

**BTNGROUP**

**POWERING THE GLOBAL CORPORATE  
TRAVEL COMMUNITY FOR 40 YEARS**

# BTNGROUP

## WELCOME AND THANK YOU FOR JOINING US



Please make sure your mic  
is on mute



Feel free to keep your  
camera on



Please post your questions  
in the chat



This presentation will be  
recorded

# BTNGROUP

## TODAY'S AGENDA

- Overview of the BTN Group
- Business Travel News Europe
- Business Travel Show Europe
- Business Travel Innovation Faceoff Europe
- Business Travel Awards Europe
- One-Day Events
- NEW Audience Extension and Targeting
- BTN Academy
- Digital Advertising
- Webinars
- Content Solutions

# BTNGROUP

## 4 GLOBAL NEWS BRANDS





# BTNGROUP

**130,000**  
**SUBSCRIBERS**

**120,000**  
**WEB USERS**

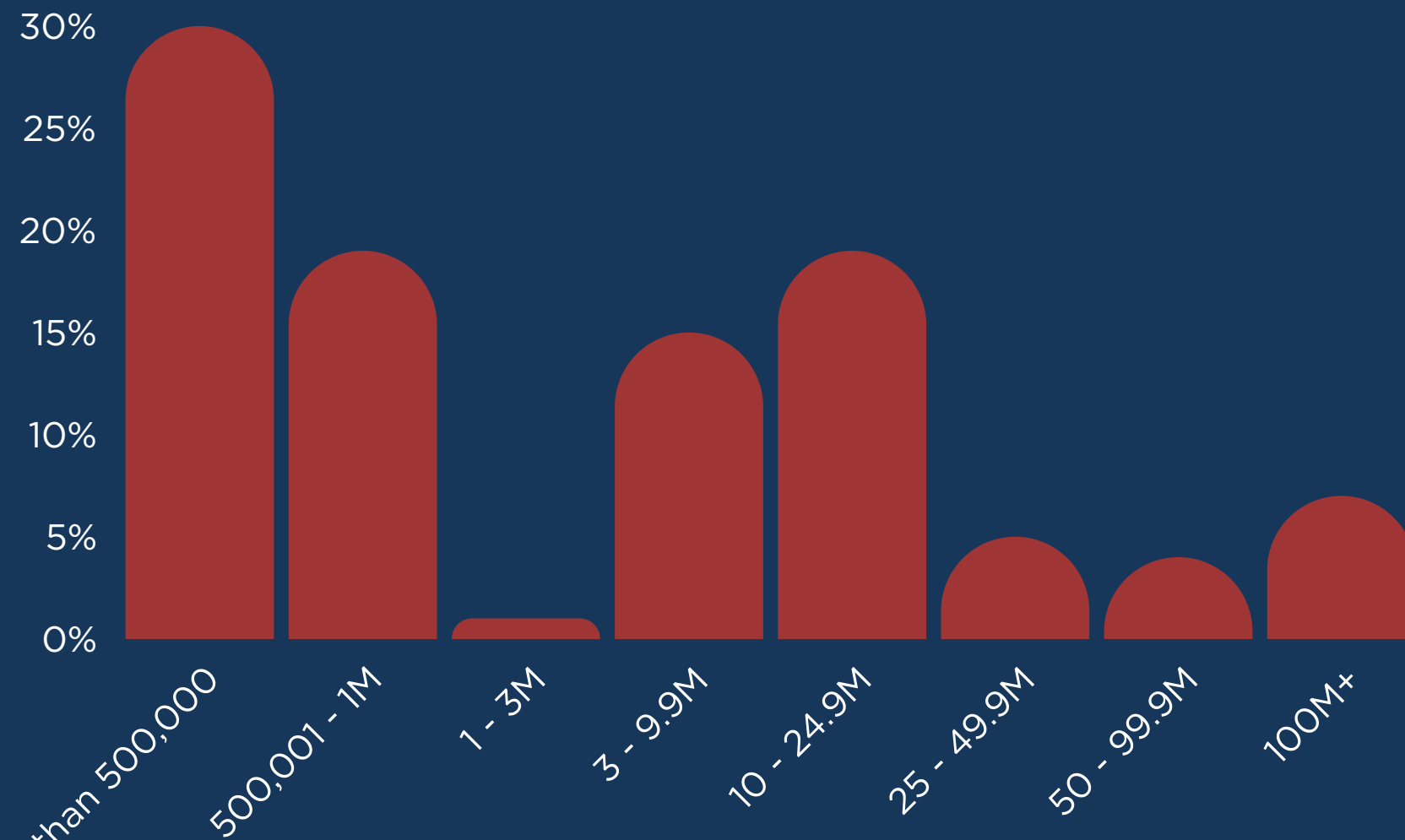
**GLOBALLY**

# BTN

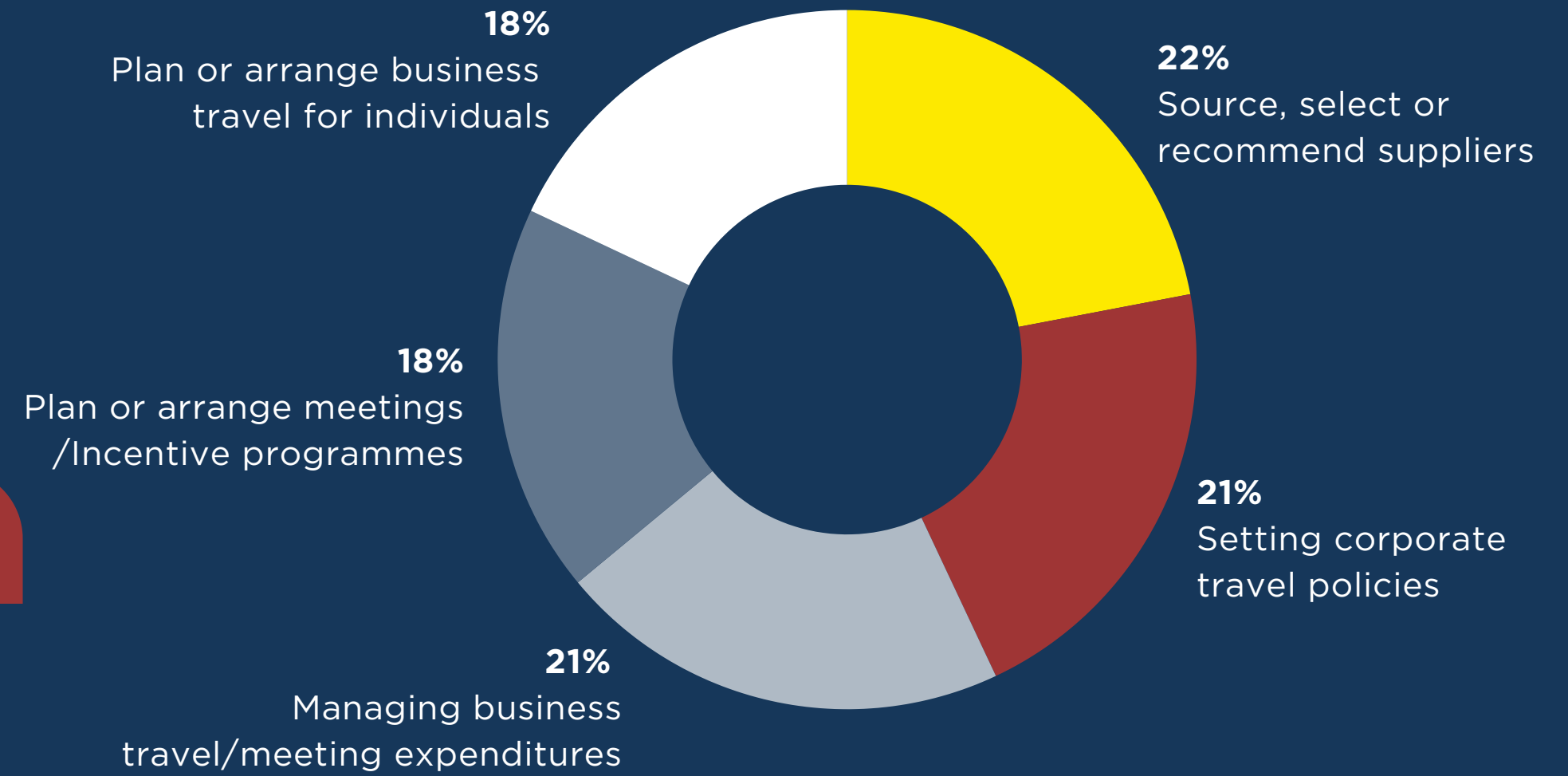
BUSINESS TRAVEL NEWS

# EUROPE

## COMPANY ANNUAL TRAVEL SPEND



## BUSINESS TRAVEL INVOLVEMENT



# BTNGROUP



**Business Travel News Europe** is the leading source of information, news, features, data, and research for European corporate travel managers and travel management professionals who are responsible for setting their company's travel and meetings policy or who purchase or manage business travel and meetings globally on behalf of their organisation.

