

GBTA Ladders

October 7th, 2020

Connecting the people that connect the world.™

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Agenda

- Welcome
- All about Ladders
- Ladders Winning Presentation
- Reminders and Wrap up

2020 Sponsors





GBTA Ladders

Connecting the people that connect the world.™



GBTA Ladders Leadership Team



Laura Choules
Director, Travel Industry
Partnerships
Global Hotel Alliance

Co-Chair 2020-22



Christina Reichelt
Director, Global Account
Management & Agency
Partnerships
World Travel, Inc.

Co-Chair 2020-22



Rosemary Maloney
Global Travel Lead
Sprinklr

Co-Chair 2020-22



Annisha Brown
Director, Global Sales
American Airlines Cargo

Strategic Advisor 2020-21

What is GBTA Ladders?

- The future leaders of the business travel industry shaped by energized, seasoned thought leaders
- The only project based mentor program that offers:
 - Unmatched talent development – teamwork, adaptability, presentation development, and public speaking in a true global virtual environment
 - Educational opportunities - ability to work cross vertical with a diverse group representing each travel sector
 - Exposure - networking with mentors & mentees
 - Experience - exclusive access to various events (including virtual) throughout the year

Connecting the people that connect the world.™

2020 – Virtual Connection



How it works

- Teams are comprised of 1 Mentor, 1 Alumni Advisor and 3-5 Mentees from a cross-section of the different verticals within the industry
- Each Team works independently to create a unique 15 minute presentation based on specific theme. Presentations are evaluated and scored by a leadership team
- 4 Teams with highest score are given the opportunity to present at the annual GBTA Ladders Summit (May 2021)
- Winner is chosen by the attendees of the Summit
- Grand prize winner receives an opportunity to present at an Education Session during GBTA Convention 2021 in Orlando, FL

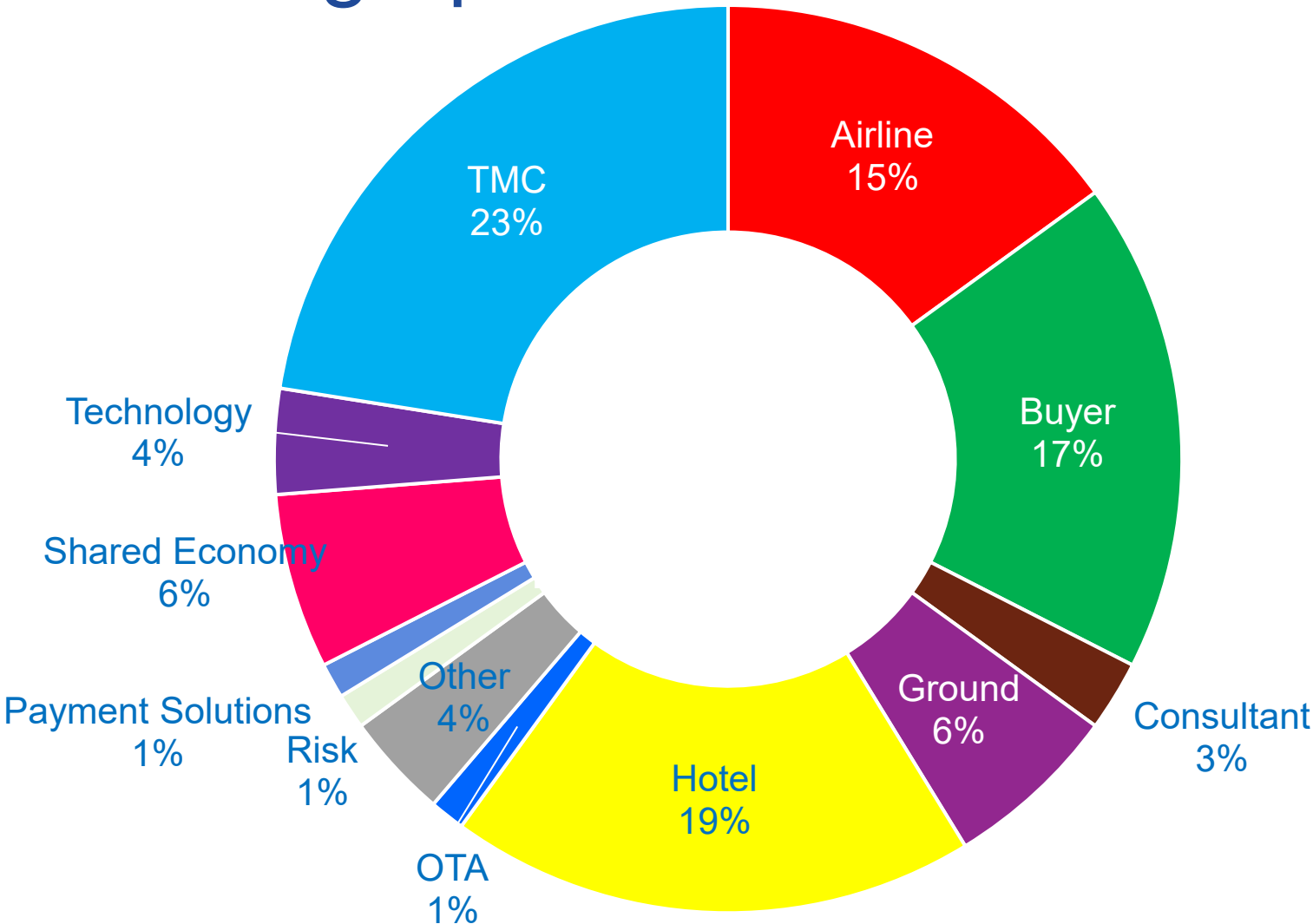
Connecting the people that connect the world.™



GBTA Ladders Committees

- Alumni Advisors
- Giving
- Sponsorship
- Practice Panels
- Events
- Media and Communications
- Recruitment
- Europe Engagement
- Sustainability

Demographics



North America

- Atlanta
- Boston
- Charlotte
- Chicago
- Cleveland
- Dallas
- Gainesville
- Gilbert
- Jersey City
- Kansas City
- Los Angeles
- Louisville
- Miami
- New York
- Newport News
- Orlando
- Ontario
- Philadelphia
- Portland
- San Francisco
- Seattle
- St. Paul
- Washington, DC

Europe

- United Kingdom
- France
- Ireland
- Netherlands
- Romania
- Sweden

2020 Theme – Defining and Articulating Value

2019 Theme – Moving from Trust to Numbers

2018 Theme – The role of buyers and suppliers to become marketers, sales people and engagement experts

What's in it for the Mentees?

- Un-paralleled Talent Development
- Education
- Exposure and High Level Networking across all travel verticals
- Experiences - exclusive access to events

"Joining GBTA Ladders was a very interesting journey of discovery. It allowed me to have a closer look at how the Business Travel industry works. I enjoyed the opportunity to work with people outside my company on a common goal and I was thrilled that we placed first as a team." **Carolina Castillo, B2B & Travel Payments Expert, American Express and first year Mentee and member of the 2020 Winning Team**

Connect with us



Submit your applications via this link: [Ladders Application](#)
Deadline: October 9th, 2020



Email us at ladders@gbta.org



Follow us on Instagram **@GBTALadders** **#ladderup**



Find us on LinkedIn: **GBTA Ladders**

GBTA Ladders: Special Recognition 2019-2020

- Winning Team – Team Loud and Proud
- Mentee of the Year – David Toledo
- Mentor of the Year – Dan Raine
- Outstanding Contribution – Alexandria Prejean Smith

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Q&A

2020 Theme – Defining and Articulating Value

In this atmosphere of constant change, defining and articulating value can be a challenge. In a world of shifting demands, how do we ensure our contributions are appropriately communicated and importantly, recognized?

