BUSINESS TRAVEL TECH TALK

3rd Annual

BOSTON NOV. 5

DIAMOND SPONSOR

HYATT REGENCY BOSTON

GOLD SPONSOR

FCM

SILVER SPONSOR

OMEGA WORLD TRAVEL

BRONZE SPONSORS

BCD

SUNNY'S WORLDWIDE TRANSPORTATION

TAP AIR PORTUGAL

WORLDTRAVELINC POWERS One GLOBAL

BTNGROUP BY NORTHSTAR

BTN BUSINESS TRAVEL NEWS

The Beat

BTN BUSINESS TRAVEL NEWS EUROPE

BUSINESS TRAVEL SHOW ASIA PACIFIC 2027 21-22 APRIL MARINA BAY SANDS SINGAPORE BY NORTHSTAR

EST.1994 BUSINESS TRAVEL SHOW EUROPE 2027 23-24 JUNE EXCEL LONDON BY NORTHSTAR

BUSINESS TRAVEL SHOW AMERICA 2027 SEPTEMBER 15-16 JAVITS CENTER NEW YORK BY NORTHSTAR





BOOK MORE. EARN MORE.
ELEVATE YOUR NEXT MEETING

Bring your next meeting or group event to Hyatt Regency Boston and Unlock exclusive perks designed to enhance your attendee.

Offers details

Book by December 31, 2026 and host a qualifying meeting or event and select up to four (4) perks based on contracted revenue*

Book $5,000 - $24,999 : receive 1 perk
Book $25,000 - $49,999 : receive 2 perks
Book $50,000 - $99,999 : receive 3 perks
Book $100,000 or more : receive 4 perks

Perks include

- Rebate of up to 5% off master bill
- Suite upgrade (based on availability)
- Complimentary high-speed Wi-Fi in meeting room(s)
- Up to 20% off AV Rental Equipment (exclusions apply)
- Complimentary group wellbeing experience or amenity (based on availability)
- Up to 50K World of Hyatt Bonus Points, over & above contracted standard planner points:
  - $5,000 - $24,999 = 5,000 Points
  - $25,000 - $49,999 = 10,000 Points
  - $50,000 - $99,999 = 25,000 Points
  - $100,000 or more = 50,000 Points

Booking Window : March 1 - December 31, 2026
Event Dates : March 1 - March 31,2027

Call **617.422.5516** or

Email **bosto-rfp@hyatt.com**

HYATT REGENCY
BOSTON

Full Terms & Conditions will be available on Hyatt.com. Final availability of perks is subject to change if actualized revenue is lower than contracted revenue. Offer valid for new meetings held at Hyatt Regency Boston. Must book between March 1 and December 31, 2026, for meetings and events actualized between March 1 and March 31, 2027. Offer may not be combined with any other promotional offers and must be requested prior to contract execution and included in the sales agreement. All inclusions are subject to service charges and gratuities and are void where prohibited. Offer not valid in conjunction with previously booked or held meetings or with any other promotion or offer, and is valid only over contracted event dates. Offer subject to change at any time without notice. Hyatt Regency Boston must receive one month's advance notice to arrange options; not all options may be available on contracted event dates. The Hyatt® trademark and related marks are trademarks of Hyatt Corporation or its affiliates. © 2026 Hyatt Corporation. All rights reserved.

Welcome

Wi-Fi Information

Network:
Hyatt_ Conference
Password: **Encore 2026**

Dear Attendees,

The **BTN Group** is pleased to welcome you to the **3rd annual Business Travel Tech Talk Boston.** In a continued effort to engage our audience, we promote a platform for information sharing with your fellow business travel professionals as they gather intelligence on industry developments and share experiences, challenges and solutions with peers.

Through expert-led sessions and interactive discussions, you'll gain valuable insight on becoming a travel technologist: skills, structures and smarter ways to run your program, if AI is becoming the new front door to travel, TMC content opacity: trust, transparency and control, what's a booking tool? wrapping your brain around what's next in trip planning tech, hot topics in business travel technology and more. We encourage you to share your challenges and successes and hope you discover key takeaways to enhance your corporate travel and meetings program in the months ahead.

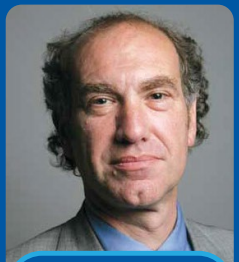
For 42 years, the **BTN Group** has been the leading source of business travel and meetings information and intelligence. Our expert editorial staff delivers the highest quality news, information, data and research for corporate executives like yourself who are responsible for setting policy, managing and buying business travel and meetings on behalf of their company.