Our content team of respected journalists covers key industry topics, including air, rail, hotels, distribution, technology, MICE, travel policy and compliance, security, data analytics, cost control, expense management, and more.



Award-winning journalism



50,000 unique users per month



14,000 opt-in newsletter subscribers

# BTN

BUSINESS TRAVEL NEWS

# EUROPE

**EUROPE'S LEADING TMCs**  
2023

**CONNECTED CONTENT**  
THE DISTRIBUTION ISSUE

**TRAVELLER EXPERIENCE INDEX**  
ANALYSING THE METHODS TODAY'S TRAVEL PROGRAMMES USE TO SUPPORT THE FULL BUSINESS TRIP LIFECYCLE

**HOTLIST 2024**  
PEOPLE, PRODUCTS, TRENDS  
[READ NOW](#)

**TRAVEL MANAGER SALARY & JOB SATISFACTION SURVEY 2023**  
[VIEW THE REPORT](#)

**POWERED UP**  
THE BUSINESS TRAVEL TECH OF TODAY AND TOMORROW

**THE FUTURE OF MEETINGS**  
WHERE PEOPLE & TECH INTERSECT

**SMART MONEY**  
DEVELOPMENTS IN CORPORATE CARDS, PAYMENTS & EXPENSES

**BTN EUROPE**  
THE JOURNEY TOWARDS **SUSTAINABLE BUSINESS TRAVEL**  
SPONSORED IN PART BY LNER LUFTHANSA GROUP Uber for Business