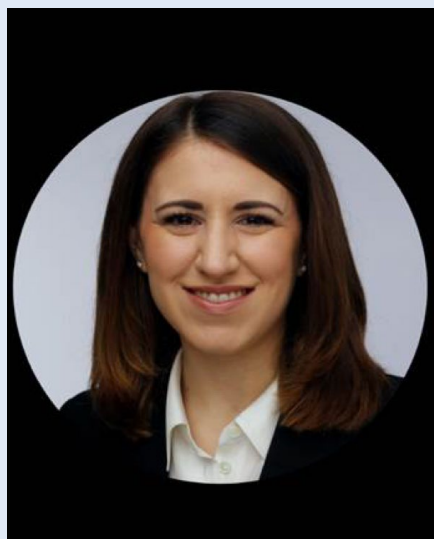
This year's Ladders theme investigates what constitutes value. When value is an elusive concept that means different things to different people, how can you harness and communicate the proposition in a way that resonates with impact? What are the markers of value and how can you tap into them in a fool proof way every time?



Capturing Value for Sustainable Travel

GBTA LADDERS | SEPT 2020 | TEAM LOUD & PROUD

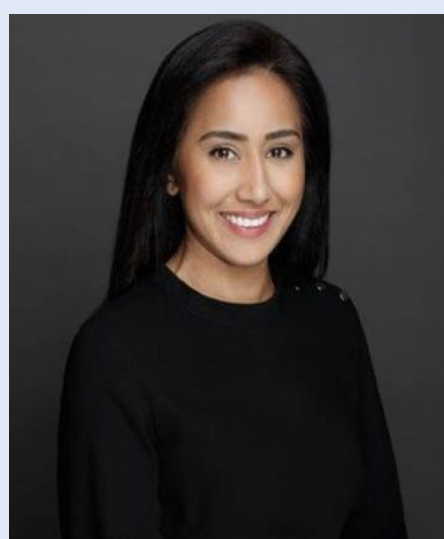
Team Loud & Proud



Julie Sickel



Carolina Castillo



Bharti Keshwala



Kayleigh Rogers



Juliette Jackman

Agenda

- What is value?
- Creating value with a nudge.
- How do you apply it to travel?
- Looking to the future...

What is value?

Value Has Three Dimensions:

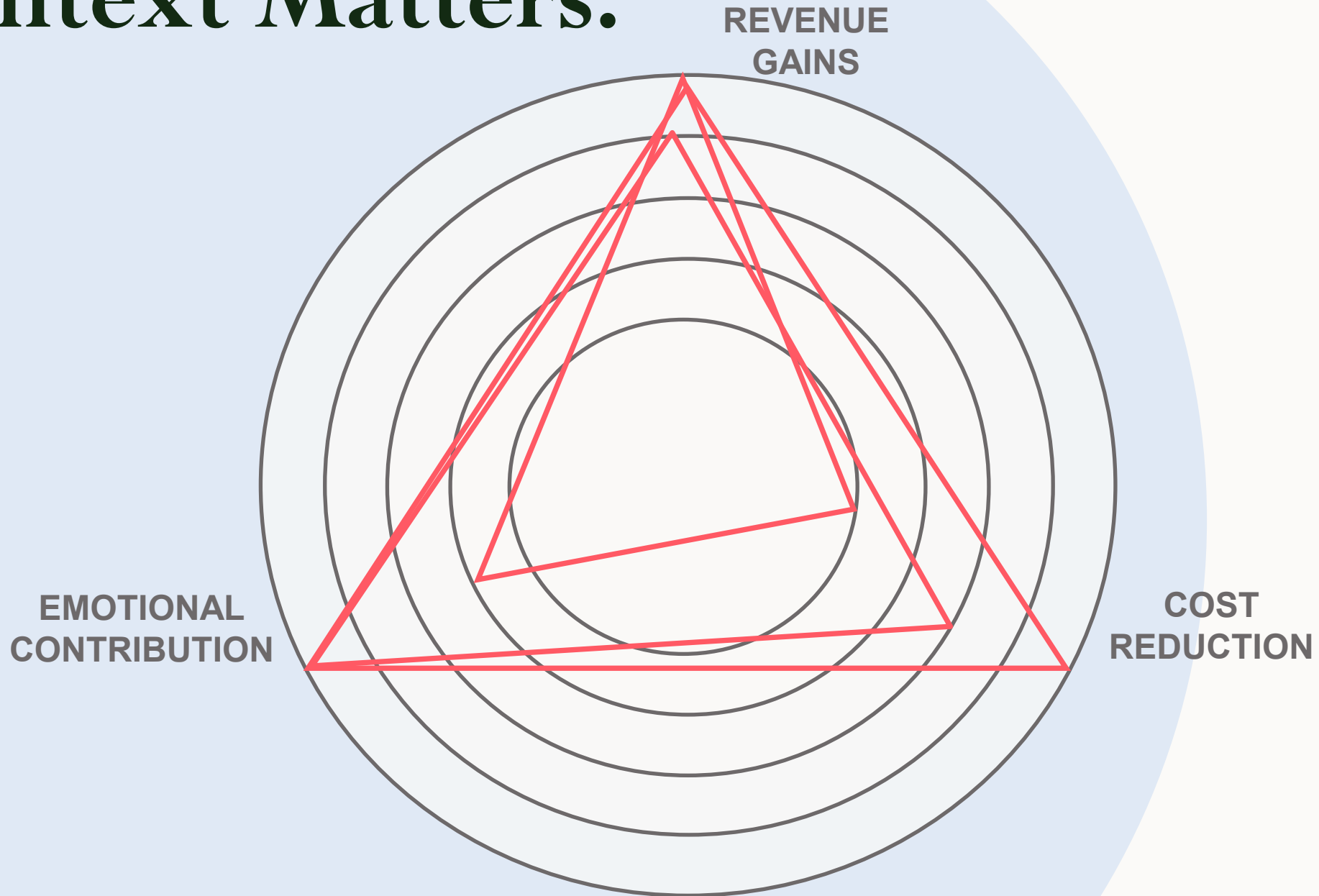
1. Revenue Gains
2. Cost Reduction
3. Emotional Contribution

