

Nordic Business Travel Meeting - Best Practice in Travel Management

**Experience and learn from some of the best Travel
Managers in the Nordics**



NBTA invites you to the 5th Nordic Business Travel Meeting in Oslo the 7th of March. We invite you to a day of learning, networking and exchange of ideas to build on.

The theme for the day is "Best Practice Travel Management". There are many areas within Travel Management, and we have picked out some of the best Travel Managers from the Nordic countries who will share their thoughts, experience and ideas with you.

We will end the day with a panel debate between a few major suppliers and Nordic Travel Managers. Please take a look through the program, and then you can register your participation on the last page.

Welcome and best regards
NBTA

Jan Henrik Ulvatne
General Manager

Our sponsors





Program

- 09.30 **Registration**
- 10.15 **Welcome and introduction by General Manager at NBTA Jan Henrik Ulvatne**
- 10.20 **Compliance – Why it shouldn't be a problem?**
 By Petra Metsola Global Category Manager Travel at Wärtsilä
- Compliance is a challenge for most companies, but Wärtsilä have succeeded in achieving great compliance to their travel program. Wärtsilä have developed travel management processes and practises to prevent all the travel policy-bypassing possibilities. Learn about how they have worked internally and with their suppliers to achieve compliance to their Travel Program.
- Petra is one of the nominees to the European Travel Buyer Awards in London in the category "Compliance". Learn how you can improve compliance in your own organization!
- 11.05 **Demand management – a paradigm shift**
 - By Torbjörn Erling Global Meeting & Travel Manager at IKEA
- For a Meeting and Travel Manager representing demand within a company the mission is to know and understand both corporate needs in strategy and policy as well as end-user needs, and to implement solutions that meet these needs in the most effective way. This session will point at success factors and challenges in applying this new way of working within the areas of meetings and travel, and how it can create value for both buyers and suppliers.
- How can this approach fit your Travel Program?
- 12.00 **Lunch**
- 12.50 **The Nordics – same-same but different**
 - By Pellegrino Riccardi
- Pellegrino is a world traveller. Much of his travels have been within the Nordic countries, a part of the world where we like to believe that we are "close cultural cousins" but where there in reality often are large cultural differences. Pellegrino will guide you through some of these cultural challenges in his usual humorous, thought-provoking and insightful way.
- 1320 **Whip, carrot or partnership approach with your suppliers?**
 - By Mette Christensen Global Head of Travel and Related Activities at A.P.Møller Mærsk
- Mette won the European Travel Buyer Award in 2011 with the fresh approach they had taken in their global travel program and airline agreement. Whether you have mostly local or international travel you will have just as much to learn from the structure of thinking. Mette will tell us about their learning's from change management, when they consolidated 172 Travel Agencies down to 2.
- She will also talk about their experience from adapting a structured Supplier Relationship Management approach. How can you create value for both you and your supplier? Are you brave enough to deselect? What does she think are the next steps within Travel Management?



- 14.05 **Coffee break**
- 14.20 **Cultural challenges in Travel Management**
 - By Joakim Grude Principal Consultant Travel Management at Statoil
- Cultural challenges are present in all organizations whether it is between departments in your own country or it is in other parts of the world. How does Statoil work with these challenges within their Travel Program? How do they work to secure the travellers cultural understanding when they travel to or work with a new country?
- 15.00 **The Travel Manager – “The Lone Ranger”?**
 - By Paul Tilstone Managing Director at GBTA Europe
- Those who work with Travel Management often feel that they have a lonesome position in their organization. Travel Management is mostly considered as a non-strategic function, but it is also one of the largest cost areas in a company. Business travel is a special and complex area, and constantly changing.
- So how do Business Travel organizations like NBTA, SBTA, DBTA, FBTA and GBTA develop to support the present and the future role of the Travel Managers in the context of an ever-changing role?
- 15.30 **Panel debate – What will characterize the future successful suppliers?**
- Listen to what Travel Managers are expecting their suppliers to deliver, and how major suppliers foresee their role and product development. How can they partner up to achieve the best results?
- Moderator – Paul Tilstone Managing Director at GBTA Europe
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| Lars-Ove Filipson | Vice President Corporate Sales SAS |
| Lars Sande | Director of Sales Norwegian |
| Terje Olsen | Head of Nordic Sales & Key Accounts Norway HRG |
| Geir Lysberg | Director of Sales Carlson Rezidor Hotel Group |
| Rune Feltman | CEO Via Travel Norway |
| Mette Christensen | Global Head of Travel at A.P. Mærsk Møller |
| Joakim Grude | Principal Consultant Travel Management Statoil |
| Torbjörn Erling | Global Meeting & Travel Manager at IKEA |
| Petra Metsola | Global Category Manager Travel Wärtsilä |
- 16.10 **Summary and handing over the “budstikke” to SBTA**
 - By Chairman in NBTA Nils-Arne Øygarden
- 16.20 **Networking & champagne**
- 17.00 **End**



Details for registration

Grand Hotel in Oslo

Address: Karl Johans gate (5 minutes walk from airport train station Nathionaltheateret)

Tel. +47 23 21 20 00

Sign up

If you are a member of DBTA, FBTA, GBTA, SBTA or NBTA the price is NOK750

For non-members the price is NOK1250

The participant fee will be invoiced.

Please click this link for registration: <https://response.questback.com/nbta/srblqzgkc1/>

Latest day for cancelation is 2nd of March.

If you have any questions, please send us a mail at post@nbta.no