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trends & forecasts

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MARRIOTT BONVOY

WELCOME

Dear Attendees,

The **BTN Group** is pleased to welcome you to the **14th annual Business Travel Trends and Forecasts Toronto**. 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 lodging and air forecasts, ingredients for cooking up a better travel program, how AI promises to alter the booking experience, hot topics in business travel & meetings management 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: **Air Canada, BCD, Condor, Encore, Enterprise Mobility, TAP Portugal** and our conference host, the **Sheraton Centre Toronto Hotel**.



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
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AGENDA

TIME (ET)	SESSION	SPEAKERS
8:00 AM - 9:00 AM	**REGISTRATION & BREAKFAST**	
9:00 AM - 9:10 AM	**WELCOME REMARKS**	
9:10 AM - 9:40 AM	**LODGING FORECAST** A look at the rates, demand trends and market conditions shaping corporate lodging budgets and negotiations in the year ahead.	**Jamie Mills**, Senior Valuation Associate, CBRE
9:40 AM - 10:10 AM	**AIR FORECAST** A look at the airline industry outlook and how evolving revenue strategies, NDC, corporate contracts and payments are shaping managed air travel.	**Dale Eastlund**, Senior Consultant, GoldSpring Consulting
10:10 AM - 10:40 AM	**NETWORKING BREAK** *sponsored by:* AIR CANADA	
10:40 AM - 11:00 AM	**BTN INTELLIGENCE: THE YEAR-TO-DATE** A review of BTN Intelligence published to date in 2026, including highlights from the Booking Tool, SME and Strategic Meetings reports.	**Jen Bankard**, Executive Director, Conference Content & Strategy, The BTN Group
11:00 AM - 12:15 PM	**INGREDIENTS FOR COOKING UP A BETTER TRAVEL PROGRAM** There's no single formula for a successful managed travel program, but the right mix of strategy, skills, tools and partnerships can make all the difference. In this interactive session, participants will work in small groups as they each consider how to cook up a stronger program, comparing priorities, challenges and approaches with peers. A short panel discussion will help set the stage before convening facilitated roundtable discussions where each group develops and shares its recipes for success.	**PANELISTS:** **Dorie Deebold**, Sr. Director, Corporate Sales, Marriott International **Jake Jonassohn**, Vice President, Commercial Strategy, Encore Corporate Travel **Sharlene Ketwaroo-Nanoo**, Senior Category Manager, Rogers Communications **Billy Kyriakopoulos**, Director, Corporate Sales, Air Canada **MODERATOR:** **Jen Bankard**, Executive Director, Conference Content & Strategy, The BTN Group
12:15 PM - 1:15 PM	**LUNCH**	
1:15 PM - 2:00 PM	**HOT TOPICS IN BUSINESS TRAVEL & MEETINGS MANAGEMENT** An interactive discussion of travel and meetings buyer challenges and solutions.	

...agenda continued on next page

AGENDA

TIME (ET)	SESSION	SPEAKERS
2:00 PM - 3:00 PM	**HOW AI PROMISES TO ALTER THE BOOKING EXPERIENCE** Industry experts talk about how AI is being used to change and potentially could eventually replace online booking tools as we've known them.	**PANELISTS:** **Ruwanika Boteju**, Director, Procurement, Purolator **Clarence Cunha**, Vice President, Agent Experience, BCD Travel **Amy Padgett**, Head of Product Marketing, North America, Cytric, Amadeus **Tejindar Sekhon**, Procurement Business Partner, Apotex **MODERATOR:** **Jen Bankard**, Executive Director, Conference Content & Strategy, The BTN Group
3:00 PM - 4:00 PM	**CLOSING REMARKS AND NETWORKING RECEPTION**	

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SPEAKERS



Jen Bankard

Executive Director, Conference Content & Strategy

THE BTN GROUP

Jen's mission is to transform the way corporate travel managers succeed, helping them empower their travelers, elevate their companies, and advance their careers to run best-in-class travel programs. Jen draws on 25+ years of experience in non-profit and association sectors, specializing in training and development. Currently with The BTN Group, she was named one of the 2024 WINiT Top 50 where she was recognized as a Global Leader with Global Impact for her groundbreaking work in corporate travel education. Before joining The BTN Group, Jen served as Manager of Global Education at the Association of Corporate Travel Executives (ACTE), where she built industry-leading learning experiences based on cutting-edge research and best practices.



Ruwanika Boteju

Director, Procurement

PUROLATOR

Ruwanika Boteju is Purolator's Director of Strategic Procurement, leading the organization's end-to-end procure-to-pay portfolio across strategic sourcing, contract and supplier lifecycle management, supplier performance and risk, and accounts payable. With more than 20 years' experience, including over 14 at Purolator, she has held several management and leadership roles and has been instrumental in evolving procurement from a largely tactical function into a more strategic, integrated, data-driven and digitally enabled function. With a strong focus on governance, innovation, continuous improvement and strategic supplier partnerships, Ruwanika is helping position procurement to deliver greater enterprise value, resilience and operational efficiency.



Clarence Cunha

Vice President, Agent Experience

BCD TRAVEL

Clarence Cunha is a global travel executive with a proven track record of driving operational excellence and technology transformation across four continents. Based in Montreal and serving as Vice President at BCD Travel, he leads the strategy, development, and deployment of the company's AI-first approach within operations technology, directly transforming the agent experience worldwide. Prior to this global role, he served as Vice President, Regional Operations for BCD Travel Asia Pacific where he spearheaded the region's operations strategy.