EMOTIONAL
CONTRIBUTION

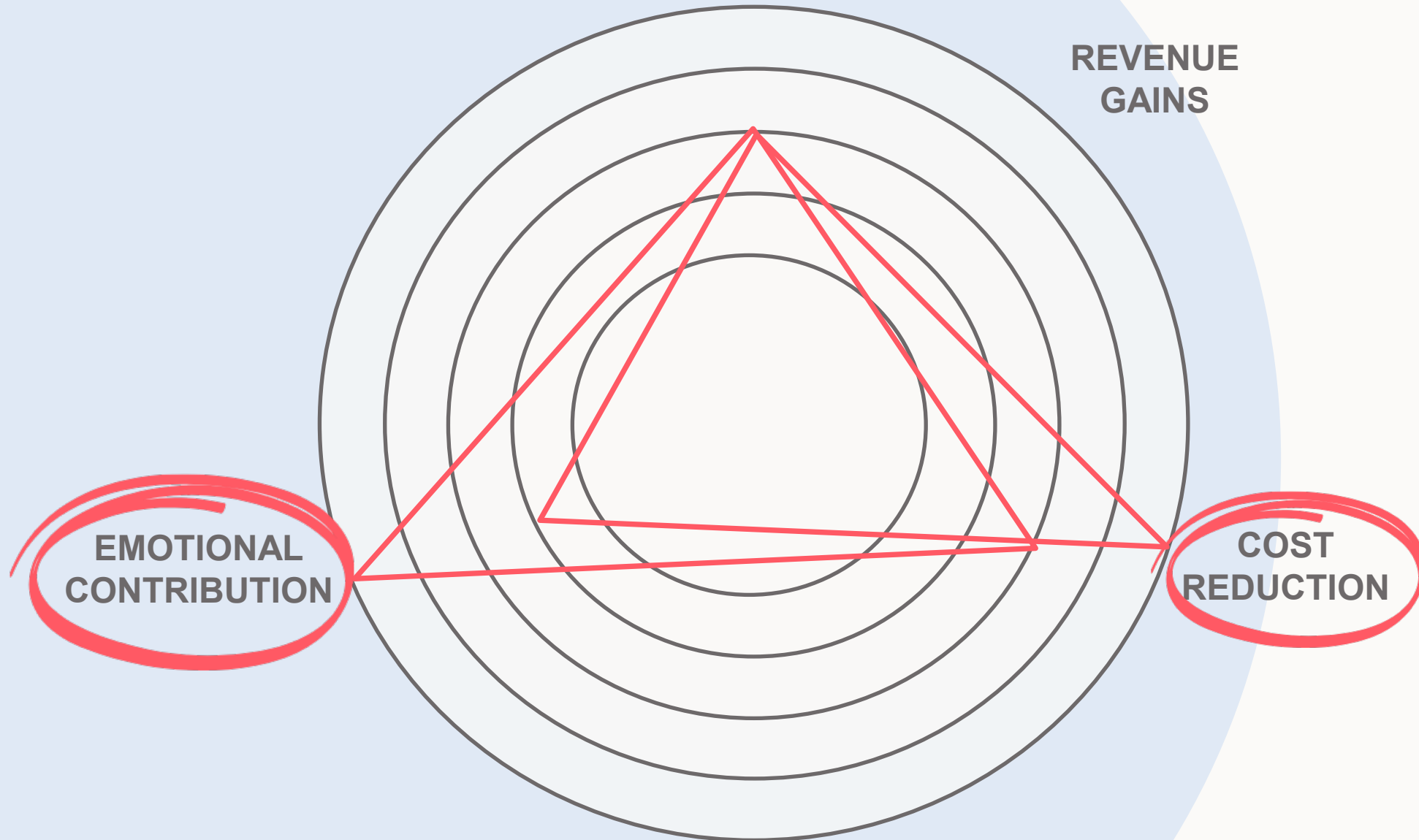
REVENUE
GAINS

COST
REDUCTION

Context Matters.



In Corporate Travel, Value is...



January 2020: What's the most urgent crisis hitting corporate travel?

Sustainability.

The Observer Money

Flight shaming is taking off - can travel be more ethical?

Campaigners want us to take fewer flights, but ditching the plane for a train is easier said than done



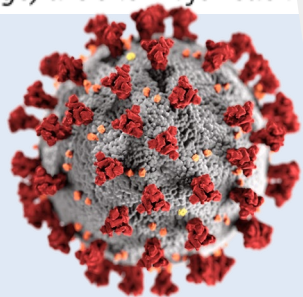
September 2020:

If covid-19 devastated aviation

What if aviation doesn't recover from covid-19?

How the pandemic transformed the travel industry. An alternate scenario from May 2022

Editor's note: Each of these climate-change articles is fact grounded in historical fact and real-world data. (Carbon dioxide and average temperature (annual average) are shown for each



Hospitality and COVID-19: How long until 'no vacancy' for US hotels?

June 10, 2020 | Article

UNCHARTED

Air Travel Is Going to Be Very Bad, for a Very Long Time

Flying used to be unpleasant. But scarcity of seats, high demand, and public-health risks could make it unbearable.

MAY 11, 2020



James Fallows
National correspondent at
The Atlantic

Travel

World tourism faces worst crisis since records began, says UNWTO

Travel industry could see an 80% decline in international arrivals for 2020 amid crisis that threatens livelihood of up to 120 million people

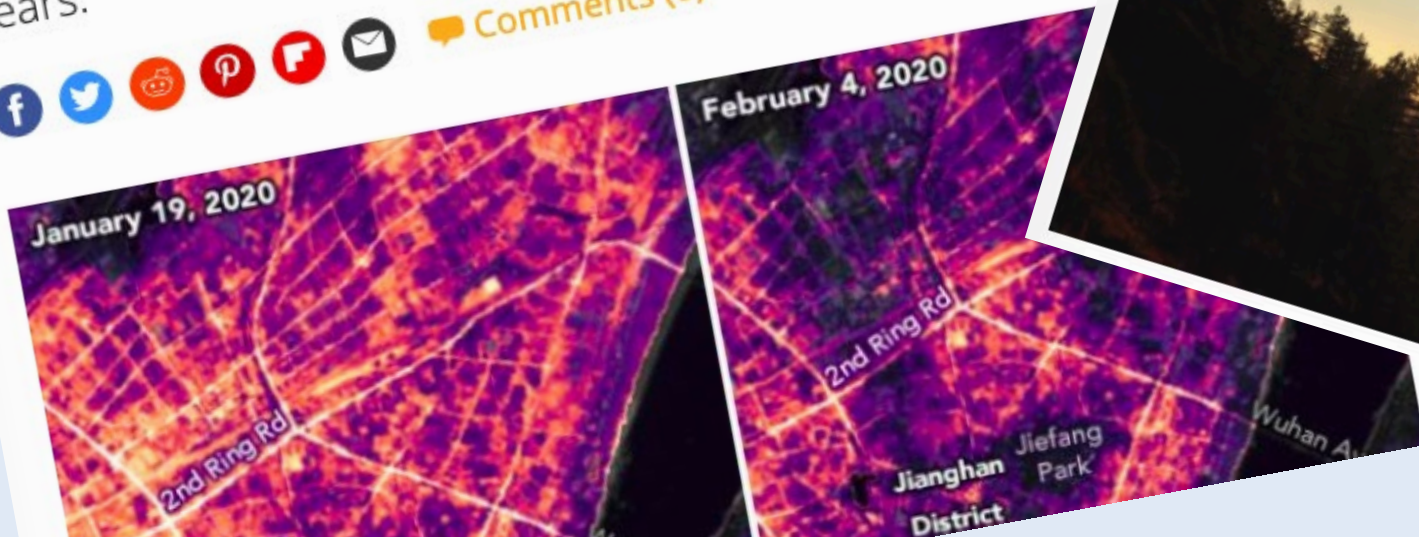


Climate Crisis — Still an Issue?

Global carbon emissions dropped an unprecedented 17% during the coronavirus lockdown — and it changes nothing

By [Brandon Specktor - Senior Writer](#) 19 hours ago

It's a start — now we need to keep them down for the next 30 years.

