

ISM Travel & Events 2017

Your ticket to first-class procurement

June 12-14, 2017 | Miami, FL

www.ismtravel.org





ISM TRAVEL & EVENTS 2017

Travel used to be less complicated. It involved getting your employees from Point A to Point B and booked in a hotel. Those days are over. Today, for many companies, it falls under procurement's supervision and is a significant spend category. If you're a category manager, you need to learn the ins and outs so you can negotiate better deals while meeting travelers' requests. If you're a travel manager, you need to be ready for any contingency. You need to know your legal obligations to traveling employees and how to keep them safe and informed wherever they are. You need to know what travel friction is and how to reduce it. And so much more!

Keynotes

Institute for Supply Management® (ISM®) aims to turn you into a T&E rock star at our second annual Travel & Events conference. Our fantastic keynotes will set the bar high.



MIKE PREMO, president and CEO at Airlines Reporting Corporation (ARC), will explore how airline data can help you manage your travel program — and your business — more effectively. Examine the data available from ARC and delve into the tactical and strategic uses for it. Learn how to use this data to measure performance, benchmark, analyze business trends and predict what the future may

bring for the travel and events industry.



GRAHAM CRAWSHAW, director of content at CASME, will review key findings from CASME's extensive benchmark report designed to investigate and compare approaches to managing the business travel category. Gain an understanding of how global organizations manage business travel, and how you can best support the category. As a bonus, you will be invited to participate in the upcoming CASME survey to receive a full report and a maturity matrix showing your level of category maturity (basic, stable, progressive or leading) in comparison with other organizations.

Sessions

The Pfizer Experience: The “Smart” Factor Case Study

By aligning its “BuySmart” global procurement campaign with its “TravelSmart” marketing campaign, Pfizer took its traveler experiences to the next level. This session will examine the lessons learned, including how to use various channels to educate travelers on traveling “smart,” how leveraging an app provides Pfizer’s travelers the right information when they need it, and how the procurement team “makes it easier on the road” while keeping safety front and center.

PAIGE FURR, Senior Director, Global Travel and Meetings, Pfizer

Best Practices for Managing Travel Risk

Business travel and expat assignments can expose your people to unfamiliar and disruptive situations. The best way to keep them safe and productive is to keep them informed as events unfold so they can successfully navigate the crisis. Discover how to review, evaluate and benchmark your travel program; what key criteria you need to look for when evaluating and choosing suppliers; and how to educate your people on travel risk management to increase safety.

BRUCE McINDOE, CEO, iJET International, Inc.

Revolutionizing Travel Procurement for Better Business Impact

Traditional travel procurement is facing a dead end, as it is no longer capable of delivering significant value. A mature travel program needs a much broader, more strategic view of organizational objectives to deliver a bigger business impact from T&E spend. Scott Gillespie, one of the industry’s most provocative procurement thinkers, lays out a bold yet simple path for delivering greater value by linking travel policies and procurement to the tangible goals set by organizational leaders. This session will explore the key concepts of travel friction, the total cost of travel paradigm, the traveler’s hierarchy of needs and the financial value of road warriors. This fast-moving session wraps up with a clear set of next steps.

SCOTT GILLESPIE, CEO, tClara

Integrating Strategic Meetings Management (SMM) into Procurement

Recent studies have shown that while strategic meetings management (SMM) is becoming more popular in global procurement, many companies have not yet addressed corporate meetings — the “last unmanaged bucket of corporate spend.” Most companies remain largely decentralized, with no direct oversight of meetings spend data transparency, standardization of policies, supplier rationalization, strategic sourcing optimization and negotiation leverage. Learn about SMM, including how to initiate a program, its benefits, and how it can bring quick wins.

KEVIN IWAMOTO, GLP, GTP, Senior Consultant, GoldSpring Consulting

After the Sourcing – Managing the Travel Category

Now that you have sourced the travel category and its subcategories, what is next? This session examines what category management is, its importance, how its life cycle can affect your travel program and how to get the most from your global, multinational or domestic travel program. This session is a continuation of the global travel sourcing webinar that presenter Pamela J. McTeer conducted for ISM.

PAMELA J. McTEER, C.P.M., CTC, CCTE, GTP, Former Director Business Services and Global Travel, Meetings and Events, The Coca-Cola Company

Travel 101

Whether you are new to the travel category or have some experience in it, this is the session to attend. During this interactive session, Mary Alice Hansen will take attendees on a journey through the basics of travel procurement, highlight the nuances and challenges you may encounter in the category, and facilitate a discussion on how to improve your investment in the space.

MARY ALICE HANSEN, Senior Manager, Travel & Expense Reimbursement, Astellas US, LLC

First-class Relationships: Make the Most of Your Travel Program

Managing the T&E category requires great emphasis on relationships. Our panelists will offer their unique view on the value generated through effective relationships, including the perspectives of both the seller and the buyer, how to engage in successful business relationships, and the rules of business travel. You will leave with fresh ideas for collaboration and opportunities to develop more effective travel programs.

JORGE E. GOMEZ, CPSM, C.P.M., Global Meetings & Events Lead, Regional Travel Manager – Americas, Mondelēz Business Services, Mondelēz International

JOANNE McNELIS COELHO, GTP, GLP, Director, Global Travel, SD&S Shared Services, Wyndham Worldwide

DEAN PETERS, Area Sales Leader, Marriott International

Increase Compliance by Creating WOW Travel Experiences

There's no denying the power of amazing incentive-based travel experience programs. Join us as we delve into the dos and don'ts of these programs; their benefits; and how to use them to increase ROI, boost compliance and motivate your travelers on an emotional level.

KIP LAMBERT, Chief Culture Officer, Destinations, Inc.

Brace for Impact — Leading in Moments of Crisis

After US Airways Flight 1549, or “The Miracle on the Hudson,” ditched into the Hudson River on January 15, 2009, Dave Sanderson was the last passenger off the plane. Sanderson took responsibility for the well-being and safety of others, risking his own life in frigid water to help his fellow passengers. Learn how he kept his cool under extreme pressure, and what you can do to be prepared during your own moments of crisis. Drawing from his work as security director for motivational speaker Tony Robbins and 30 years of experience in the manufacturing, distribution and retail industries, Sanderson will speak about the key distinctions on what drives people to do what they do and the tools to help you to “create your own flight plan” including making raving fans, by managing your mind and harnessing the power of personal responsibility.

DAVE SANDERSON, President and Managing Partner, Dave Sanderson Speaks Enterprises

One Size Does Not Fit All – Configuring Your Travel Program to Fit Your Global Requirements

What are procurement professionals' options when using bilateral agency agreements over such models as individual or global contracts? This session will dive into the benefits and limitations of each model and provide you with insight to make the best decision for your organization and to configure your travel program to meet your organization's needs.

ALEXANDER OLSEN, Director Agency Network, North America, Radius Travel

MARY ALICE HANSEN, Senior Manager, Travel & Expense Reimbursement, Astellas US, LLC

PAMELA J. McTEER, C.P.M., CTC, CCTE, GTP, Former Director Business Services and Global Travel, Meetings and Events, The Coca-Cola Company



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REGISTRATION

Standard registration: \$999 Member/\$1,399 nonmember

Register now at ismtravel.org.

LOCATION

InterContinental Miami

100 Chopin Plaza, Miami, FL 33131

+1 305.577.1000

Reserve your room by May 15, 2017, to receive the ISM rate of \$220.

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