Visit BusinessTravelNews.com for the latest industry news and learn more about our upcoming events and conferences at BusinessTravelNews.com/Events and webinars at BusinessTravelNews.com/Webinars.

Thank you again for your participation in today's program and to our sponsors: **FCM, Omega World Travel, BCD, Sunny's Worldwide Chauffeured Transportation, TAP Portugal, World Travel Inc.** and our conference host, **The Hyatt Regency Boston**.



LOUIS MAGLIARO
Executive Vice President
The BTN Group



DAVID MEYER
Executive Director,
Conference Content & Strategy
The BTN Group



JEN BANKARD
Executive Director,
Conference Content & Strategy
The BTN Group

@btnonline #BTNEVENTS linkedin.com/company/btngroup www.businesstravelnews.com/events

BTN BUSINESS TRAVEL NEWS The Beat BTN BUSINESS TRAVEL NEWS EUROPE

BTN DAILY ELEVATE BTN Intelligence BTN next

FCM booking technology



Goodbye, friction and frustration. Hello, connection and conversation.

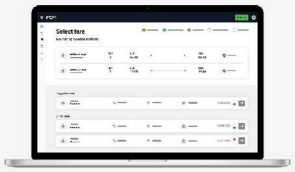
Finally, travelers have true flexibility with where, when, and how they book their next business trip.

FCM's booking technology meets travelers wherever they are — our booking tool, mobile app, or the workplace tools and AI chats they already use — without sacrificing choice or support.

Travelers and arrangers can book...

...Wherever.

FCM Booking or app
Teams, Slack, WhatsApp
Your AI apps



...However.

Chat with Sam, FCM's digital assistant
Via FCM Booking, our online tool
Directly with an agent



...Whoever.

Self-service on the go
AI-assisted, proactive support
24/7 access to real experts



One connected experience, everywhere, anytime. This is booking done your way.

Smarter options for travelers. Stronger control for travel managers.

Flexibility for travelers. Bookings that stay within policy.

Confidence for travelers. Peace of mind for you.

91% Traveler adoption, against an industry average of 80%

70% Reduction in admin time to book

300 Product enhancements in 2026 alone

FCM4591096721

Discover what's possible. Schedule a demo today.

FCM

Agenda

All times shown in Eastern Standard Time

8:00 AM - 9:00 AM
Registration & Breakfast

9:00 AM - 9:10 AM
Welcome Remarks

9:10 AM - 10:10 AM
Is AI Becoming the New Front Door to Travel?
The recent news isn't just that booking tools are adding AI. Google, Meta, major travel platforms, distribution providers, payment networks and others are beginning to create an environment in which AI agents can search, shop, book and eventually transact across multiple travel sources. What could this mean for the future of travel distribution, the role of TMCs and OBTs, ownership of the traveler relationship and where managed travel ultimately sits in an agent-driven world?

PANELISTS:
Steve Clagg, AI Architecture and Delivery Lead, **Festive Road**

Dave Holmes, VP and General Manager, **American Express**

Ivan Imana, Chief Information Officer, **World Travel**

David Mollov, Managing Director, Travel Industry Solutions, **Emburse**

MODERATOR:
Chris Davis, Managing Editor, **The BTN Group**

10:10 AM - 10:45 AM
Becoming a Travel Technologist: Is Your Program Ready for AI?
This opening session looks at how the travel manager's role is shifting from program operator to technology steward. It covers which work stays with your team, what can be automated, and what is better outsourced, along with the five skill domains that matter most. Through a live AI readiness snapshot, you'll see where your program stands: foundations first, ready to design, or ready to build and deploy. You'll leave with five questions to ask any supplier claiming AI, a practical first move for your program, and a lens for every session that follows.

SPEAKER:
Steve Clagg, AI Architecture and Delivery Lead, **Festive Road**

10:45 AM - 11:15 AM
Networking Break sponsored by OMEGA WORLD TRAVEL

11:15 AM - 12:15 PM
TMC Content Opacity: Trust, Transparency and Control
Trust between buyers and their TMCs is increasingly being tested by questions of content visibility and commercial incentives. When content is missing, disadvantaged or displayed differently, how can buyers understand why, and what can they do about it? This interactive workshop moves the conversation from suspicion to safeguards. Participants will explore how commercial models can influence content and traveler choice, then work together to identify practical ways to increase visibility and accountability through RFPs, contracts, KPIs, SLAs, audit rights and other safeguards.