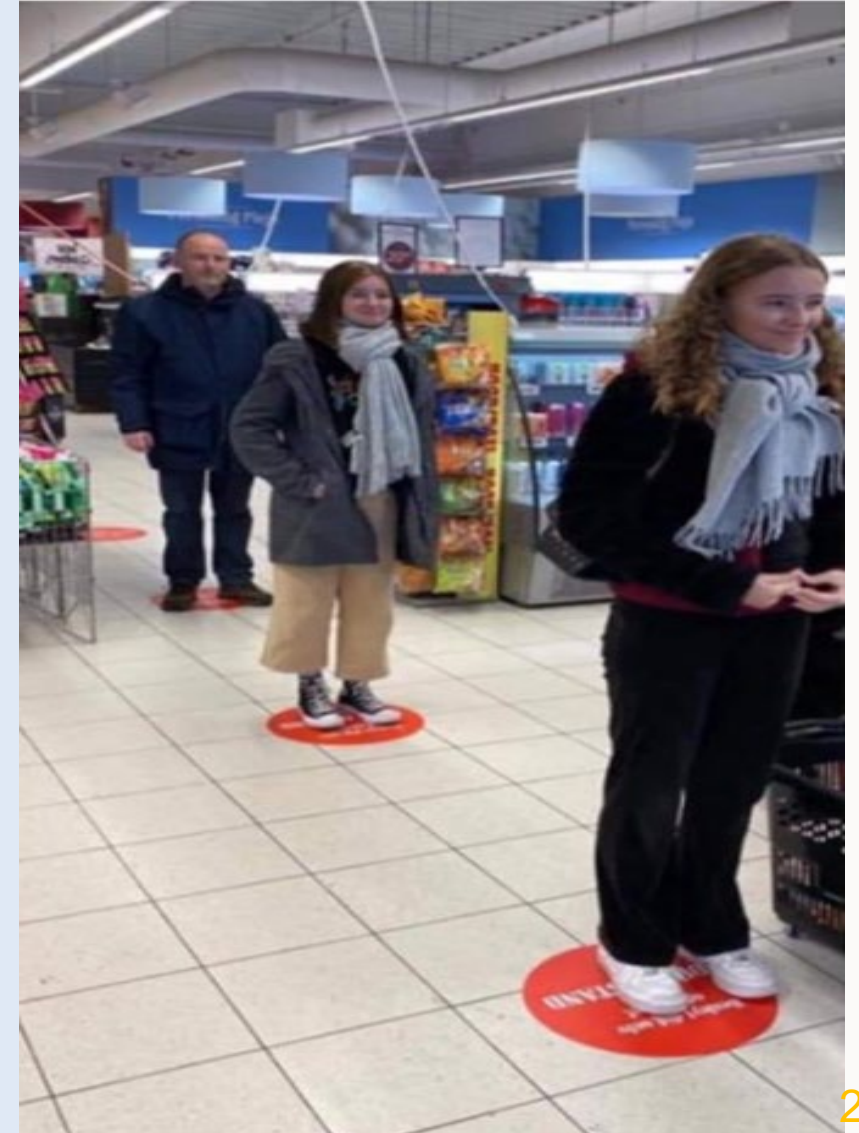
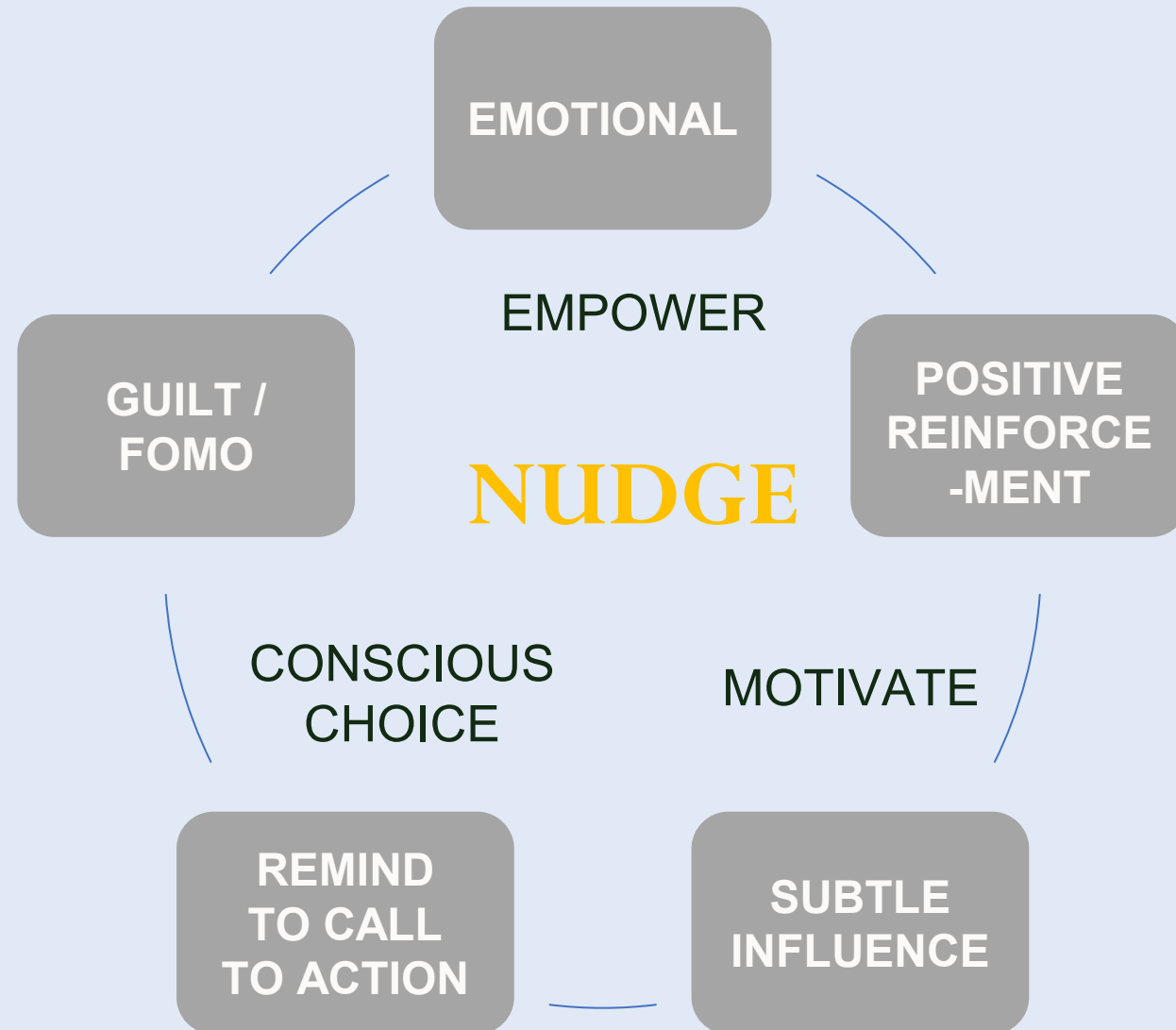


How the great COVID-19 reset can help firms build a sustainable future



Creating value with a nudge.

Nudge Theory



Nudge & Travel



So easy to forget.

With E-Ticket, there's no paper ticket to remember.

Remember that ticket you're always making sure to remember? Well now you can forget it. Introducing E-Ticket.™ The no-paper ticketing service from the employee-owners of United. Just make your reservation and request a seat assignment as you normally would. With E-Ticket, all you need to present at the airport is a picture ID. You'll be issued a boarding pass and be on your way. And of course, E-Ticket service gives you access to everything a normal ticket does. Like curbside baggage check-in, for example. E-Ticket, only from United. We don't just work here. Come fly our friendly skies.




HELP PROTECT OUR ENVIRONMENT!

Every day tons of detergent and millions of gallons of water are used to wash towels that have been used only once.

PLEASE DECIDE FOR YOURSELF

A towel on the rack means
"I'll use it again."

A towel on the floor or in the tub means
"Please exchange."

© 2010 "Green" Hotels Association®



Säkerhetsinformation:
Ej stort/tungt bagage i rulltrappan - använd hiss!

Safety information:
NO big/heavy baggage on the escalator - please use the lifts!



"We don't have to engage in grand heroic actions to participate in change. Small acts when multiplied by millions of people can transform the world."

