

## Are you responsible for (Corporate) Travel Management?

Are you **considering** a NATM membership?

Or are you **not sure** what a NATM Direct membership could mean for you?

Or is management asking for ROI to validate your membership of EUR 295/year\*?

Read this document to fill you in on how that NATM can be of value to you and/or your company.

With T&E (Travel & Expenses) expenditure often the second or third largest item of controllable expense within an organisation, managing travel is far from easy.

It's a position that enables others in the company to conduct their role better, but travel managers themselves are often stretched thin across various activities. From negotiating supplier agreements and setting travel policies, to tracking travellers internationally - those involved in travel procurement are responsible for multiple priorities at any given time.

Even with rapid technological developments, face-to-face meetings remain a business necessity that has resulted in an increase demand for controllable corporate travel.

For travel managers, this means assessing what they do today and demonstrating where they can add real value to their organisations.

## What can you benefit from a NATM membership?

As a member of NATM you can help influence the development and future of the corporate business travel industry. The NATM provides you with educational content, inspiration and access to a large network to help you expand your knowledge and network.

### ROI – Return on Investment

As with any association the most important questions are “*what are the benefits?*” and “*what will the return on investment (ROI) be?*” Ensuring the best possible return/outcome is important for any NATM Buyer member (Direct Member). Placing a financial value on this can be difficult as it is unique to each member. What value is that discreet conversation with a fellow buyer about their self-booking tool implementation or new multi-national TMC? What is the return of establishing a stronger relationship with a peer or a potential supplier through shared experience? What is the value of the x-numbers of hours of education shared at the meetings? These are likely to translate to tangible returns at a later stage but if you need help justifying the cost of time and attendance, below are some possible ROI's to help make your case for your membership of NATM.

#### 1. Learn from other buyers

During the **Buyer Focus Group** prior to the NATM member meetings our buyers will have the opportunity to talk privately with their peers about trends in their business and how they manage costs versus service levels, what techniques they are using to maximise the leverage of their business travel and meetings spend and what they do to minimise business risk while maximising business opportunity.

#### 2. Networking & Experience

The NATM is a **platform** for new (business) relationships and your **peers/colleagues**. As a member you will quickly expand your network, meet new people and gain more insight into the business travel industry.

#### 3. Knowledge & Inspiration

Learn more by actively participating in **NATM events, courses, seminars** and other activities. Turn to the association when you are in need of help, understand.

#### 4. See the bigger picture

Plenary sessions at the meetings will be bringing the latest views of the world economy and its impact on your business, thoughts on the future and how it will change our industry and personal stories that will inspire and motivate you.

## 5. Advocacy

As a member, you can influence the travel - related products and services. In collaboration with your peers, you can enter into a dialogue with NATM's Allied Members (industry members). NATM is a member of the GBTA European Advocacy Group in the lobby towards the EU representing the **voice of the European Business Travel Industry**.

## 6. Peers

As a member, you are part of a bigger and (therefore) stronger professional network. At NATM you will find valuable contacts among the approximately 130 members / companies. The member ratio is 50% buyer members (DM) -50% industry members (AM).

## 7. Information

As a member, you are able to ask questions to your peers and the industry professionals. Your NATM network comes across a lot of the same challenges and is here to help you. NATM will provide you with the latest information on Industry trends and invites relevant speakers to their meetings to answer all of your questions and/or concerns.

## 8. Facts, Documentation & templates

The NATM website contains for members-only an information hub (knowledge centre) with useful tools on their website, templates for checklists. We will provide you with advice that will increase your knowledge and save your business money and resources. Once registered as an NATM-member you can register in the GBTA Europe Platform as well, for 2020 it is complimentary to your NATM membership.

## 9. Education – NATM ACADEMY Executive Training Programs

In 2017 BUAs (previous NHTV) has developed the NATM Executive Training Programs in support of the NATM membership. The NATM ACADEMY brochure\* outlines the strategy for the development of a professional executive program in support of NATM's professionalization efforts for its membership. It sets out the objectives and goals that both NATM and BUAs want to achieve in the area of executive education, the set-up of the Educational Program which is managed by BUAs, the resources, the planning, the program certification for an integral Educational Program. Registration for NATM Academy Program for 2021 is now open!