**THE SPOTLIGHT SERIES TRAVEL MANAGEMENT COMPANIES**  
Critical analysis of evolving market trends  
**BTN EUROPE**



## 2024 Editorial Calendar

**MARCH - The Power List**

**APRIL - Meetings Management**

**MAY - The Spotlight Series: Air travel**

**JUNE - Europe's Leading TMCs 2024**

**JULY - The Spotlight Series: Accommodation**

**AUGUST - Business travel for SMEs**

**SEPTEMBER - Sustainability in business travel**

**OCTOBER - The Travel Tech report**

**NOVEMBER - The Spotlight Series: Ground transportation**

**DECEMBER - Travel Manager Salary & Job Satisfaction Survey 2024**

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**BUSINESS TRAVEL SHOW EUROPE**  
**CELEBRATING 30 YEARS**

**19 – 20 JUNE 2024**  
**EXCEL LONDON**



**700**  
BUYERS



**3,041**  
ATTENDEES

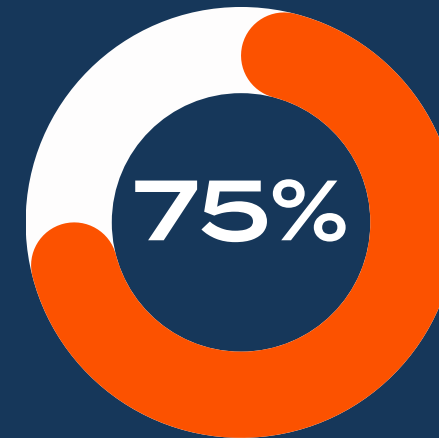
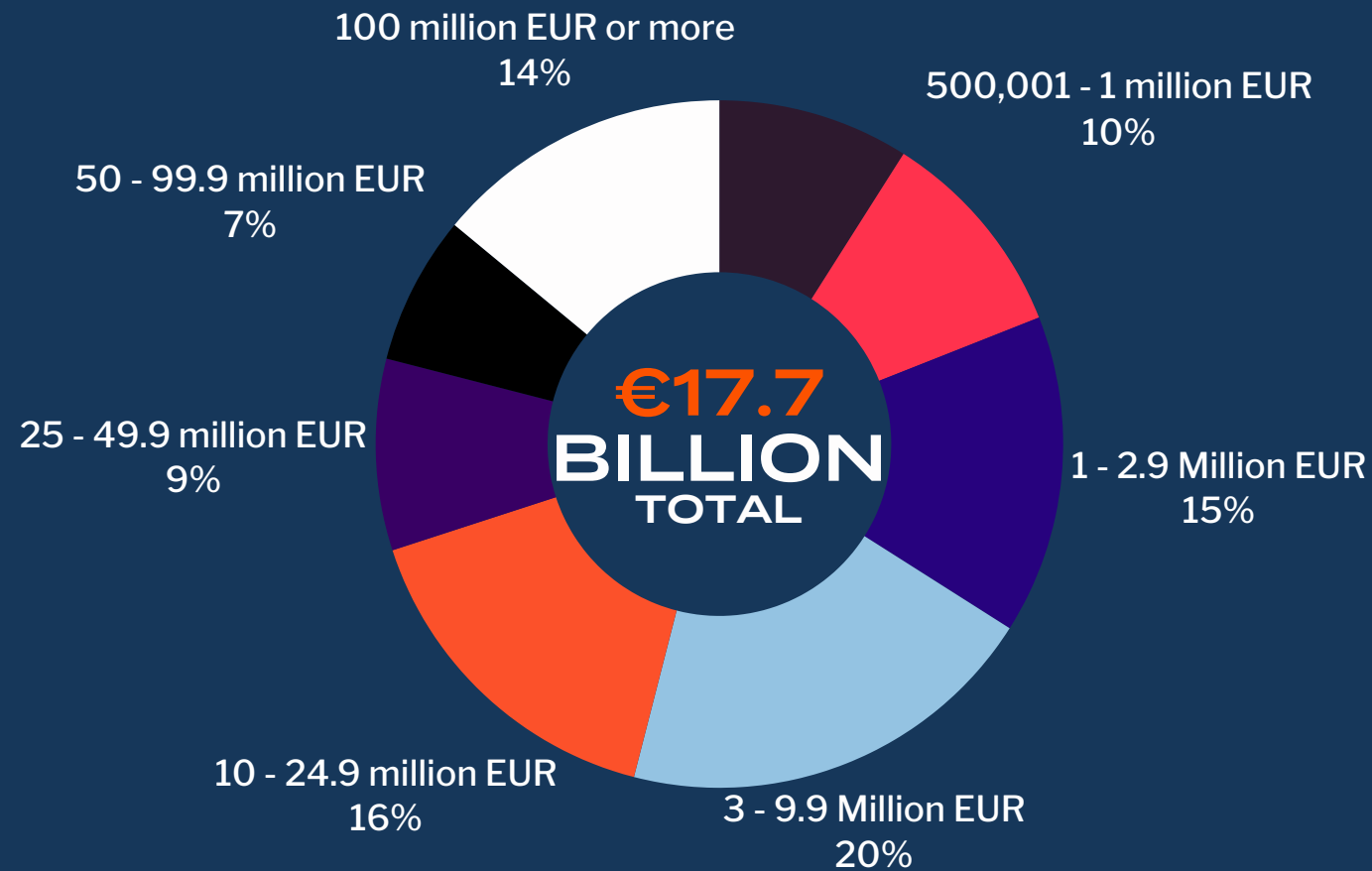


**26,690**  
EXHIBITOR CONNECTIONS



**2,514**  
MEETINGS

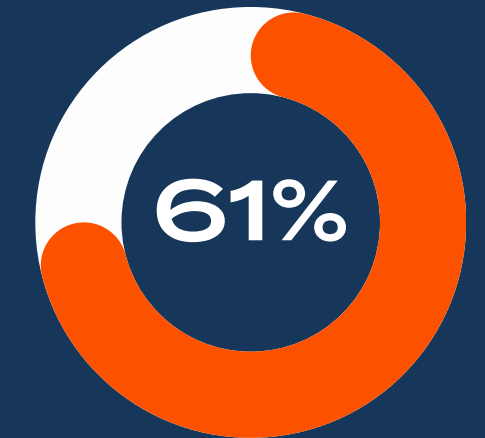
**AVERAGE ANNUAL BUYER T&E SPEND**



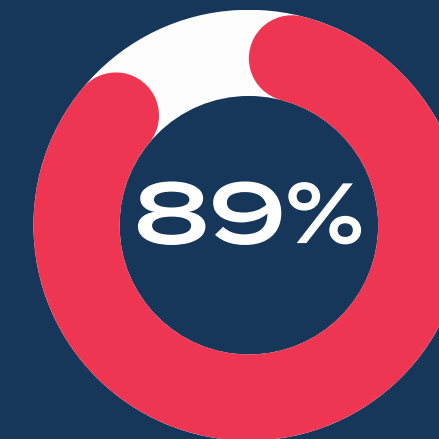
OF BUYERS SAID ATTENDING THE SHOW IS IMPORTANT TO THEIR BUSINESS



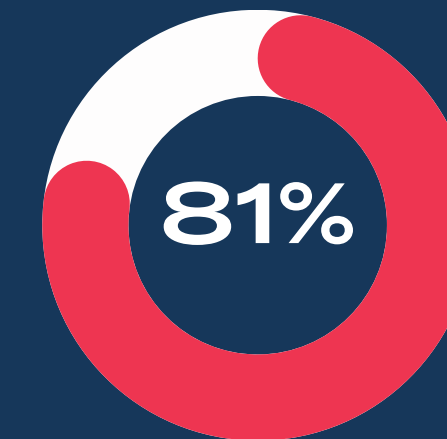
OF BUYERS ATTENDED FOR THE FIRST TIME THIS YEAR