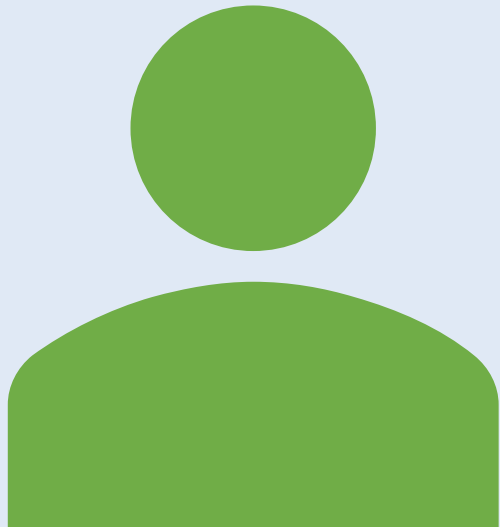
- Howard Zimm

**How do you apply it
to travel?**



| **Plan-It**

We start by clarifying priorities...



INDIVIDUAL

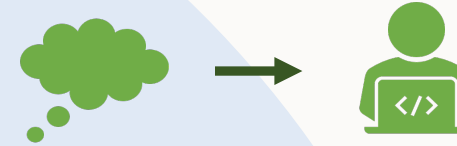


ORGANISATION




In your travel environment



Planning & Booking



Flight Number Search Sorted By: Rolls-Royce ▼ Displaying: 446 out of 635 results. Previous | Page: 1 of 45 | Next | All

 Virgin Atlantic ¹	07:45a LHR → 10:54a JFK	Nonstop	8h 09m	£477.25 View Fares
	10:15a JFK → 10:25p LHR	Nonstop	7h 10m	
<small>¹ Virgin Atlantic 4031 / 4028 operated by Delta</small>				
🌿 This flight emits 15% less CO2 than others in your search. Show all details ▼				
 Virgin Atlantic ¹	07:45a LHR → 10:54a JFK	Nonstop	8h 09m	£477.25 View Fares
	07:00p JFK → 07:20a LHR	Nonstop	7h 20m	
<small>¹ Virgin Atlantic 4031 / 4030 operated by Delta</small>				
🌿 This flight emits 10% less CO2 than others in your search. Show all details ▼				
 British Airways ¹	07:20a LHR → 02:40p JFK	1 stop MAD	12h 20m	£497.67 ⚠️ View Fares
	06:30p JFK → 06:30a LHR	Nonstop	7h 00m	
<small>¹ British Airways 1567 operated by American Airlines</small>				
🔴 This flight emits the most CO2 in your search. Show all details ▼				

OBT Plug In Recordable Nudge

Fri 13/03/2020 17:21

KR ✓ **Sustainable Travel Alert**
Plan-It

To ○ Rogers, Kayleigh

Sustainability Alert! | Plan-It


Hi there,

We heard you have booked a flight to Miami on the 26th May.

Can we interest you in some accommodation?


These properties in Miami are eco-friendly and have sustainable initiatives:

1 Hotel South Beach



- No paper or plastic products
- Tesla cars available
- Made from reclaimed materials

The Miami Beach Edition



- No single use plastic
- LEED Certification

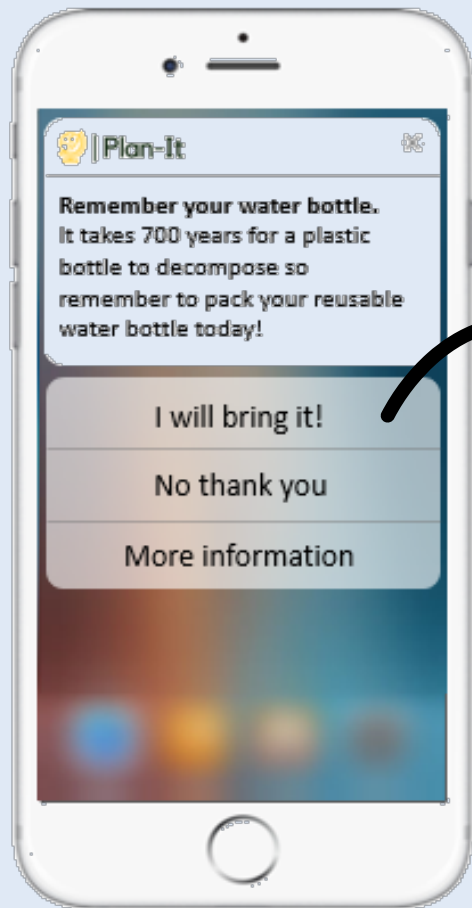
'No Hotel Booked' Reminder Nudge Email

Preparing

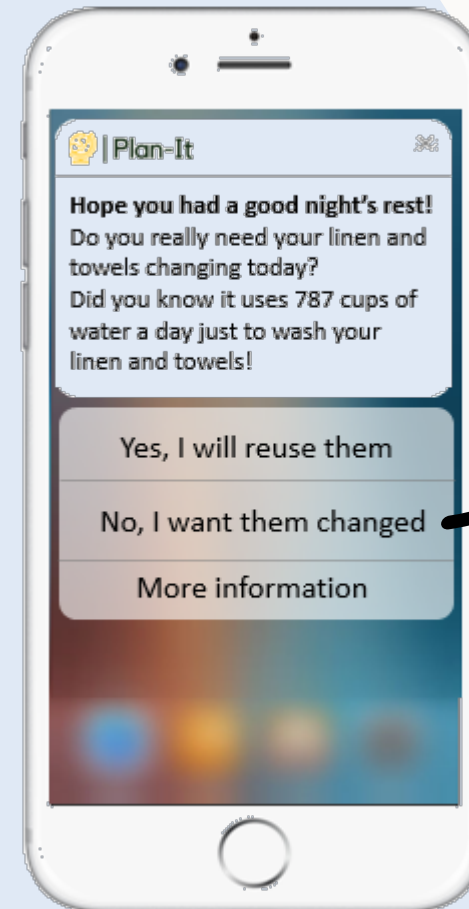
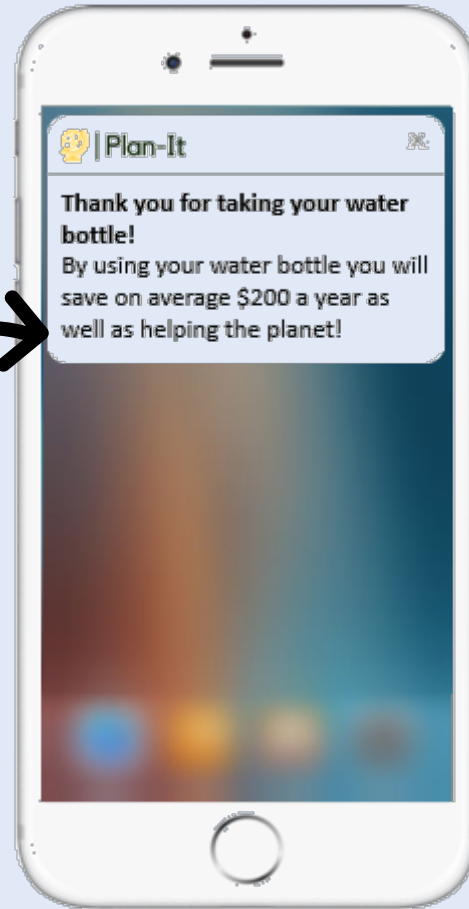


