

Member Update

Welcome to NBTA Europe's first regular member update. We plan to bring this to you periodically with all the latest news and events. Founded by NBTA and powered by ITM, NBTA Europe is a new network established in January 2010 through partnerships with regional associations like yours to provide networking, education and resources to business travel & meetings professionals throughout Europe.

NBTA Europe Events

- 13th April . NBTA Canada Annual Conference & Exhibition Showcase, Canada
- 14th April . DBTA Event, CSR, Denmark
- 12th . 13th May . ITM Annual Conference, The Journeyq London
- 20th May . NBTA Pricing Strategiesq Seminar, Oslo
- 20th May . SBTA Annual Meeting, Sweden
- 15th June . DBTA Travel Management Meeting, Denmark
- 16th - 17th June . The Business Travel Market, London
- 22nd June . NBTA Europe Virtual Forum, Frankfurt, Chicago, Paris, London/Manchester
- 8th August . NBTA International Convention & Exposition, USA
- 22nd August . NBTA Asia Pacific Regional Business Travel Conference
- 25th August . DBTA Strategic Meeting Management, Denmark
- 6th . 8th September, NBTA Europe Annual Conference, Lisbon

To find out more about our up and coming events please visit www.nbtaeurope.org

To register contact Harriet.Holmes@nbtaeurope.org

For sponsorship enquiries contact Diane.Steed@nbtaeurope.org

NBTA Europe Conference Announced – Save the date!

6th – 8th September 2010

Focus of network is on delegate value and experience

NBTA Europe has announced the dates, location and some initial details of its anticipated European Conference in 2010. The event, being held in Lisbon . Portugal, will commence on the evening of the 6th September for two days, starting with a social networking event for all delegates to be hosted in partnership with an exclusive sponsor.

Following this, the conference will run across 7th September and the morning of the 8th September for around 250 delegates across four content streams, with an evening networking event on the Tuesday night designed to enhance the interaction experience of delegates. The Conference is aimed at senior and middle managers with pan-European responsibility. Two of the stream formats have already been created. The Stimulus Stream will draw on speakers from other industries to stimulate different thinking in delegates on key business travel and meetings issues. The European 100 Stream will allow buyers from Europe's top 100 businesses to share best practice and solutions in a private environment.

The network is also planning a mini-MBA programme from the 8th to the 10th of September for up to 20 professionals with European responsibility to experience the teaching of renowned business school, Wharton.

Registration and further details to be announced.

First NBTA Europe Event Held

After just a few months since the launch of the network, NBTA Europe's first event takes place on 30th March.

The Virtuosity of Travel Management event held using the latest telepresence equipment, takes a look at the impact of alternative communications on the role of the travel buyer. With thirty delegates from Paris, London and New York engaged in discussion about the topic, the session offered delegates an insight into the operation of peer programmes and cultural variances on technology adoption alongside travel management programmes.

Run with the support of Regus and ProMedia, NBTA Europe intends to run similar events throughout the year using the technology to link cities throughout Europe and the US.

Details of future events will be announced in due course but to express an interest in attending, to reserve a limited space or for sponsorship enquiries please contact Harriet.Holmes@nbtaeurope.org

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NBTA Europe Announces Advisory Board

Network Creates European Leadership and Searches for Advocacy Representative.

NBTA Europe, the largest European buyer-led business travel and meetings network, has announced the first wave of advisory board members. The network has appointed an initial set of three European based regional & global travel professionals to join the Chairman of the board, Caroline Strachan, Global Category Lead for AstraZeneca. The board's role will be to provide representation of and strategic direction for the newly established network. In addition, the network has announced that it is looking for the right person to join the Advisory Board as its advocacy representative, to represent the interests of the network at a European parliamentary level.

Contact Paul.Tilstone@nbtaeurope.org if you would like to discuss the voluntary role.

Advisory Board Member Profile



Yann Le Goff . Sourcing Director, Indirect Material & Service Operations, Sidel Blowing & Service SAS

Yann is a member of the French Travel Manager Association (AFTM) steering committee and has been responsible for travel management at Sidel since January 2008. He started his career as a pilot of business aircraft, after which he dropped the flight controls for a sales and marketing function in aviation, before moving to Sidel in sales and then in purchasing.

He cites his excellent market knowledge of business passenger problems as a pilot and experienced traveller himself as a key driver in the function which he manages. Moreover, after having spent 9 years in global and strategic sourcing, he has taught purchasing strategy at Le Havre University now for 4 years.

NBTA Europe Sets Out Member Proposition

Buyer Led Network Focuses on Valuable Tools

NBTA Europe has recently announced a suite of member benefits for 2010/11. In 2010, all members of NBTA Europe partner associations are to receive membership of the network on a complimentary basis as part of the benefits of becoming a founding partner of the new network. Members are to receive access to resources and tools through a password protected website due for completion by June 2010. Benefits will include:

- **Research and Reports** . statistics, figures and analysis to help members.
- **Project ICARUS** . full access to papers and tools on all aspects of corporate social responsibility.
- **The Benchmarking Tool** . a new tool to allow buyers to measure their programme success.
- **Globally recognised Education and Training** . NBTA's multi-tiered professional development programmes will now be available and recognised worldwide.
- **Access to special interest groups** . NBTA Europe will develop a pan-European Government Travel Group to discuss government buying principals across European cultures.
- **Networking Tools** . with nearly 2,000 members expected, NBTA Europe is the largest European network of travel and meeting industry professionals.

In addition, members will have reduced rates access to events and partner events including the NBTA Europe Conference in September and the ITM Conference in May.

For details of the ITM Conference, taking place at Chelsea F.C, London, visit www.itmconference.org

NBTA Europe Announces New Partner

Finnish Business Travel Association (FBTA) commits to NBTA Europe – network grows to seven affiliate organisations.



In addition to the six launch partner associations announced on the 6th of January, the FBTA recently announced its commitment to NBTA Europe.

The regional association represents 170 companies in Finland, with 70% of members listed as buyers, taking total NBTA Europe membership well over the 2,000 mark; all 4 Nordic regions are now committed to the network.

Speaking about the FBTA decision, Caroline Strachan, NBTA Europe Advisory Board Chairman, said *"we are so pleased that our Finnish colleagues have made the decision to support the new network. They have been advocates for a dynamic European network and will play a key role alongside the existing partners"*.

Auni Karekari, Chairman of FBTA and Corporate Travel Manager for Kesko Corporation, added, *"The FBTA board has made the unanimous decision to join and we are very much looking forward to seeing the benefits for our members in the coming months. We have a strong ethic of buyer-led decision making at FBTA and the goals and aspirations of NBTA Europe are perfectly aligned with our own. We are delighted to be part of this exciting venture."*

Jutta Luoma, managing director of the FBTA has joined the Partnership Council headed by NBTA Europe managing director, Paul Tilstone.