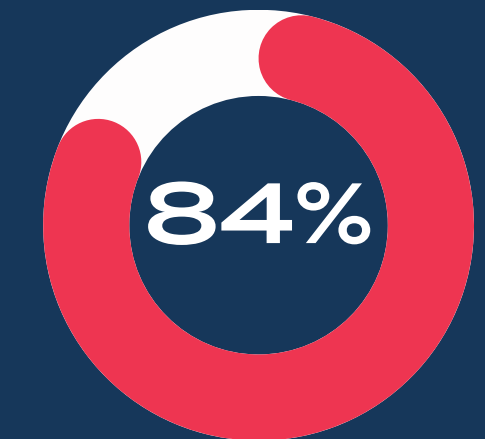
OF BUYERS HAVE GLOBAL TRAVEL PROGRAMMES



OF BUYERS ATTENDED TO DISCOVER NEW SUPPLIERS



OF BUYERS SAID THEY ARE LIKELY TO RETURN NEXT YEAR

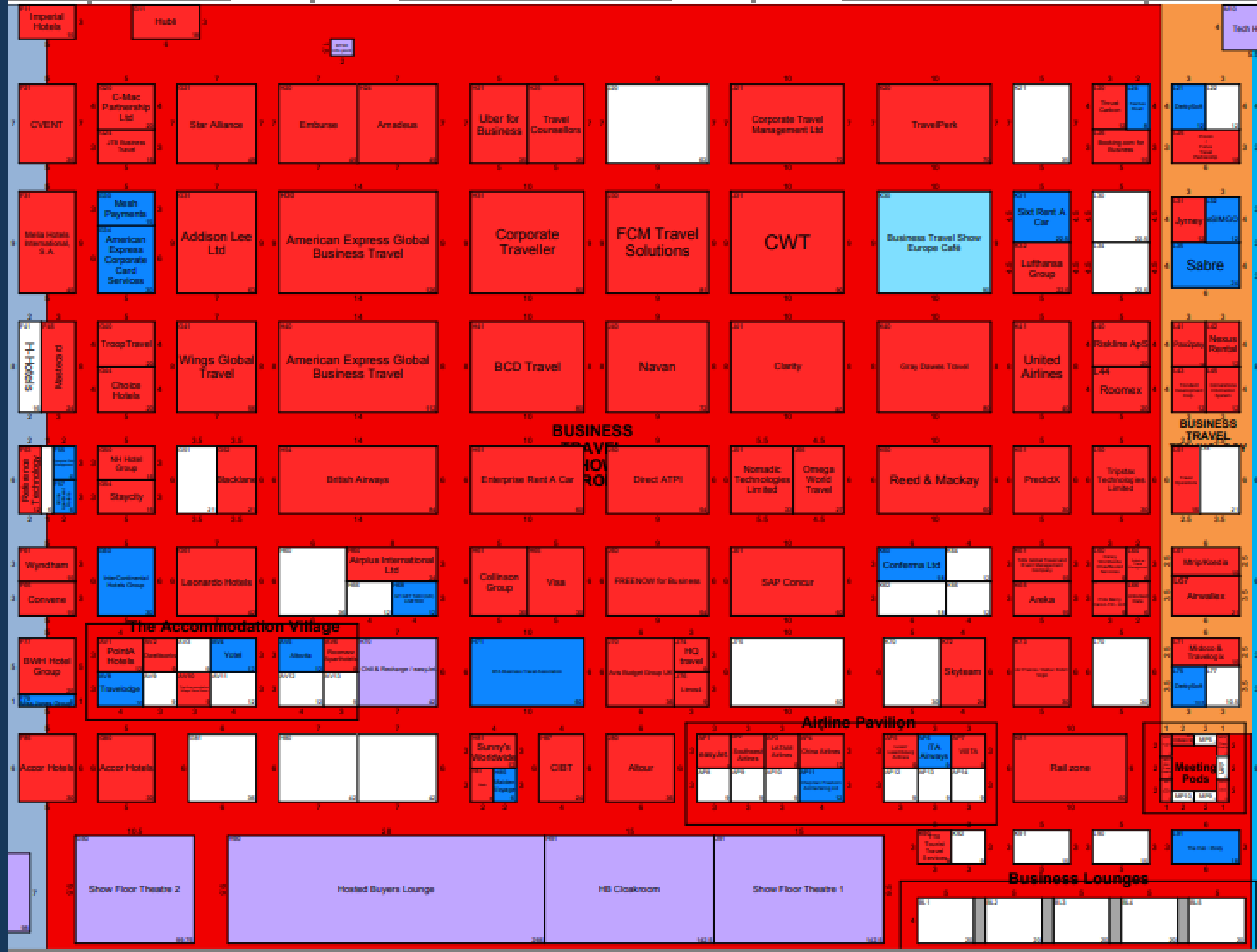


OF BUYERS SAID THEY HAVE MET SUPPLIERS THEY WOULDN'T HAVE OTHERWISE MET



19 – 20 JUNE 2024  
EXCEL LONDON

**REMINDER:  
Rates increase  
31 March 2024**







The Business Travel Innovation Faceoff will feature up to 12 supplier presentations of cutting-edge products, technologies and services that address industry challenges and support managed business travel, meetings or business travellers.

The presentations will take place live on the show floor. They will be made available on demand post-show to all attendees and promoted to BTN Europe's qualified database of 15,000+ corporate travel and meetings buyers. This is an opportunity to align your brand with the latest innovative technologies and demonstrate your commitment to moving our industry forward.

**Application deadline: 11 March**

### Previous winners:



TRAVLR ID



**bizly**

**92.1% of buyers attend Business Travel Show Europe to discover new suppliers and partners**



**BUSINESS TRAVEL  
AWARDS  
EUROPE 2024**

**24 September**

**JW Marriot Grosvenor House**

Join more than 1,000 travel industry professionals at the awards gala dinner celebrating the best and brightest of the industry.