FACILITATOR:
Jen Bankard, Executive Director, Conference Content & Strategy, **The BTN Group**

Agenda continued on next page.

Agenda

All times shown in Eastern Standard Time

12:15 PM - 1:15 PM

Networking Lunch sponsored by FCM

1:15 PM - 1:45 PM

BTN News Desk Live!

Insider views on the latest industry news, research and analysis.

FACILITATORS:

Jen Bankard, Executive Director, Conference Content & Strategy, **The BTN Group**

Chris Davis, Managing Editor, **The BTN Group**

1:45 PM - 2:30 PM

Hot Topics in Business Travel Technology

FACILITATOR:

Jen Bankard, Executive Director, Conference Content & Strategy, **The BTN Group**

2:30 PM - 2:50 PM

Networking Break

2:50 PM - 3:50 PM

What's a Booking Tool?

Wrapping Your Brain Around What's Next in Trip Planning Tech

Online booking tools are changing quickly, but travel managers still have to make practical decisions about what their programs need today. Drawing on insights from BTN's 2026 Guide to Booking Tools, this session will help buyers separate meaningful capabilities from AI-driven hype and determine what really matters when evaluating their booking strategy. Panelists will explore where AI can improve the traveler experience, how policy and controls should work across new interfaces, what content gaps still matter and which questions buyers should be asking of their TMCs and technology partners. Attendees will leave with a clearer framework for assessing their current tools and preparing their programs for what comes next.

PANELISTS:

Mike Cox, Principal Consultant, **FCM**

Kristine LaRocque, Director, Business Services, **Clean Harbors**

Bora Vezuli, Director of Procurement and Travel Programs, **The Boston Consortium for Higher Education**

MODERATOR:

Jen Bankard, Executive Director, Conference Content & Strategy, **The BTN Group**

3:50 PM - 4:00 PM

Closing Remarks

4:00 PM - 5:00 PM

Networking Reception

OMEGA WORLD TRAVEL

Intelligent Integration

Customer Focused Technology Driven

Travel Management

Omega has been a trusted leader in the travel industry since 1972.

Our advanced technology and robust reporting solutions support the needs of today's travelers and an ever-changing landscape.

Stay ready with Omega World Travel





- OmegaLytics business intelligence
- Meeting and event management
- OmegaCare for traveler tracking
- Self-booking tool technology
- End-to-end T&E solutions
- Risk management
- Sustainable travel
- Omega Go app

WOMEN OWNED

GlobalStar Travel Management

THE OMEGA FAMILY OF BRANDS

OMEGA WORLD TRAVEL · CRUISE.COM ONE OF THE INTERNET'S LARGEST CRUISE SPECIALISTS · OMEGA M.I.C.E. Meetings • Incentives • Conferences • Events · TRAVTECH TRAVEL TECHNOLOGY

3102 Omega Office Park, Fairfax, VA 22031 • 888-380-9872 • OmegaTravel.com

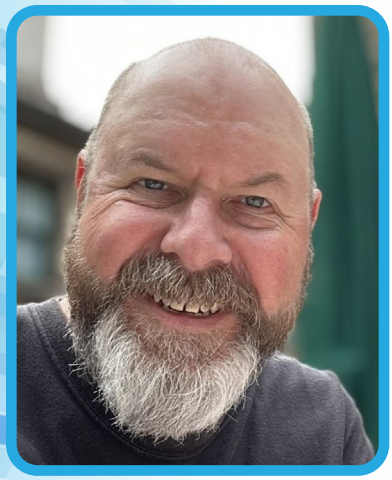
Speakers



Jen Bankard

Executive Director, Conference Content & Strategy
THE BTN GROUP

Jen's mission is to develop quality educational programming based on industry trends, best practices and research to help ensure corporate travel managers have the information necessary to lead best-in-class travel programs. Prior to joining The BTN Group, she served as the Manager of Global Education for the Association of Corporate Travel Executives. Jen has a 20-plus year history working in non-profit and association sectors with a strong emphasis in training and development.