Recordable Nudge

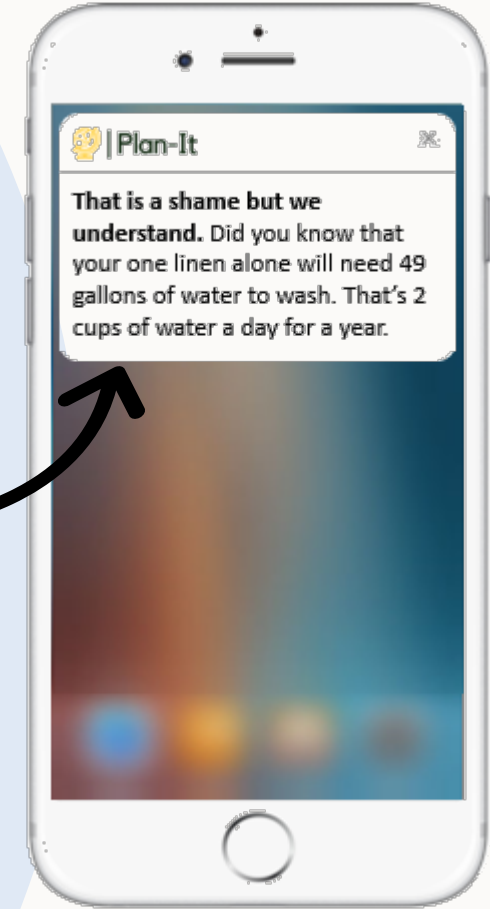
Travelling & Staying →



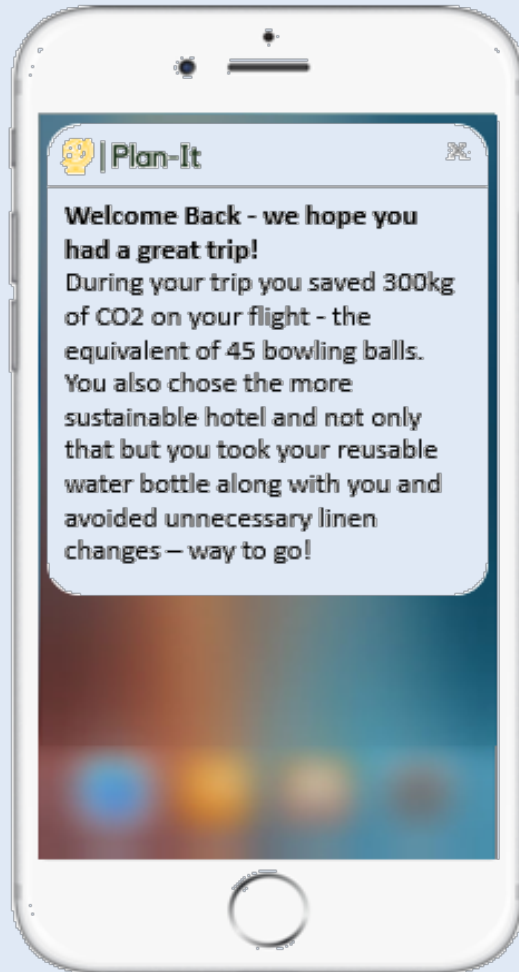
Pre-Trip Reminder Nudge



During-Trip Reminder Nudge



Returning



Welcome Home!

- Short summary detailing trip achievements
- Shows the impact that traveller made
- Reinforces the choices they made

Report

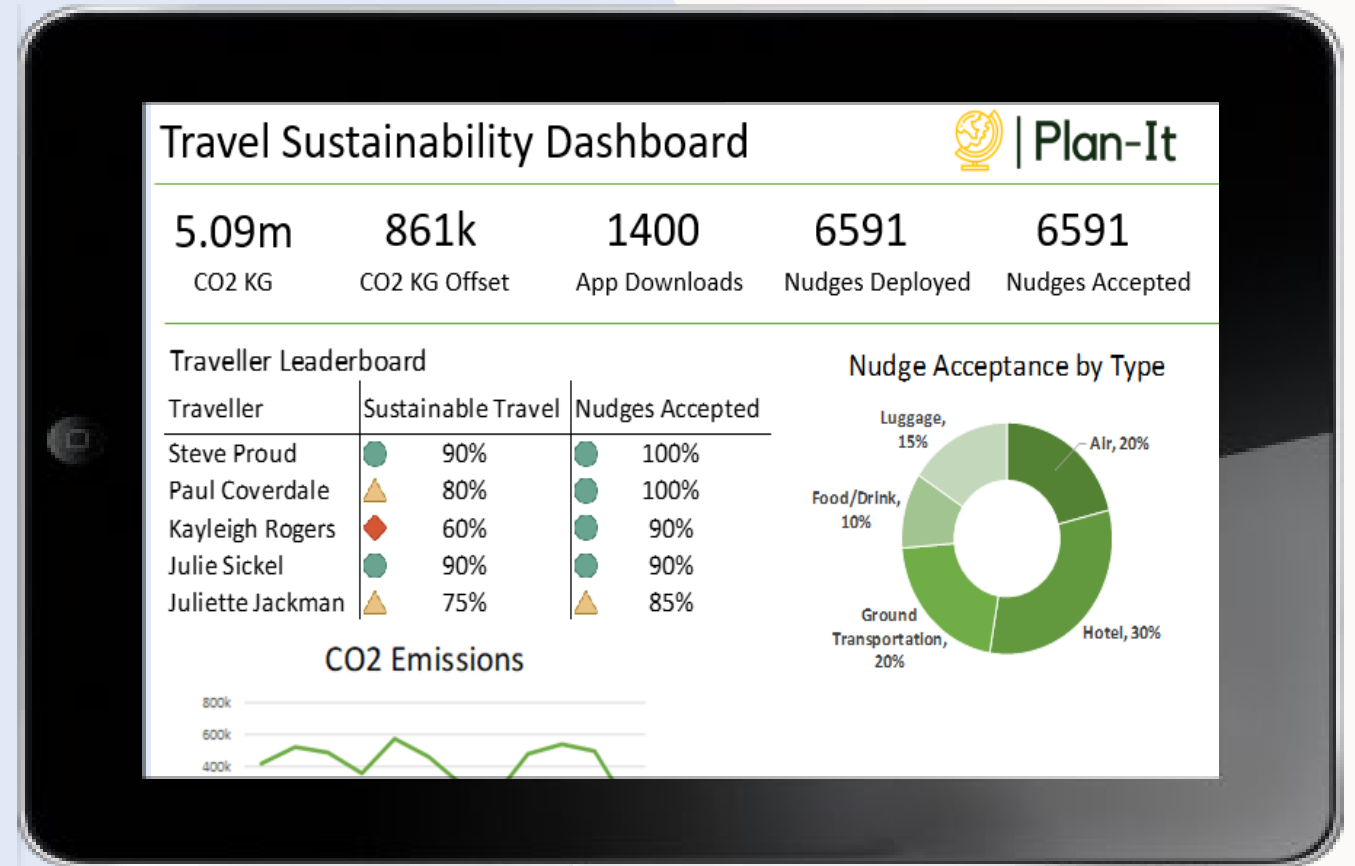
USEFUL INFORMATION FOR:

Organisations

- Document CO2 emissions AND offsetting
- Monitor adoption
- Identify room-for-improvement areas

Individuals

- Track personal progress
- Measure progress against peers



Commercial model



Cost reduction opportunities

- Alternatives to flying — train vs plane
- Change cabin class — First/Business/Economy
- Lower baggage costs
- Ground transportation savings
- Reusable items



Existing Ingredients. New Recipe.