With 22 awards categories that cover the entire spectrum of business travel, the Business Travel Awards Europe are THE opportunity of the year for you to meet, network and engage directly with business travel buyers and key industry decision-makers.

**Platinum Tables - £5,760+VAT (Early bird discount until 01/03/24)**

**Gold Tables - £4,680+VAT (Early bird discount until 01/03/24)**

**Awards entry deadline 12 April**





# BUSINESS TRAVEL AWARDS EUROPE 2024

24 September

JW Marriot Grosvenor House

## Available opportunities include:

- Headline Sponsor - **SOLD**
- Award Category Sponsor
- Casino Sponsor
- Table Centrepiece Sponsor - **SOLD**
- Table Plan Sponsor
- Wi-Fi Sponsor
- Welcome Reception Sponsor
- Photobooth Sponsor
- Cloakroom Sponsor
- Digital Ticket Sponsor
- Opening Entertainment Sponsor
- Awards Host Sponsor
- After Party Sponsor

## 2023 sponsors:



## Categories:

- Travel partner of the year - Hotel brand
- Travel partner of the year - Alternative accommodation operator
- Travel partner of the year - European short-haul airline - **SOLD**
- Travel partner of the year - European long-haul airline - **SOLD**
- Travel partner of the year - Car rental
- Travel partner of the year - Chauffeur or taxi provider
- Travel partner of the year - Ground transportation platform
- Travel partner of the year - Rail operator
- Travel partner of the year - Small TMC
- Travel partner of the year - Medium TMC
- Travel partner of the year - Large TMC - **SOLD**

- Travel partner of the year - Meetings & events agency
- Travel partner of the year - Meetings & events venue
- Technology innovation - Accommodation
- Technology innovation - Traveller experience (excluding corporate booking platforms)
- Technology innovation - Corporate booking platform
- Technology innovation - Data & reporting
- Technology innovation - Meetings & events
- Achievement in diversity, equity and inclusion
- Account management team of the year
- Travel buyer of the year
- Travel team of the year - **SOLD**



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2<sup>ND</sup> ANNUAL  
**entertainment  
sports &  
media** TRAVEL  
SUMMIT

LONDON - 20 FEBRUARY 2024

**BUSINESS TRAVEL**  
SUSTAINABILITY  
SUMMIT & AWARDS  
EUROPE

LONDON - 14 MAY 2024

**BUSINESS TRAVEL**  
TECH  
TALK

PARIS - TBD  
FRANKFURT - TBD  
LONDON - OCT 2024  
AMSTERDAM - NOV 2024

**STRATEGIC  
MEETINGS  
SUMMIT**

LONDON - OCTOBER 2024

**BUSINESS TRAVEL**  
ACCOMMODATION  
SUMMIT EUROPE

LONDON - NOVEMBER 2024

**business travel**  
intelligence summit  
EUROPE

LONDON - DECEMBER 2024

**GLOBAL  
TRAVEL RISK  
SUMMIT EUROPE**

VIRTUAL - TBD

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## INTERACTIVE AND ENGAGING EVENTS ON THE LEADING INDUSTRY TOPICS:

Accommodation  
Data & Intelligence  
Entertainment Travel  
Strategic Meetings Management  
Technology  
Sustainability  
Risk



Average of  
90% satisfaction  
rating with  
buyer  
attendees



Better than  
2:1 buyer to  
supplier ratio



62% of buyers  
are exclusive  
to the BTN  
Group  
database

A decorative pattern of small, semi-transparent dots in white, yellow, red, and blue, arranged in a scattered, arc-like pattern across the top corners of the slide.

**BTNGROUP**

**NEW**

# **Audience Extension and Targeting**

# BTNGROUP

## Activation approaches

### Target Based On

- Account Data (e.g. company names, job titles)
- Attributes/Personas (demographics)
- Behavioral Intent

### Audience Extension /Offsite Display Ads (Brand Awareness)

Targeted display ads served to identified key accounts leveraging Northstar's 1st Party Audience, that can be used to initially activate accounts as well as nurture.

Programs starting at  
**£26/CPM**

### HYBRID - Brand Awareness + Lead Generation

### Content Syndication (Lead Generation)

Content-driven lead generation with supplied gated assets or custom-created assets on your behalf. Leads are delivered periodically via direct integration or secure files.