Steve Clagg

AI Architecture and Delivery Lead
FESTIVE ROAD

Steve Clagg leads AI architecture and delivery in Festive Road's Technology & AI Practice, where he helps corporate travel programs turn AI ambition into systems that work in live operations, from readiness assessments and data foundations to operating models and delivery plans. Prior to joining Festive Road, he spent many years at Microsoft. For eight of those he was Travel Technology Manager for Microsoft Corporate Travel, setting technology strategy and delivering projects with internal teams and industry partners, before moving to Procurement BI, where he owned data strategy, analytics and reporting for corporate travel and the wider procurement portfolio.



Mike Cox

Principal Consultant
FCM

Mike is a seasoned industry veteran with extensive expertise in every aspect of corporate travel management including strategic program design, sourcing, global program consolidations and analytics. A frequent presenter at major industry events, Mike enjoys engaging his peers on advanced success metrics in corporate travel, building effective 360-degree communications programs, and benchmarking for results. His previous experience in roles that span both buyer and supplier positions provide Mike with unique perspectives on program management — from design through to implementation, execution, and ongoing program optimization.

BCD

tripsource®

Control, choice and clarity in one AI-powered platform.

Learn more



Speakers



Chris Davis

Managing Editor
THE BTN GROUP

A longtime business travel industry journalist, Chris Davis has been affiliated with *Business Travel News* for more than two decades. Currently managing editor, Chris has covered all aspects of the industry in his career with BTN and for many years also has spoken and moderated panels at industry events. A former daily newspaper reporter with *The Times of Trenton*, Chris lives in New Jersey.



Dave Holmes

Vice President and General Manager
AMERICAN EXPRESS

Dave Holmes joined American Express in 2020 and serves as Vice President and General Manager within the Global Client Group of American Express' Global Commercial Services Business unit. In this role, Dave leads a team of professionals who are responsible for growth and innovation initiatives with many of American Express' largest commercial clients. Prior to joining Global Commercial Services, Dave served as Vice President of Enterprise Strategic Partnerships with American Express. Prior to joining American Express, Dave served as Vice President, Payments & Expense at CWT and he began his travel payments career at UATP where he held various roles, including serving as the company's Chief Commercial Officer.



Ivan Imana

Chief Information Officer
WORLD TRAVEL

As the Chief Information Officer at World Travel, Inc., Ivan Imana leads the strategic and operational direction of the technology department, ensuring the delivery of innovative and efficient solutions for the global travel management company. With over 26 years of experience in the travel industry, Ivan has a deep understanding of the challenges and opportunities that technology can offer to enhance the customer experience, optimize the business processes, and increase the competitive advantage. Ivan's achievements and contributions have been recognized by prestigious awards, such as the CIO 100 Award from CIO International, and the CIO of the Year award from the Society of Information Management.

sunnylimo.com +1-800-949-0949

SUNNY'S

Your *meetings* **move the world,** → **we** *move you*.



- 24/7 Support
- Group Logistics
- Flight Monitoring
- GPS Tracking
- GDS Integration
- One Provider

Contact Us

The Sunny's Guarantee

If your driver is even one minute late, the ride is free.

Speakers



Kristine LaRocque

Director, Business Services
CLEAN HARBORS

Kristine LaRocque is Director of Business Services at Clean Harbors, where she leads corporate card and travel programs, focusing on operational efficiency, supplier performance and compliance. During more than 25 years with the company, she has held progressively senior roles in corporate card, travel and expense management. She works closely with internal stakeholders and service providers to strengthen program performance and align travel and expense operations with corporate goals.



David Mollov

Managing Director, Travel Industry Solutions
EMBURSE

David Mollov has broad hotel industry experience from operations to technology, all with the focus of improving customer experience and increasing market share through efficiency and strategy. Prior to his role at TRIPBAM and subsequently Emburse, he developed his career at Starwood Hotels and Resorts and Wyndham Hotel Group in revenue generation roles focused on sales, marketing and loyalty. In addition, he owns and operates an Inn, Restaurant and Bar in the reemerging Catskills Region of New York State. David earned a bachelors in hotel administration from Cornell University and a master's in business administration from the University of Chicago.



Bora Vezuli

Director of Procurement and Travel Programs
THE BOSTON CONSORTIUM FOR HIGHER EDUCATION

Bora Vezuli leads procurement and travel programs for The Boston Consortium for Higher Education, developing collaborative sourcing strategies across categories including technology, research laboratory supplies, ERP systems, and professional services for the Consortium's core member institutions. In addition to serving these members, the Consortium's Academic & Healthcare Travel Program extends to healthcare systems and other academic organizations across New England. Her work focuses on strategic sourcing, supplier partnerships, and leveraging collective buying power to deliver value through data-informed and innovative solutions.


