

Conference Programme

All sessions are designed to inspire, educate, challenge and involve you. The sessions are free and you can just sit in, saving you \$400 worth of conference fees.

Day 1 - Monday 25 October 2010	
Keynote 1: 11.00 – 11.45	MEED Research Survey: Business Travel trends in the Middle East An exclusive survey by MEED of senior management executives at firms with business interests in the Middle East reveals 62 per cent of companies expect to spend more on business travel in 2010 than last year. Liz Bains, Analysis Editor, MEED 
Session 1: 12.00 – 13.00	Ten must-have features of a Travel Policy Building and implementing a Corporate Travel Policy can be a daunting task, especially when it seems as though there are so many aspects and variables to consider. This presentation will guide delegates through the top ten components. Corrado Simontacchi, Manager: Corporate Purchasing-EMEA & ASPAC, Huntsman Jo-Anne Lloyd, Independent Travel Industry Consultant 
Session 2: 13.30 – 14.30	Strategic sourcing practices – What your suppliers consider a good deal In order to effectively strategise buying practices and enhance negotiation opportunities, one needs to have a clear understanding of the procurement process from both sides of the fence. Hisham Elfil, Business Project Development Advisor, Qatar Foundation Mohamed Sukkar, Sourcing Specialist, Tecom Investments Roland Bunge, General Manager: Commercial, Kanoo Travel Toby Joseph, Vice President Sales & Marketing – Dubai, Jumeirah Group Moderator: Tim Waddell, Marketing Director, Alshamel International   
Session 3: 14.45 – 15.45	The Art of Airline Contracting and Corporate Data Management Developing and maintaining good relationships with preferred airlines can truly be described as an 'art'. It is often hard to know where to start when trying to grasp an understanding of the various fare structures, booking classes, restrictions and opportunities for discounts. Certainly, having airline contracts in place and making effective use of your TMC as a partner in the process is a key tool in managing these issues and opportunities. Herman J.G. Mensink, Vice President - PRISM Group Inc. Moderator: Jo-Anne Lloyd, Independent Travel Industry Consultant
Session 4: 16.00 – 17.00	From Travel Agent to TMC – The giant leap Globally, the travel industry has seen the slow but steady shift to zero commissions which to a large extent has empowered previous 'Travel Agents' to become full-service Travel Management Companies. With this shift, TMC's have had to change remuneration structures, charging management or transaction fees - but is this trend being embraced by the Middle Eastern travel community? How are the new remuneration models affecting Travel Buyers and are TMC's able to effectively 'sell' their expertise and justify their fees? Benjo Van Laarhoven, Executive Vice President, Alshamel International Chris Crowley, Senior Vice President: Global Client Management, BCD Travel & ACTE President Doran M Fanning, Travel Service Manager, Government of Abu Dhabi  

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Day 2 - Tuesday 26 October 2010

<p>Keynote 2: 10.30 – 11.30</p>	<p>The Challenge of Change</p> <p>Encompassing a motivational and dynamic future view of the global business world, this keynote presentation begins with an initial look back over past business, consumer and lifestyle trends and summarises the resultant pressures and changing dynamics of today's key business issues.</p> <p>Michael Jackson, Keynote Speaker & Facilitator, theothermichaeljackson.com</p>
<p>Session 5: 12.00 – 13.00</p>	<p>Technology Pecha Kucha - Online systems and Technological advancements – what generation are you?</p> <p>Technology is changing the way travel is delivered for all of its stake holders, but in a region where 'self service' is not commonly embraced, this is leading to many travel professionals asking the question 'How do I adapt and what technology solutions do I need to consider?' This session will clearly define the different product and service offerings available in the local market, the advantages of their use and the challenges in their implementation.</p> <p>Abdulla Tawakul, Senior Vice President Corporate, HRG Dnata Ahmed Youssef, Senior Manager Operations & Marketing: Middle East North Africa, Amadeus Dirk Mertens, Director Global Accounts & Corporate Development, TravelPort Moderator: Bicky Calra, President, TraVision</p> <p>      </p>
<p>Session 6: 13.45 – 15.00</p>	<p>Nature versus Nurture: Can you nurture good travel practices in the midst of status driven behaviour?</p> <p>Travel Managers constantly face the issue of 'difficult' travellers who insist on ignoring or bypassing travel policy. Travellers often feel that company travel should carry perks and thus make status-driven decisions about the travel options and classes they book and the suppliers that they use.</p> <p>This Round Table discussion will allow delegates to brainstorm solutions and problem solve this tough issue.</p>
<p>Session 7: 15.15 – 16.00</p>	<p>Better Business Rules</p> <p>Designed to encourage innovative thinking, this keynote presentation outlines the things we neglect to see around us which are staring us directly in our face – every single day – and presents a solid case for thinking and acting differently in order to generate new behavioural patterns and necessary success in the workplace and company markets.</p> <p>Michael Jackson, Keynote Speaker & Facilitator, theothermichaeljackson.com</p>

*Sessions are subject to change