Programs starting at  
**£145/CPL**

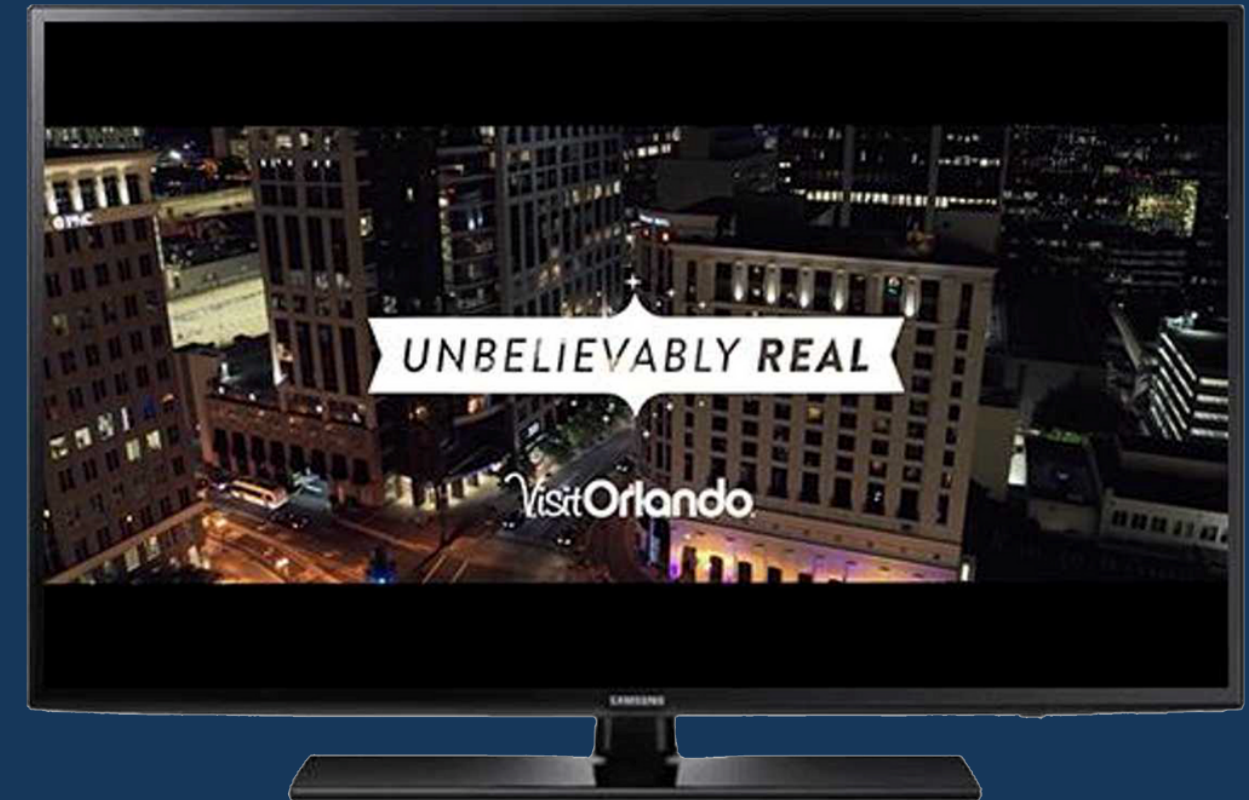


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## Connected TV

Target our 1st party audience data in a new and exciting way. With a Connected TV campaign, you can reach the cord-cutters and streaming TV viewers across all device types, including connected TVs, desktop, mobile, and tablets.

Programs available starting at £12,500 net (80,000 impressions)





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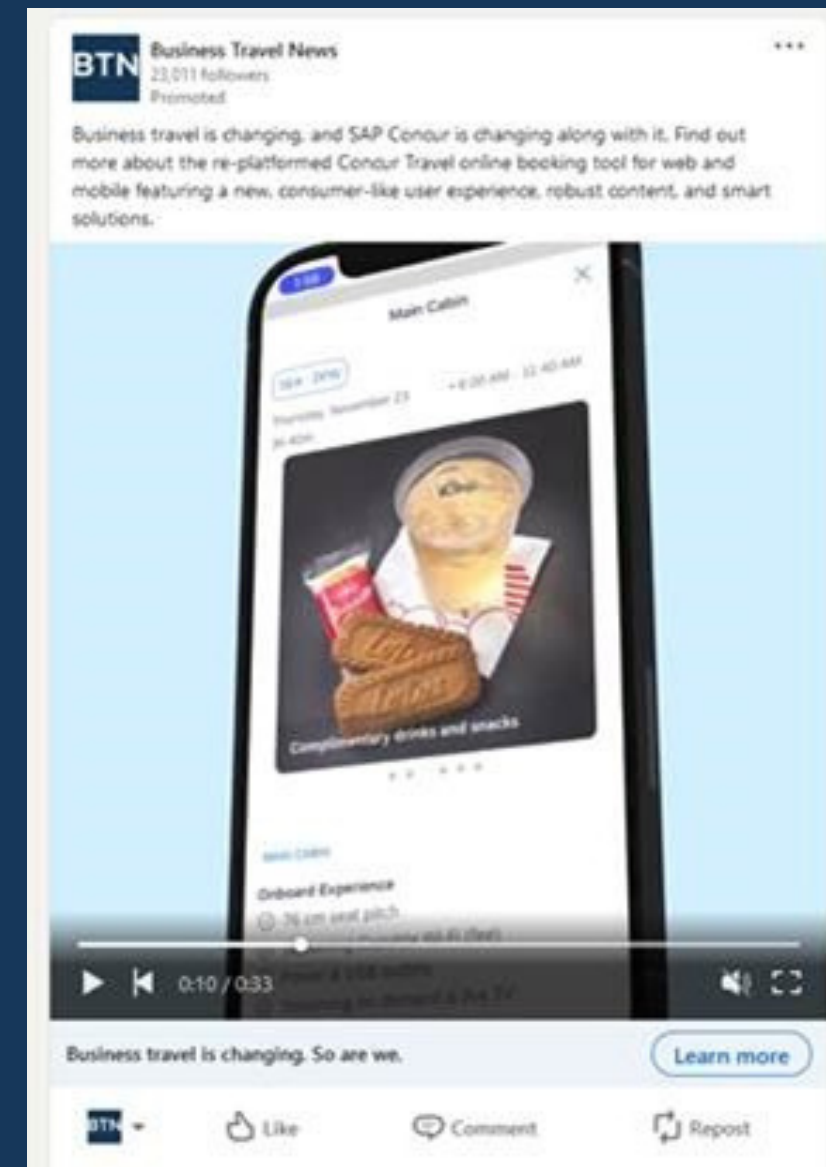
## LinkedIn:



The preferred social channel for corporate travel managers and decision-makers

Programs available starting at £6,700  
(25,000 impressions)

Send your customised advertising messaging to our First Party list.  
Segmenting is available.





An interactive 14-course learning programme designed to guide users through creating a best-practice travel management programme.

**Modules include:**

- Structuring a Managed Travel Programme
- Establishing a T&E Policy
- Selecting a Travel Management Company
- Selecting an Online Booking Tool
- Selecting a Travel Payment Provider
- Setting Up a Corporate Lodging Programme
- Working with Car Rental Companies



- Selecting an Expense Management Solution
- Working with Airlines
- Working with Chauffeured Transportation
- Taking on Travel Risk Management
- Getting Started with Meetings Management



792+ sign ups so far



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BUSINESS TRAVEL NEWS EUROPE

NEWS FEATURES CONVERSATIONS RESOURCES EVENTS SUBSCRIBE

Incredible rewards and savings

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### EU lawmakers approve SAF mandate

Europe's aviation sector welcomes adoption of the ReFuelEU Aviation Regulation

KEEP READING

**COLUMNISTS**

**Latest News**

- Norwegian confirms new routes for summer schedule
- ANA confirms winter schedule with changes to Brussels service