STAR ALLIANCE
TAP ECONOMY PRIME
José Condessa
Actor
It's prime time
TAP's New Long-Haul Cabin
Empty Side Seat
Premium Meal
Amenity Kit
Premium Check-in
Fast Track
Premium Boarding
flytap.com
TAP AIR PORTUGAL
Embrace the World

Expertise **Evolved**

Bespoke Travel Management Built for Every Customer

WORLDTRAVELINC™
POWERS One GLOBAL



World Travel, Inc. provides personalized, high-touch travel management solutions tailored to meet the unique needs of our mid-market customers.

We offer a seamless, human-centered experience supported by cutting edge technology and strengthened by the strong relationships we build with our customers.

- **Seamless global travel management** focused on efficiency and compliance
- **24/7 expert support** with personalized, regionally tailored service
- **Innovative financial tools** through integrations with leading partners
- **Advanced reporting and analytics** to optimize programs and maximize ROI
- **Duty of care-driven** travel strategy utilizing risk-focused insights to ensure safe and informed travel

Scan to stay connected with us!

Contact sales@worldtravelinc.com for more information.

© World Travel, Inc. 2026

19TH ANNUAL

The Beat Live

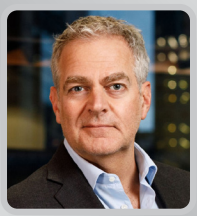
DECEMBER 1, 2026

New York City

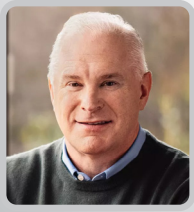
Join 175+ of the industry's brightest minds in New York City for The Beat Live.

Hosted by the BTN Group, at Convene 360 Madison Avenue on Tuesday, December 1, the 19th annual edition of the renowned event provides a platform for can't-miss candid discussions on the most pressing issues in corporate travel management, distribution and technology.

FEATURING:



Drew Crawley
CEO
American Express Global Business Travel



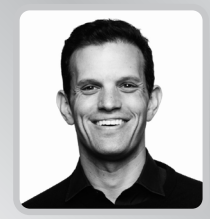
Kurt Ekert
President and CEO
Sabre



Justin Jones
EVP & CCO
Southwest Airlines



Iya Magen
CEO
Talma Travel Solutions



Alex Taubman
Co-founder & CEO
Long Lake



Decius Valmorbida
President of Travel
Amadeus

REGISTER TODAY

www.thebeatliveevent.com

SPONSORED BY

AMEX · American Express Global Business Travel · Delta Business · Direct Travel · Engine · Travelport · UATP · United for Business

BTN Group by Northstar

BTN Business Travel News · The Beat · BTN Business Travel News Europe

Business Travel Show Asia Pacific 2027 — 21-22 April — Marina Bay Sands Singapore — by Northstar

Est. 1994 Business Travel Show Europe 2027 — 23-24 June — Excel London — by Northstar

Business Travel Show America 2027 — September 15-16 — Javits Center New York — by Northstar

15TH ANNUAL BUSINESS TRAVEL HALL of FAME

DECEMBER 2, 2026

THE PLAZA HOTEL, NYC

Join over 300 travel industry executives at the 15th Annual Business Travel Hall of Fame induction ceremony and dinner as the BTN Group recognizes five of the industry's most influential executives who helped shape today's business travel landscape and created legacies of achievement. Celebrate and pay tribute to those being inducted as they reflect on their accomplishments and look towards the future of business travel.

THE 2026 INDUCTEES



ARIEL COHEN
Navan



WOLFGANG MAYRHUBER (D. 2018)
Deutsche Lufthansa AG



KATHY MISUNAS
Sabre



DAVID SEELINGER
EmpireCLS



DORIAN STONIE
Salesforce

GOLD SPONSORS

AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

UNITED for Business

SILVER SPONSORS

ACCOR · AIR CANADA · American · DELTA BUSINESS · EmpireCLS · Hilton FOR THE STAY · HYATT · IHG HOTELS & RESORTS · LUFTHANSA GROUP · MARRIOTT BONVOY · navan · SAP Concur · TAMA TRAVEL SOLUTIONS

BRONZE SPONSORS

Enterprise Mobility · sabre · Southwest Business

PRESENTED BY BTNGROUP CONFERENCES & EVENTS

PUBLISHERS OF BTN BUSINESS TRAVEL NEWS · The Beat · BTN BUSINESS TRAVEL NEWS EUROPE · Northstar TRAVEL GROUP

ARE YOU IN THE LOOP?