\*ask for a copy of the brochure via an e-mail request to the NATM Secretariat: [secretariaat@natm.nl](mailto:secretariaat@natm.nl)

## 10. GBTA Europe – Worldwide Network

The NATM is affiliated with and co-founder of Europe's largest Business Travel & Meetings Network; GBTA Europe. GBTA Europe is a pan - European association of travel managers and buyers of businesses travel. The objective of the GBTA is to build an (inter)national network of travel managers, that have access to research, benchmarking tools and events. Education is a key component of GBTA as it is for the NATM. By registering as a NATM-member you get a GBTA-membership complimentary. Pending an investigation amongst GBTA's Leadership in 2020 NATM is reviewing its partnership in 2021.

**Networking:** Connect to other business travel executives around the world. Find experts in specific areas of expertise within the business travel industry, either from your desktop within GBTA Hub, an online members-only collaboration tool, or in person at one of GBTA's many events throughout the year.

**Industry Research:** Get access to a wealth of knowledge and industry resources from GBTA EUROPE and its European partners, including: time sensitive research, recent surveys, RFP templates, periodicals, and more.

**Education:** Expand your thinking and your industry knowledge with unparalleled education from GBTA Europe in cooperation with its partners or run by the individual partners. Members receive free access to GBTA webinars, online forums on key business travel industry issues.

**Career Advancement:** Gain access to member-only resources, and elevate your career.

**Industry Advocacy:** Members of GBTA have several opportunities to shape, lead, and direct the future of the business travel industry, both locally and globally.

## Testimonials:



My name is Danielle Meijer and I was, up until September 2016, the Travel Coordinator for Schneider Electric The Netherlands. I joined the NATM 2 years ago, though I wish I had known about them 6 years earlier when I started at Schneider Electric. The organization was brought to my attention by a dear friend who is an Allied member.

I attended a meeting as a guest and was introduced to a fountain of information. Information that empowered me to do my job much better. A fountain of expertise to encourage me to think about how to improve safety for my travellers, how to show my employer that it was possible to save money without sacrificing comfort, efficiency and safety and learn from industry leaders about the challenges they face.

Open discussions, forums, industry articles and education all make the NATM a cornucopia of relevant and valuable information.

An instrument for all Direct members to find the knowledge, products and services they need.

For Allied members to hear what their customers' needs are so they can improve their products or services. Working together the direct and allied members have a better understanding of what is needed, wanted and appreciated.

I believe that the NATM is the organization that will take business travel knowledge and understanding to the next level. Empowering all who join to understand better a world that is gaining momentum and becoming more complex by the day.

I strongly urge all companies who travel internationally to join this team of professionals. They will help you understand the complexity that is travel. They will give you a voice with industry leaders and introduce you to new advances in products and services that can save you precious time and money.

I have now moved onto another position and to a different country and yet I still rely on the news that NATM brings me. The forums and discussions online are as relevant to me now as they have always been. I continue to learn as knowledge is the key to understanding, change and expanding your horizons!!

**Danielle Meijer, Schneider Electric France**



The professionals I meet at the informal members' meetings are particularly valuable to me as a travel manager, from exchanging experiences with fellow travel managers to contacts with suppliers. The NATM is investing more and more time in knowledge transfer, from seminars in the field of procurement to providing background in aviation. Membership in the NATM is certainly of added value for our company! "

**Irma Rinkel, Travel Manager, Bluewater Energy Services B.V.**

"The NATM has connected me to a valuable network of peers and industry-related professionals. You stay up-to-date with regard to developments in travel management, you exchange knowledge and uplift the skills in your field of expertise. You can make a fist together if necessary, you have the opportunity to follow tailor-made courses and workshops, attend interesting conferences and you can exchange experiences and mindset with peers in an informal way!"

**Marjon van Dompeler, Travel Manager, Haven Amsterdam**



## NATM Direct Membership

Direct Members pay € 295, 00 excl. 21% VAT per calendar year.

Designed for travel buyers with a genuine interest in career development and a commitment to best practice, Direct Members will have unlimited access to all events and resources, including a complimentary place to the bi-annual NATM Conference (value € 495).