VIEW ALL

10-20,000 avg. impressions per 2 weeks

To view this email as a webpage, please click [here](#)

**IN THE KNOW** THE VISA PROCESSING CONUNDRUM WATCH NOW

**BTNGROUP**  
BUSINESS TRAVEL NEWS EUROPE

**NEWS**  
POWERING EUROPE'S CORPORATE TRAVEL COMMUNITY

14 December 2023

- New night train connects Berlin to Paris and Brussels**  
NEWS | GROUND TRANSPORT  
New NightJet routes to strengthen cross-border rail connections in Europe
- GSTC develops sustainability certification for company travel programmes**  
NEWS | TRAVEL MANAGEMENT  
Guideline document for travel programmes to be ready in six to nine months
- Virgin Atlantic to increase New York and Boston services in 2024**  
NEWS | AIR TRAVEL  
Added frequencies will see the carrier offer a 'record number' of US-bound flights next summer
- Accor to make brand debuts across Europe next year**  
NEWS | ACCOMMODATION  
European debuts include Hyatt London City, SLS Barcelona and the first Mövenpick property in Poland
- The 17th annual GITs: the no one wants to win**  
FEATURE  
The Ganga In Travel: Aston C... accolades for 2023

WEBINAR: TRAVEL MANAGER APPS  
**CELEBRATING THE BEST OF THE**

Sent to over 14,000 inboxes Monday - Thursday

**BTNGROUP**  
BUSINESS TRAVEL NEWS EUROPE

NEWS FEATURES CONVERSATIONS RESOURCES EVENTS SUBSCRIBE

**BTNGROUP** THE JOURNEY TOWARDS SUSTAINABLE BUSINESS TRAVEL

SPONSORED IN PART BY LNER LUFTHANSA GROUP Uber for Business

## THE JOURNEY TOWARDS SUSTAINABLE BUSINESS TRAVEL

### The Journey Towards Sustainable Business Travel

Published: 20 September 2022

There are few more urgent priorities for corporates right now than cutting their carbon emissions and, for many, that means targeting business travel as part of a wider mitigation strategy. In this report you'll learn about the most effective steps organisations can take to reduce the environmental impact of their business travel activity: from travel reduction tactics and the pros and cons of carbon offsetting, to investing in sustainable aviation fuel and implementing internal carbon taxes and budgets. Discover what actions your peers are taking and explore a wealth of expert insight, no matter where you are on your own sustainable business travel journey.

**Introduction: Sowing the seeds**  
By Lauren Arena  
Sustainable travel is everyone's business, but are corporates' current attitudes and actions enough?

**30 MINUTES**  
with CVENT'S LAURA CRESSWELL

13 SEPTEMBER 2022

Most Re...  
1 Ryanair's creating fr... travellers

50-60,000 avg. impressions per month



# BTNGROUP



This unique series, “30 Minutes with ...” offers you the opportunity to have an executive speak directly to buyers. Unlike usual webinars, audience interaction takes front and centre via questions submitted in advance and in real-time.

## IN THE KNOW

Like a traditional ‘infomercial,’ the ‘In the Know’ webinar provides suppliers with an ideal environment to educate and inform the BTN Group audience about your company’s products and/or services or views on an industry topic.

**BTNGROUP**  
CONTENT SOLUTIONS  
**THOUGHT LEADERSHIP  
WEBINAR**

BTN thought-leadership webinars are designed to focus on the topics and trends, not commercial solutions. Establishing our supplier partners as an industry thought leaders, we work collaboratively with the sponsor to identify a topic that meets the information needs of travel and procurement buyers.



# BTNGROUP

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CONTENT SOLUTIONS



**Report/white  
papers**

**Surveys**

**Infographics**

**Case studies**

**Case studies  
with interviews**

**Microsites**

**Newsletter  
programmes**

**Sponsored  
content**

**Custom Events**

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## CONTENT SOLUTIONS

BTNGROUP EUROPE  
WHITE PAPER

### DRIVING AGILITY

IN MANAGED TRAVEL PROGRAMMES

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SPONSORED BY  
THE BUSINESS POWER OF  
Enterprise National

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1

**A**n approach designed 20 years ago to reengineer software development is increasingly being applied by businesses to improve products, services and processes. Over the past couple years as they navigated unprecedented, volatile, uncertain and often unpredictable market conditions, companies relied on agile techniques to help them survive, transform and thrive, according to recent studies.

In an agile business, companies demonstrate the characteristics that allow them to succeed:

- Being quick to adapt to change, both internal and external
- Responding quickly to customer needs
- Organised in empowered teams
- Operating on fast learning cycles
- Using technology seamlessly
- Having a competitive advantage by design

Forward-thinking travel managers are now thinking about whether the agile mindset can be applied to travel management.

This would see travel managers nimbly pivot their travel programmes to meet, and perhaps even anticipate, traveller, company, supplier, government and industry changes.

What must travel decision-makers consider and build into their programmes, policies, procurement practices, supplier partnerships and leadership expectations as they navigate? This white paper will highlight the topics and steps travel managers can take.

BTNGROUP EUROPE  
WHITE PAPER

### 6 SUCCESS STRATEGIES

FOR MANAGING BUSINESS TRAVEL AT FAST-GROWING COMPANIES

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1

**M**anaging business travel is often challenging, especially for decision makers at fast-growing companies. At such companies, travel managers play a crucial role in "balancing market dynamics and staying ahead of growth," according to Maria Chevalier, former travel manager at Johnson & Johnson and Hewlett Packard.

The "travel industry is always disrupting and evolving. When you're in a 'steady Freddy' kind of company, your ability to manage these disruptions is very different than when you are trying to grow a company at a very fast pace," Chevalier said.

Whether at startups or established companies expanding hiring, products or markets, thousands of companies in the United States are ranked on one or more fastest-growing companies lists from *Fortune*, *Financial Times*, *Inc.*, or other ranking bodies. These companies typically grew revenues at 10% or more a year. The top companies on *Fortune's* latest list doubled their revenues. The fastest growing company on the 2023 FT list had a compound annual

growth rate of 721% while the 500th company grew revenues 9%. "A typical company grew at 2.8% per year during the 10 years preceding Covid-19, and only one in eight recorded growth rates of more than 10%," according to a [2022 McKinsey analysis](#) of the 5,000 largest publicly listed companies by 2019 revenue.