Subscribe to the BTN Group's collection of complimentary newsletters to stay updated on the industry's latest, including supplier developments, industry analysis, emerging practices plus original research.

BTN DAILY
BUSINESS TRAVEL NEWS

(Daily)

As essential as morning coffee, BTN Daily delivers industry news to your inbox every day.

BTN BUSINESS TRAVEL NEWS EUROPE

(Monday-Thursday)

BTN Europe delivers international industry news to your inbox Monday-Thursday.

ELEVATE BY BUSINESS TRAVEL NEWS
Business Travel Insights for Small & Midsize Companies

(Monthly)

Take your travel program further with our monthly digest offering practical tips, guides, and more.

BTN Intelligence
BUSINESS TRAVEL NEWS BY NORTHSTAR
Your source for business travel market data & analysis

(Monthly)

BTN Intelligence is your resource for business travel industry data and analysis.

BTN next BUSINESS TRAVEL DISTRIBUTION & TECH NEWS
BUSINESS TRAVEL NEWS BY NORTHSTAR

NEW!

(Monthly)

This new BTN information channel covers the technology innovations poised to harness these distribution shifts and deliver more strategic travel programs.

SUBSCRIBE NOW

www.businesstravelnews.com/newsletters

BTNGROUP BY NORTHSTAR | BTN BUSINESS TRAVEL NEWS | The Beat | BTN BUSINESS TRAVEL NEWS EUROPE

BTN ACADEMY

BUSINESS TRAVEL NEWS' LEARNING PROGRAM FOR TRAVEL BUYERS

This free, self-guided education series was developed for all expertise levels providing foundational knowledge for those new to the business and more granular topics for seasoned vets looking to strengthen their skill set. You'll have the flexibility to pick and choose the course(s) of most relevance to you and your travel program.



Structuring a Managed Travel Program



Establishing a T&E Policy



Selecting a Travel Management Company



Selecting a Travel Payment Provider



Working with Airlines



Setting Up a Corporate Lodging Program



Working with Car Rental Companies



Selecting an Expense Management Solution



Selecting an Online Booking Tool



Working with Chauffeured Car Providers



Taking on Travel Risk Management

GET STARTED

www.businesstravelnews.com/btnacademy/courses

PRESENTED BY BTNGROUP CONFERENCES & EVENTS BY NORTHSTAR

PUBLISHERS OF BTN BUSINESS TRAVEL NEWS | The Beat | BTN BUSINESS TRAVEL NEWS EUROPE

Northstar
TRAVEL GROUP

CHAMPIONING TRAVEL

northstartravelgroup.com

TRAVEL WEEKLY
TRAVEL WEEKLY ASIA
TRAVELAGE WEST
TRAVELPULSE
TRAVELPULSE Canada
CRUISEWORLD A TRAVEL WEEKLY EVENT
MountainTravel symposium
gtm GLOBAL TRAVEL MARKETPLACE
FUTURE LEADERS IN TRAVEL
Travel Agent Academy EST. 2005
travel42
AXUS TRAVEL APP
AGENT of HOME

Northstar MEETINGS GROUP
MC MEETINGS AND CONVENTIONS
SUCCESSFUL MEETINGS
INCENTIVE
MEETING NEWS KNOW IT ALL
SportsTravel
EsportsTravel SUMMIT
TEAMS
MC/ASIA
THE MEETINGS SHOW
AMI association meetings international
M&IT meetings & incentive travel

AMERICAS LODGING INVESTMENT SUMMIT
ALIS
ALIS CALA CARIBBEAN AND LATIN AMERICA
ALIS DESIGN+ BY NORTHSTAR
HICAP HOTEL INVESTMENT CONFERENCE ASIA PACIFIC
ALIS LAW FOR HOTEL OWNERS & OPERATORS BY NORTHSTAR

BTN BUSINESS TRAVEL NEWS
BTN BUSINESS TRAVEL NEWS EUROPE
EST.1994 BUSINESS TRAVEL SHOW BY NORTHSTAR
The Beat

Phocuswright
PhocusWire
Take your mind WiT to new places
TRAVEL TECH SHOW Previously Travel Technology Europe