RECAP OF BATM'S EDUCATIONAL
FORUM - 19 OCTOBER 2018

REINVENT YOUR MANAGED TRAVEL PROGRAM

BATM

BELGIAN ASSOCIATION OF TRAVAL MANAGEMENT

Intro by Pascal Struyve,
—— Director of the Board and President

On October 19th, BATM held it's 4th Educational Forum of the year at the Tangla Hotel in Sint-Lambrechts-Woluwe, Brussels. Not that far from the spot where in 2016, a terrorist attack happened. I'm not planning on going down the emotional path in remembrance of March 22nd, but truth be told: the attacks in Paris, London, Manchester, Barcelona and Brussels had a big influence on every travel manager I know. Add to that the political uncertainties of the past years (Brexit, Trump, etc.) and the natural disasters - I'm writing this while California is experiencing its most severe and deadly forest fires in decades – and it's obvious that travel policies as we knew them before 2016 are over and out.

Reinventing your managed travel program however isn't that easy. The 3.0 version should take into account a risk policy that is adapted to the world we live in currently. On the look-out for terrorist threats, extreme weather conditions and health risks which influence the country risk ratings, and based on several - more consumer-influenced - developments. Think for example of Sharing Economy services, digitalization, focus on wellbeing, or the trend towards more bleisure travel. From International SOS Xavier Carn's session, I remember that "a company's credibility is severely impacted if there is no risk policy in place". You can read more about Xavier's session on the next pages.
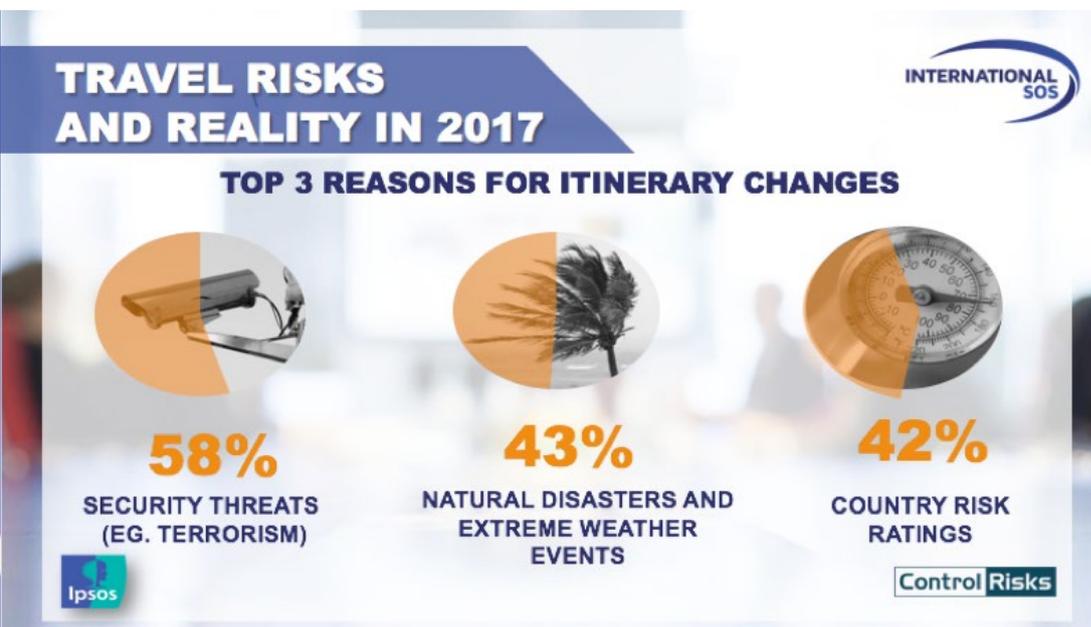
Next to all that, we also have to take into account some more business-related trends we can translate to business travel. In marketing, we see a tendency towards extreme personalization and an individual approach of the consumer and employee, all based on what he/she wants. As business travelers are humans too, the same goes for them. Think for example of using travel personas to better target your internal audience, Artificial Intelligence to enhance your travel processes, predictive analytics to forecast spending patterns, robotics to ensure compliance, etc.