ADVITO

 tripkicks

 Shep

zeno
BY serko

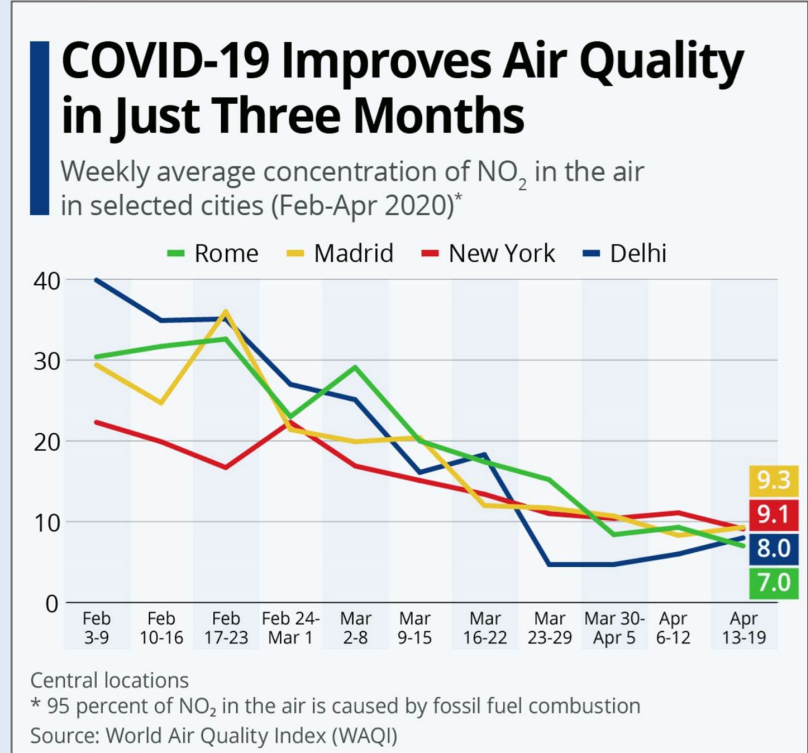
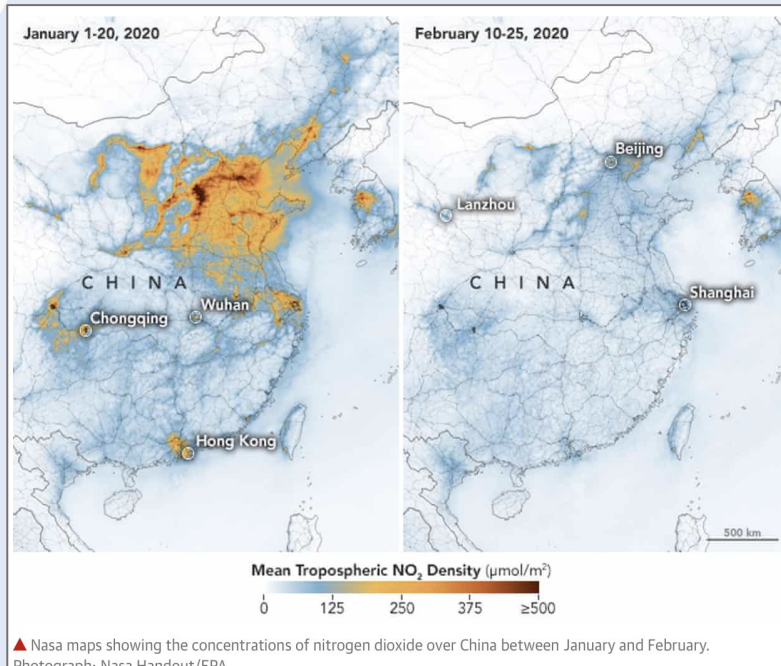
Goodwings[®]



ClimatePartner

Looking to the future...

Pollution — Pre- & Post-COVID



Further Applications & Conclusion

Future Applications

- Health and wellbeing
- Safety and security
- Compliance to programme
- Partner with suppliers with similar programs
- Expense submission
- Attachment rates
- Cost savings

Conclusion

- Crisis → Value in Sustainability
- Nudge Theory → Remind, Record, Report

**To positively impact the
traveller, the company, the
industry and the PLANET.**



| Plan-It

Any questions?



| Plan-It



THANK YOU!



NYCBTA Updates

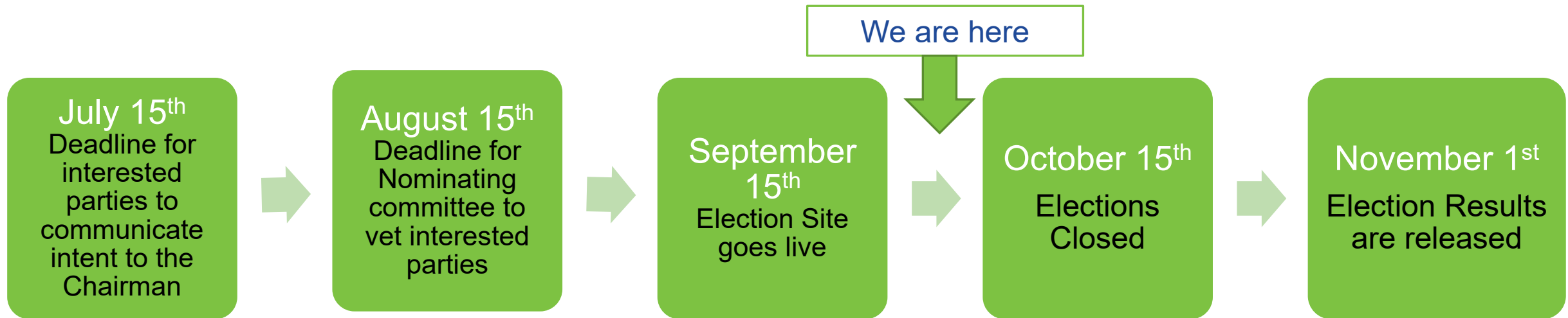
Updates

- GBTA Honorary Membership
- NYCBTA Elections
- Beyond the BTA
- Upcoming schedule

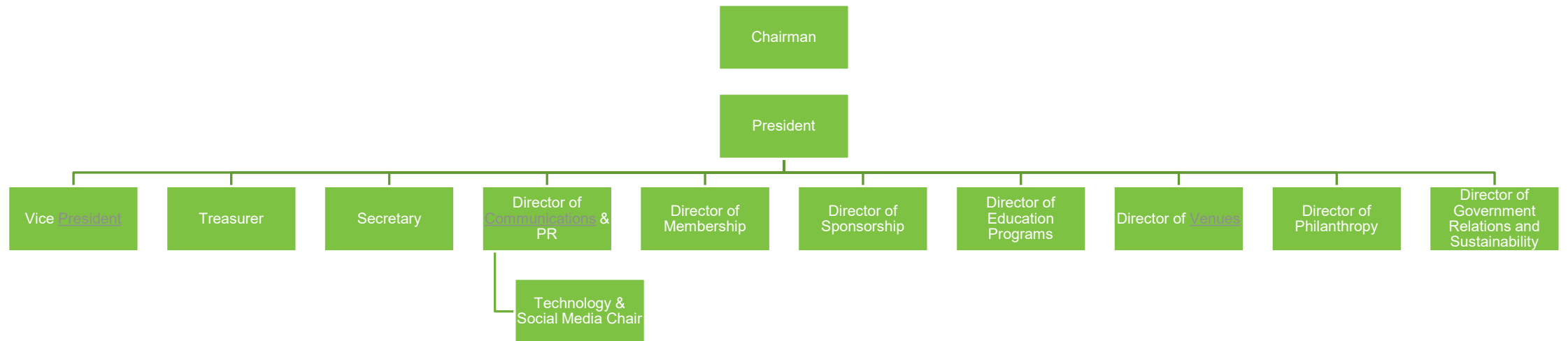
GBTA Honorary Membership

- GBTA is committed to helping the business travel industry community stay connected during this challenging time.
- GBTA will provide business travel professionals that have been displaced due to the impact of coronavirus and global pandemic a GBTA Honorary Membership.
- The Honorary Membership will be valid until August 1, 2021 or until finding full time employment
- If you have any questions about your eligibility, please contact membercare@gbta.org
- Honorary Membership Application Link: <https://form.jotform.com/201064057431040>

Election Timeline



Board Structure



Beyond the BTA...