## Direct Member Membership

- Membership is for 1 person who is responsible within their organization for business travel purchasing. This could be a person from the following departments; Travel Risk Management, Procurement, Sourcing, Purchasing, Facilities, HR, Finance or the Secretary pool.
- Invitation to all of the NATM's meetings (5 per year) & the annual New Year's reception.
- Networking drinks that follow the NATM events.
- GBTA Europe membership (worth € 332,00) complimentary for Direct Members.
- A direct membership is for the duration of a calendar-year from January – December of the current calendar-year.
- Termination of the membership should be done in writing prior to December 1 by email to [secretariaat@natm.nl](mailto:secretariaat@natm.nl).
- As the direct membership-fee is reduced by more than 50% since 2014 NATM applies no pro-rato calculation of its membership-fee.
- The NATM Board reviews the membership fee structure on annual basis.

## Website

- Access to the **members-only pages** and **resources** on the NATM website.
- Access to a Direct Member only forum to **exchange knowledge** with **peers** solely.
- Access to knowledge centre, you'll find **formats, whitepapers, presentations of speakers**.

## Extra (\*)

- Direct members receive a free membership to the Business Travel Magazine (**Zakenreis** - value EUR 35,00)
- Invitation to Direct Member-only morning sessions (**Buyer Focus Group**)
- Free **KLM Flying Blue Gold card** under specified (\*\*)
- Special discount **Privium** for your corporate travellers (\*\*)
- **Complimentary membership** (value EUR 332,00) for GBTA Europe included.
- **Discounted rates** for GBTA conferences.

*(\*) only to paying members whose organization pays for the membership fee. In case your first year of membership is being paid for by a supplier the extra add-ons are not included.*

*(\*\*) do ask the conditions applicable with the NATM secretariat for KLM and Privium special arrangements for NATM Direct Members*

## Interested in a membership?

Send an e-mail to our administration department at [secretariaat@natm.nl](mailto:secretariaat@natm.nl) and we will send you all relevant registration forms.

## Interested in the NATM Programme 2021?

Send an e-mail at [secretariaat@natm.nl](mailto:secretariaat@natm.nl) and we will send you all relevant information in a pdf-file or go to <https://www.natm.nl/events/>.

For more news follow us @ [Twitter](#) | [Instagram](#) | [Facebook](#) | [LinkedIn](#) & [Linkedin NATM Group](#)

Questions? Please contact us via [secretariaat@natm.nl](mailto:secretariaat@natm.nl) or ☎ 071 - 519 10 19



## NATM ACADEMY PROGRAMME

### Specially designed for Direct Members only

Industry specific Training Program [basis]	3 days in total
Industry specific Training Program [advanced]	4 days in total
General Management Training Programs [advanced]	2 days in total

Participants need to enrol for **all modules** and **deliver a business case** to be entitled to a **BUas | NATM certificate**. The NATM ACADEMY initially has its focus on educational training programs for its Direct Members, i.e. (corporate) Travel Managers and Directors, Facility, Risk Management, Procurement, HR or Financial Managers overseeing travel.

For detailed information you can ask for a copy of the programme by email to [secretariaat@natm.nl](mailto:secretariaat@natm.nl)  
Cost for this programme are not included in membership fee.

**NATM Academy Programme** will start once cost are covered by a required number of participants.

**Members** and **non-members** can request more detailed information or register by sending an e-mail to: [secretariaat@natm.nl](mailto:secretariaat@natm.nl).

The NATM Academy focuses on the development of professionals within their field of expertise. In addition to the events organized by NATM, we do this by means of trainings in which real success stories can be made. In this way NATM makes a direct contribution to the professionalisation of professionals at every stage of their career. Whether you are a starter in corporate business travel or if you already have several years of experience, the NATM Academy guarantees 'a lifelong learning'.

In order to provide the NATM members with the best education in the area of business travel management in the broadest sense, and to offer its members with certified educational programs, NATM has decided to partner with Breda Business School - University of Applied Sciences.

#### Testimonials alumni:

*The NATM Academy is educational, interesting and dynamic, not in the least due to the input and knowledge of Professor Herman Mensink and Odete Pimenta da Silva from NATM. [alumni]*

*The practical approach is not lost sight of. The structure of the small group is very appealing so that there is plenty of room for depth in the relevant topics and discussion. Every time I looked forward to the next module! Lydia de Kousemaeker; FUJIFILM EUROPE BV; Strategic Buyer & Travel management*