Aurélie Krau from Festive Road brought an eye-opening presentation about this topic during the Educational Forum, and went a bit further as well. Because knowing in theory that yes, we have to take into account different risks than 10 years ago and yes, the world has changed and business travelers should be treated as consumers more than as a separate species, is one thing. Translating all of that into practice is another. So we tried to open up our minds during an ideathon on what a new type of travel policy should look like. We got a couple of interesting concepts out of it and a good list of important keywords to use when creating that 2019 travel policy.

Hope this recap of our Educational Forum inspires you, and thanks to those who went on camera about their experiences! I know it's not the most comfortable job...

See you soon,
Pascal

Speaking session #1
—— Xavier Carn, International SOS, about risk management

THE IMPORTANCE OF A TRAVEL RISK POLICY

One of our speakers at our 4th Educational Forum of the year was Xavier Carn from International SOS. He gave us an interesting presentation on why travel risk policies should be a must in every company. He also provided us with some useful insights on the latest trends and developments in Travel Risk Management that we want to share with all of you. Sharing is caring, right?

1. Sharing economy services

Airbnb and Uber are only two of many sharing economy services which are used by a great deal of business travelers. Even though using sharing economy services is generally speaking a positive trend, it does entail some difficulties for travel risk managers. Think for example about travelers using Uber in dangerous countries where one's safety cannot be guaranteed or about a business traveler staying at an Airbnb. In case of Airbnb, companies should ask themselves questions about for example the fire safety of the place, so that a plan is available in case of emergency.

2. Diversity and inclusion

Diversity and inclusion is a topic that some companies have included in their policy while others have chosen to give trainings to specific groups of employees to raise awareness on particular matters. For example, a training for female business travelers who travel alone to make sure they are aware of country-specific dangers they might be exposed to. However, "specific" trainings do raise the question whether they are discriminatory or not, as only one particular group of employees is given a training.

3. Digitalization

Research has shown that a business traveler has about 20 apps related to business travel on his/her phone (and we're not even talking about the total amount of apps…). Furthermore, travelers have become more accepting towards being tracked when on business trips in order to be reachable when disaster strikes. This increased acceptance can be explained by the recent terrorist attacks in Paris, Brussels, London, … and is a positive evolution as it helps organizations optimizing their location apps.

4. Bleisure

More and more business travelers are combining their professional stay with a holiday to have the chance to explore the city they are staying in. However, Bleisure brings along a certain liability issue of employers having to decide whether the company's duty of care is also applicable during the holiday part of the business trip when a medical or security incident occurs.

Re-inventing your travel risk policy is not a walk in the park but make sure to keep the abovementioned trends in mind when doing so (re-inventing your risk policy, not the walk in the park). These trends are a selection, there are of course more.

Download Xavier Carn's complete presentation on our website.

Speaking session #2
— Aurélie Krau, Festive Road, about how to reinvent travel policies

READY, STEADY, GO! REINVENTING TRAVEL PROGRAMS AT OUR BATM EVENT

We all feel it's necessary, but it's easier said than done: reinventing a managed travel program is not an easy task. So, what if you bring together travel managers and suppliers to brainstorm about it? That's exactly what we did at our BATM event. The brainstorm session went smoothly under the watchful eye of Aurélie Krau, consultant at Festive Road, who organized an idea-thon for the audience. Yes, you read it right: a marathon, but for ideas (read: just as intense and inspiring, but less exhausting).

Aurélie's idea-thon consisted of three different stages: "READY", "STEADY" and "GO" (sounds familiar, no?) and what follows are some highlights of the three different stages.

READY?

It all started by Aurélie sharing hints (based on buyer case studies and best practices) to get the audience's inspiration going on how travel programs could be reinvented. Curious to know what hints she shared?

Here are a few examples:

Voice of travelers: sending surveys to business travelers to rate their experience long after they came back, doesn't work. That's what UBS also found out and consequently decided to send immediate, short surveys. For example: A business traveler who checked in in a hotel, receives an e-mail to ask whether the check-in went well or not. If the answer is no, UBS will follow-up on the matter.

Predictable travel: several companies focus on providing insights on the prediction of travel costs in order to monitor costs. Think for example about Lumo, a company that describes itself as "obsessed with making air travel smarter" and helps with predicting flight delays. Useful, right?

