travel Expert/CTE Fundamentals - Objectives

- Primary components of travel management
- Importance of policy
- Cost containment strategies
- Travel technology 101
- CSR and Strategic Meetings Management
- Value of travel management

# Certified Corporate Travel Executive (CCTE) Program Objective

*CCTE is designed to...*

- *Elevate professional standards*
- *Improve individual performance*
- *Designate travel professionals who demonstrate the knowledge essential to the practice of travel management*

## Who is it for?

- The CCTE program is designed for seasoned business travel management professionals who want to enhance their knowledge, skills and productivity
  - Benefits to travel suppliers include:
    - Understand industry trends
    - Understand the business drivers of your customers
    - Develop managerial techniques

# CCTE - University Accredited

NBTA 



UNIVERSITY OF HOUSTON

Learning. Leading.

- Held in conjunction with University of Houston Conrad Hilton College of Hotel and Restaurant Management
- Taught by Accounting, Finance, Legal Theory, Revenue Management, Competitive Strategy and Conflict Resolution - UH instructors

# Experienced Level – SMM focused Strategic Meetings Management Certification Program (SMMC)

- SMMC is the *only* industry certificate focused on the theory and practice of Strategic Meetings Management. Graduates will be:
  - Able to develop and deploy an SMMP
  - Capable of the longitudinal management and continuous improvement of the program

# SMMC - Objectives

- The SMMC Curriculum is designed to help seasoned professionals:
  - Develop and deploy an SMMP
  - Implement continuous process improvements
  - Evaluate meetings expenditures and needs across various divisions
  - Drive the greatest value for meetings with an enterprise-wide approach
  - Develop and implement policies, workflows, and technologies that improve business outcomes
- Core Week 1 (October 25-29) Emory University, Atlanta, GA

# Master's Level:

## GLOBAL LEADERSHIP PROFESSIONAL PROGRAM



- Partnership with The Wharton School of Business, provides industry's only Master's Level education program
- The program presents a broad overview of all major business disciplines and uses an interdisciplinary approach that addresses both the opportunities and the challenges of conducting business in today's economic environment
- The NBTA Foundation and the Wharton School provide a master's-level Certificate of Professional Development to participants who successfully complete the program

# Global Leadership Professional 2010 – 2011 Schedule



- GLP Program - Scenario Planning: Strategy in a World of Uncertainty  
*New Orleans, LA Nov 7 - Nov 9, 2010*
- GLP Program: Essentials of Management  
*Philadelphia, PA Feb 20 - Feb 25, 2011*
- GLP Program: Managing Costs & Value Creation  
*Chicago, IL Apr 3 - Apr 5, 2011*
- GLP Program: Pricing Strategies: Measuring, Capturing & Retaining Value  
*San Francisco, CA Jun 5 - Jun 7, 2011*
- GLP Program: Negotiations & Influence Strategies for Success  
*Denver, CO Aug 20 - Aug 21, 2011*
- GLP Program: Implementing Strategy  
*TBD Nov 6 - Nov 8, 2011*

# GLP Designation 2010-11



*What is the true value of Mobile Technology and will this give us a competitive advantage?*

*Harnessing The Power Of Social Media In a Corporate Travel Program*



For more info: [educate@nbta.org](mailto:educate@nbta.org)

*NBTA provides you with the tools you need to advance your career and become a more valuable business travel management professional.*

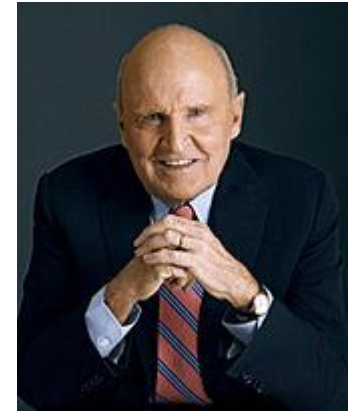
# NBTA 2011 Calendar



<b>The Masters Program by NBTA</b> February 8-9 Washington, DC	<b>9<sup>th</sup> Annual Legislative Summit</b> June Washington, DC
<b>NBTA Strategic Travel Symposium</b> March 14-15 New York, NY	<b>NBTA Mexico Corporate Travel Conference</b> March 23-25 Mexico City
<b>NBTA Canada 7<sup>th</sup> Annual Conference &amp; Exhibitor Showcase</b> March 28-29 Toronto, Ontario	<b>ISM and NBTA Travel &amp; Meetings Summit</b> April 19-20 New Orleans, LA
<b>NBTA GovTravDC</b> June 1-2 Washington, DC	<b>NBTA Sports Travel Conference</b> June 29-30 Indianapolis, IN
<b>The Business Travel Event of the Year</b> <b>NBTA International Convention &amp; Exposition</b> August 21-24 Denver, CO	

# NBTA/GBTA 2011 & Beyond

- **NBTA Masters Program**
  - Global thought-leadership forum for C-level & senior executives
  - February 8-9, Washington, D.C.



Business icon Jack Welch

# Questions and Comments

Shane Downey

[sdowney@nbta.org](mailto:sdowney@nbta.org)

(703) 684-0836

Denise Truso

[dtruso@sjm.com](mailto:dtruso@sjm.com)

(651)756-4344