In this white paper, we explore six success strategies to effectively manage business travel in fast-growing companies. Managing travel is critical for all companies—for employee safety, security and wellbeing, financial management and data reporting. Effective programs are especially critical when companies and travelers are moving at a rapid pace.

BTNGROUP EUROPE  
WHITE PAPER

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cvent

### 10 COST-CUTTING TACTICS TO PLAN SUCCESSFUL MEETINGS AND EVENTS IN INFLATIONARY TIMES

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1

**A**s demand for meetings and events picks up in an economic environment characterized by steep price increases, meeting planners are rising to the challenge by applying a combination of skill, strategy and, most important of all, creative out-of-the box thinking.

In a recent BTN webinar on "Event Budgeting and Cost-Cutting Tactics in Inflationary Times," sponsored by [Cvent](#), three industry professionals shared their perspectives on how to successfully navigate today's inflationary marketplace. This report provides an overview of their insights, including data on pricing trends for 2023 and an array of practical tips and strategies planners can implement to offset steep pricing increases without eroding the attendee experience.

BTNGROUP EUROPE  
WHITE PAPER

### ANALYTICS, SUSTAINABILITY, & TRAVELER SAFETY:

SHAPING THE FUTURE OF CORPORATE TRAVEL

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1

It will be another challenging year ahead for corporate travel—meetings are back, but so are high prices. As corporations juggle their sustainability goals with duty of care and rising budgets, they seek better tools to make smart decisions. But learning to trust and understand the data must come first.

As we prepare to enter the third year since the pandemic, the question isn't when things will change, it's how much will change.

Just when corporate travel hoped to settle into some stage of normalcy the realization has set in that the industry has been transformed for the long haul. The disruptions and challenges of the past few years have left an indelible mark, and it's up to corporations to rethink their travel programs to keep moving forward.

Video conferencing alternatives are adequate replacements for many types of meetings; the virus continues to mutate, making travel alerts and duty of care top of mind; sustainability goals are looming; and a possible recession has many companies tightening their belts, not loosening them. In this frenetic environment corporate travel has evolved into a new entity, where there is further scrutiny of trips but, also, more flexibility as the workplace adjusts to remote work. Managing both has been a balancing act for travel managers as they enter 2023.

To predict corporations' next moves, Emburse and The BTN Group teamed up to survey 132 travel managers and other corporate travel decision-makers (see Methodology, page 7). Results reveal how corporations are prioritizing their needs as they manage a revised workforce and enter a new era in travel.

Corporations are basically optimistic regardless of economic uncertainty. They are resigned that prices will continue to rise, leading to increased volumes. Their biggest gap, however, is understanding and predicting travel patterns so they can better manage ROI—an area they admit needs improvement. While they are investing in analytics and reporting tools, some don't completely trust the information they are given, and others seek better ways to exploit the data to their advantage. Sustainability and duty of care are also high on travel managers' agendas and impacting their strategies as they think about their travel program for 2023 and beyond.



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## CONTENT SOLUTIONS

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HOTELS & RESORTS

BOOK LOCATIONS DEALS MEETINGS FIND RESERVATION LANGUAGES

**WYNDHAM REWARDS**  
SIGN IN • JOIN

### The Sustainability Factor in Business Travel Decisions



A multitude of factors are prompting corporations, corporate travel buyers, business travelers and suppliers to focus on sustainability and the carbon footprint of business travel like never before.

#### Companies Intensify Sustainability Targets

From the top down, corporations are increasingly adopting and reporting sustainability initiatives and seeking the same from those in their value chains. In the Race to Zero—or reducing greenhouse gas emissions to as close to zero as possible—more than 1,200 companies have committed to science-based net zero emission targets, according to the United Nations Climate Action.

Many companies are reporting their green commitments and progress, often following third-party frameworks such as the Taskforce on Climate-related Financial Disclosures. The U.S. Securities and Exchange Commission earlier this year proposed long-awaited rules that would require public companies to disclose climate change data, perhaps including emissions from business travel, typically called Scope 3. Regulators are currently reviewing thousands of pages of public comments, including those from the Global Business Travel Association.

“GBTA believes that reporting business travel emissions as part of scope 3 emissions when they are material will create a sense of ownership over travel-related emissions and incentivize companies to work with travel providers on solutions for decarbonizing the industry,” GBTA CEO Suzanne Neufang stated in comments filed. While overall supportive of the SEC rulemaking, she suggested some improvements. She encouraged the SEC to work closely with the European Union, which proposed such rules in 2021, and efforts of the International Sustainability Standards Board.

#### How These Targets are Impacting Corporate Travel

Nearly 90% of the business travel sector worldwide “views addressing climate change as the number one priority area for action,” according to “The State of Sustainability in the Global Business Travel Sector” by the Global Business Travel Association. It also found that “76% of travel buyers have either already incorporated or are planning to incorporate sustainability objectives in their travel policies.” GBTA surveyed 762 global business travel industry professionals from four regions-- Europe, North America, Latin America and Asia-Pacific. It also surveyed 100 external stakeholders, including policymakers, think tanks and non-profit organizations.

Business Cards Payment Solutions Business Class Find A Solution

## BUSINESS TRAVEL TRENDS & INSIGHTS

Business Travel Trends & Insights from American Express provides a modern business education through insights, tips, and inspiration to help your business adapt to changing times

### Featured Content

#### Preparing for the Return of International Travel

**The return of international travel has begun as restrictions and testing requirements ease. While employees may be ready to resume international business travel, are corporations and travel managers prepared with new policies, guidance and support for travelers?**

Prior to the pandemic, cross-border travel had been on the rise for both leisure and business travelers. Nearly 45% of the total U.S. population had a passport in 2019 versus just 32% a decade earlier.

[Read More Here](#)





5 Ways to Ensure an Understanding of



How Well do Travel Expense Approvers



The Complexities of Defining Essential

# BTNGROUP



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