The modern traveler: do you know your travelers? Well, it's important to keep them in mind. You also need to be where your travelers are (if your traveler is more of an e-mail person, why would you call?) and tell your travelers only what they need to know.
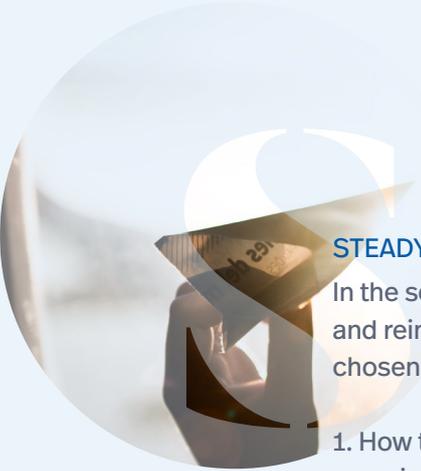
STEADY?

In the second stage, travel managers and suppliers were able to brainstorm and reinvent their own travel policy. To do so, three different challenges were chosen for our guests to work on:

1. How to boost the adoption of your program while enhancing the traveler experience?
2. How to best combine technology and people to build an optimized travel program?
3. How to better optimize costs while providing flexibility to travelers? (i.e. balance corporate interest with travelers' interest)

While brainstorming on the challenge, our guests received suggested areas of reflection to help shape their ideas, called the 5 Cs: Content, Consumer, Cost, Control and Care. Each of the Cs had several questions to explore, such as:

- Content: Re-think your sourcing strategy: is RFP the one and only way?
- Consumer: Understand travelers' behaviors (bleisure travel, remote work); is it generational or rather focused on use?
- Cost: Predictive technology based on machine learning: fares predictions, identification of booking patterns, …
- Control: Think of payment methods to improve the monitoring of costs
- Care: How to communicate effectively to ensure a better compliance?
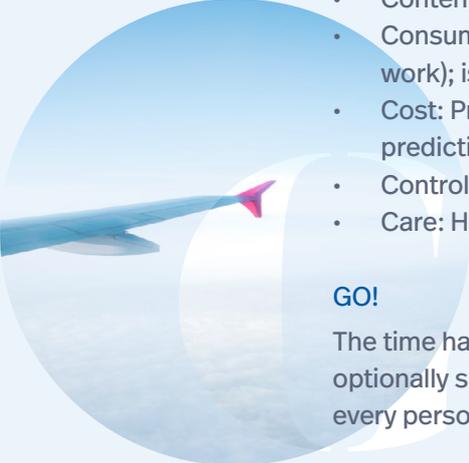
GO!

The time had come: every table had to pitch their idea to the audience (and optionally show off their dance moves to Beyoncé's Crazy in love) after which every person voted for their favorite idea.

Curious about the winning idea? It was all about "sharing the gain".

Download Aurélie Krau's complete presentation on our website.

> WHEN YOU MOTIVATE YOUR TRAVELERS TO REDUCE COSTS, AND THEY FOR EXAMPLE DOWNGRADE THEIR FLIGHT TO ECONOMY, THEY SHOULD BE REWARDED. COMPANIES SHOULD HAVE A MAXIMUM BUDGET FOR BUSINESS TRAVELERS SO THAT IF THEY DECIDE TO SAVE ON THEIR FLIGHT, AND THUS SAVE COSTS, THEY GET REWARDED AND CAN FOR EXAMPLE UPGRADE THEIR HOTEL ROOM IN RETURN.

Brainstorm session
—— ideas and keywords

A lot of good ideas were discussed during the brainstorm session. That much, that we're thinking of organizing a hackathon with a select group of people to elaborate some of them and come up with a practical ready-to-use solution. But that's for 2019… Let's first have look at which concepts you should keep in mind while crafting your next travel policy, based on what we heard during our brainstorm:

purpose
one-stop-shop optimization flexibility
use travelers' feedback keep it simple
UX is crucial
mitigate risks
freedom of choice KPI's integration
respect budget limitations

Video's

"You never really learn much from hearing yourself talk", George Clooney once said, so we let our members do the talking. Click here for a video of members discussing the content of the event, and here for two new members explaining why joining BATM was a good idea.