The last days to register to vote:

New York

• 10/12

New Jersey

• 10/16

Connecticut

• 10/30

Upcoming Schedule

TAMS/Diversity and Inclusion

- October
- More Info Coming Soon

Holiday Virtual Mix & Mingle

- December
- More Info Coming Soon





Wrap-up

Appendix

Revenue Streams

-  Affiliate marketing
-  Advertising revenue
-  In-app purchases
-  White label platform



Appendix

SAP Concur | Travel | Administration | App Centre | Help | Profile

Travel | Trip Library | Templates

Trip Summary
 Select Flights
 Round Trip
 LHR - JFK
 Depart: Sun, 02.08.2020
 Return: Thu, 06.08.2020
 Finalise Trip

LONDON, UNITED KINGDOM TO NEW YORK, NY
 SUN, 2 AUG - THU, 6 AUG
 Show as GBP

Hide matrix | Print / Email

	Virgin Atlantic	British Airways	Finnair	Air France	Delta	KLM	American Airlines	United	Lufthansa	Turkish Airlines	Qatar Airways	Norwegian Air UK
All 635 results	Preferred	Preferred	Preferred	Preferred	Preferred	Preferred	Preferred	Preferred	Preferred	Preferred	Preferred	Preferred
Nonstop 533 results	477.25 53 results	515.25 106 results	515.25 72 results	561.25 19 results	561.25 17 results	561.25 15 results	605.25 56 results	605.25 25 results	619.25 16 results	-	-	534.9 4 results
1 stop 95 results	-	497.67 20 results	1,774.09 1 results	561.25 2 results	870.06 3 results	772.85 15 results	669.79 6 results	935.99 8 results	632.65 12 results	1,030.46 3 results	1,582.26 1 results	-

Change Flight Search

Depart - Sun, 2 Aug
 Depart 06:00 A - 04:00 P
 Arrive 10:45 A - 09:00 A

Return - Thu, 6 Aug
 Depart 10:15 A - 11:50 P
 Arrive 10:10 P - 05:00 P

Price
 Price GBP477.25 - GBP1,774.09

Display Settings
 Hide Non-refundable Fares
 Hide Propeller Planes
 Depart/Return Same Airport Only

Airport Filters
 Depart
 Departure
 LHR - London, United Kingdom (£477.25)
 MAN - Manchester, United Kingdom (£579.79)

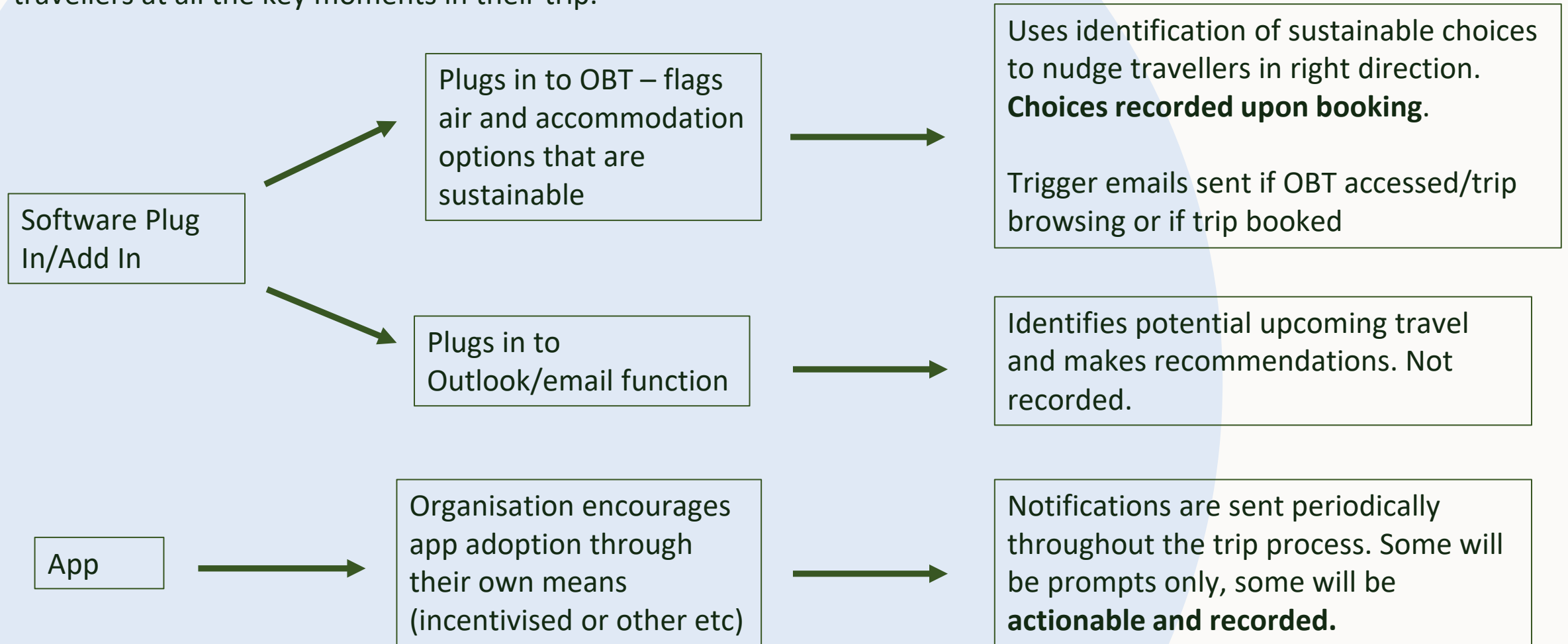
Shop by Fares | Shop by Schedule

Flight Number Search | Sorted By: Rolls-Royce
 Displaying: 446 out of 635 results. Previous | Page: 1 of 45 | Next | All

Virgin Atlantic ¹	07:45a LHR → 10:54a JFK	Nonstop	8h 09m	£477.25	View Fares
	10:15a JFK → 10:25p LHR	Nonstop	7h 10m		
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	06:30p JFK → 06:30a LHR	Nonstop	7h 00m		
¹ British Airways 1567 operated by American Airlines					
This flight emits the most CO2 in your search. Show all details					

The Solution...

We've opted for this dual tech approach so we can get maximum coverage for our nudges and reach travellers at all the key moments in their trip.



References

Page 2: Credit Card Fact - Sébastien Bazin, Accor Hotels

<https://qz.com/work/1297219/is-business-travel-bad-for-your-health-yes-and-its-your-employers-problem-too/>

Plan-It Goals

Our aims are to:

- Reduce CO2 emissions
- Increase uptake in sustainably certified hotels
- Educate our travellers about best eco-tourism practices and minimise plastic consumption

We achieve these by nudging travellers to:

- Choose lower CO2 emitting flights
- Take public transport instead of taxis
- Fly with lighter luggage
- Choose to stay at sustainably certified hotels
- Bring a reusable water bottle with them
- Minimise linen changes and make other good choices