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SPEAKERS



Dorie Deebold

Sr. Director, Corporate Sales

MARRIOTT INTERNATIONAL

Dorie Deebold is Senior Segment Director, Account Sales for Marriott International, where she leads a U.S. and Canada-based team focused on the company's continent-based midmarket corporate account portfolio. She oversees strategic customer relationships and a team dedicated to helping companies optimize their travel programs, strengthen partnerships, and connect with Marriott's global portfolio. Based in Philadelphia, Dorie brings extensive experience in hospitality sales, corporate travel, customer engagement, and team leadership.

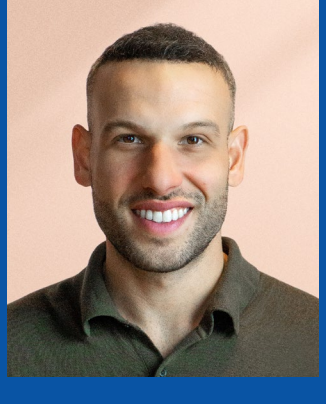


Dale Eastlund

Senior Consultant

GOLDSPRING CONSULTING

Dale Eastlund has more than 30 years of experience in corporate travel, airline distribution and travel technology. At GoldSpring Consulting, he helps organizations navigate shifts in distribution, supplier strategy and commercial negotiations. Dale spent 25 years at CWT, most recently as Vice President of Global Technology Partnerships and Commercial Strategy, directing global distribution strategy across GDSs, booking tools and content aggregators. In the early stages of NDC, he led CWT's "Next Gen Air Distribution" initiative. He began his career in pricing at Northwest Airlines and holds an MBA from the University of Minnesota's Carlson School of Management.



Jake Jonassohn

Vice President, Commercial Strategy

ENCORE CORPORATE TRAVEL

Jake Jonassohn helps organizations and their travelers reach their destinations safely, sustainably, and efficiently. With a background in finance and private equity, he specializes in optimizing travel programs to maximize cost savings and enhance business decision-making. As the head of commercial strategy at Encore Corporate Travel, Jake is actively involved in implementing NDC strategies to improve the shopping experience for travelers, both online and through agents, while ensuring seamless booking services through emerging channels.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SPEAKERS



Sharlene Ketwaroo-Nanoo

Senior Category Manager

ROGERS COMMUNICATIONS

With over two decades of expertise in business travel management, Sharlen is a seasoned leader known for driving operational and client satisfaction excellence across several corporate travel programs. Her strategic insight and hands-on experience have helped organizations optimize travel spend, enhance traveler safety, and navigate the evolving landscape of corporate mobility. Beyond her professional achievements, Sharlene has dedicated 18 years to volunteering with prominent industry organizations, championing education, advocacy, and innovation within the travel sector. Her commitment to service and collaboration has earned her recognition as a trusted voice and mentor in the business travel community.



Billy Kyriakopoulos

Director, Corporate Sales

AIR CANADA

Billy Kyriakopoulos has more than 25 years of experience in the airline industry. Prior to joining Air Canada in 2011, he held key commercial positions with US Airways, British Airways and United Airlines. In his current role at Air Canada, Billy heads the global corporate sales channel with overall responsibility for Air Canada's corporate sales strategies to support the airline's business objectives and continued drive towards sustained profitability.



Jamie Mills

Senior Valuation Associate

CBRE

Jamie Mills is a Senior Valuation Associate with CBRE Hotels Valuation and Advisory Services group and is based in Canada. Jamie joined CBRE in 2020. Jamie graduated from the University of Guelph in April 2019 with an Honours Bachelor of Commerce degree, majoring in Hotel and Food Administration. Jamie's background in the hospitality industry includes various positions at Four Seasons Hotels and Resorts and Marriott Hotels in Canada. As a Senior Valuation Associate with CBRE, he assists with research and analysis on a variety of projects, including appraisals, market and financial feasibility studies, strategic business plans, and Benchmarker Reports.



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SPEAKERS



Amy Padgett

Head of Product Marketing, North America, Cytric

AMADEUS

Amy Padgett is passionate about making business travel easier for travelers and the organizations that support them. With more than 20 years in the travel and expense industry, she has held leadership roles across payments, travel management, technology, and travel platforms. Her career includes positions at UATP, AirPlus International, Carlson Wagonlit Travel, Concur, IDEMIA, and Center, where she led initiatives spanning traveler security, ecosystem partnerships, product innovation, marketing strategy, and business growth. Amy currently serves as Head of Product Marketing, North America for Amadeus Cytric. Previously, she was SVP of Travel Ecosystem at Center, where she developed a card-first travel strategy and expanded strategic partnerships. Amy was recognized as one of GBTA/WINiT's Top 40 Women in Travel in both 2019 and 2024.



Tejindar Sekhon

Procurement Business Partner

APOTEX

A transformation leader at Apotex responsible for driving strategic initiatives across AI, digital platforms, CRM, procurement, supplier management, professional services, and global travel. As an AI champion and advocate for innovation, she helps business teams embrace emerging technologies to improve productivity, enhance user experiences, and accelerate enterprise transformation. Recognized for her ability to bridge business and technology, Tejinder leads cross-functional programs that deliver measurable value, strengthen stakeholder engagement, and position organizations for future growth. Tejinder kaur Sekhon currently serves as Procurement Business partner for Commercial, Medical Services & Global Travel, Indirect Procurement at Apotex Pharmaceuticals.


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