

The Only Strategic Sourcing Conference for Business Travel Professionals



WHERE SOURCING MEETS INNOVATION

ProcureCon Travel & Meetings 2015

October 26-28, 2015 · Fort Worth, TX



Learn from Leading Companies Including:



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WELCOME

Dear friend of ProcureCon,



Transient travel is one of the largest categories of spend across all industries. In an age where customers demand white glove service and key business partners are located across the globe, corporate travel is more necessary to maintain a thriving business than ever before. Knee-jerk reactions to cutting costs, such as restrictions on travel, are no longer an option. Both the traditional ways of doing business and traditional travel and meetings policies are being disrupted. The sharing economy and mobile apps are rocking the world of travel and events. Applying sound strategic sourcing principles to the travel category is the only way forward.

ProcureCon Travel & Meetings, the latest in the successful global ProcureCon series of conferences, guides attendees through this complex category. Travel is often referred to as trickier to navigate than other categories because it is about more than the bottom line. Travel is a very "personal" category; Sourcing professionals must take into account traveler preferences and safety as they develop policy, source partners and negotiate contracts.

The ProcureCon community has told us the key areas crucial to achieving success in travel & event sourcing are:

- Building a solid foundation for your travel initiatives through strategic sourcing
- Strategies for contract negotiation with key service providers
- Successful change management initiatives to increase traveler adoption of innovative technologies
- Increasing travel compliance rates through communication and training
- Gaining stakeholder and C-Level buy-in through compelling metrics
- Reigning in rogue spend through bringing meetings management into procurement
- Enhancing internal partnerships to drive value
- Striking a balance between global strategies and working locally to deliver value

You'll find the ProcureCon Travel & Meetings agenda is centered around these themes to give you a clear picture on how to better position your company's procurement team for success.

I hope you'll join us in Texas this October to experience this how this unique event can help you to drive savings and evolve your organization's travel and meetings policies.

Sincerely,

Natasia Langfelder

Director, ProcureCon Travel & Meetings

A BRIEF HISTORY OF PROCURECON

The ProcureCon event series brings together a unique blend of Procurement, Purchasing and Supply Chain experts from across all industries to share their experiences and knowledge with a team of people who truly embrace the strategically important field of Procurement. Originally launched in the US 15 years ago to address direct purchasing strategies for manufacturing companies, ProcureCon has since transformed its focus to address the challenges and opportunities within indirect spend and corporate services procurement at the ProcureCon Indirect East and West events, as well as the unique needs of managing complex and large-spend categories at ProcureCon for Digital and Marketing Services and ProcureCon IT Sourcing. Due to increasing demand from Procurement executives for an event dedicated to travel and meetings management, we developed the inaugural ProcureCon Travel & Meetings.





WHAT SETS PROCURECON TRAVEL & MEETINGS APART?



MARKET-DRIVEN

ProcureCon Travel & Meetings' agenda was created through in depth market research with procurement practitioners. We are not beholden to set viewpoints or mission statements driven by editorial policy, politics, or winning business. You can be assured that PT&M content is independent, objective, and focused on the procurement practitioner.



PEER-LED

ProcureCon Travel & Meetings is a pure procurement and sourcing event, researched with transient travel and meetings sourcing professionals to ensure the agenda provides top-of-mind issues, told from the point of view of the sourcing experts.



COLLABORATIVE

Featuring 12 roundtable discussions, 4 interactive workshops, and 20 main conference sessions, you'll hear a variety of viewpoints and be able to share you ideas with your peers at a variety of structured and unstructured networking activities.



INTIMATE

Asking a question in a large room can be quite intimidating for some, but when in a group of 10-15 others with likeminded problems that need solving, magic happens. That's why the ProcureCon roundtables are hands-down the most anticipated sections of the conference. This is your opportunity to go in-depth with a ProcureCon speaker, share ideas, and make new connections in an intimate setting.



A COMMUNITY

From the pre-conference release of our networking app to social breaks, happy hours, and on-site entertainment (to be revealed!) ProcureCon Travel & Meetings is an event where you'll have fun and network with your fellow attendees. You may have initially registered for an educational event, but you'll find yourself creating connections, learning to improve your job and advance your career.

YOUR 2015 ESTEEMED SPEAKER FACULTY:



Roxana Gilly
Global Sourcing
Xerox



James Kallio
Sourcing Manager, Services
Nike, Inc.



Ryan Pierce
Manager, AMER Travel & Expense
SalesForce



Raul Perez Vazquez
Global Mobility Commodity Manager
Intel



Susan Dupart
Senior Director, Global Travel, Meetings, Corporate Card & Mobility
McAfee



Dianna Taran
Travel Manager, Americas
WorleyParsons



Sean-Michael Callahan
Director, Global Travel, Meetings & Events
Hewlett-Packard



Gary Polito
Global Travel Sourcing Manager, Strategic Sourcing
Biogen Idec



David Thompson Jr
Executive Director - Global Travel & Meeting Services
Estee Lauder



Marc Ensign
Director, Global Category Management – Corporate
Sonoco



Kevin Maguire
Director of Travel
HGST



Steven R. Schoen
Director, Mobility Services Americas
SIEMENS Corporation



Mark A. Cegelis
Senior Manager, Global Procurement and Travel
EnerNOC, Inc



Greg Wilczek
Americas Travel Manager
Marsh & McLennan Companies, Inc.



Richard Kanarian
Global Supply Management, Indirect Material & Services
Bose



Jordan Clark
Director of Corporate Travel
Aequitas Capital Management



Rick K. Wakida
Global Travel & Card Manager, Corporate Travel
DocuSign



Ellina Arakelova
Global Travel Procurement
Juniper



James M. Sisco
Director, Global Travel Services
Reed Elsevier Inc.



Gloria Templin
Senior Manager, Procurement, Travel
Citrix



Greeley Koch
Executive Director
Association of Corporate Travel Executives (ACTE)



Guy Langerburg
Indirect Procurement
Amway



Kim Kaye
Global Director Travel, Expense & Policy
Keysight



Cyndy Thompson
Travel Manager
Academy Sports + Outdoors



Stan Brown
VP, Global Supply Chain & Chief Procurement Officer
CA Technologies



Barbara Campbell
Americas Travel & Meetings Manager, Global Procurement
Capgemini



Hanson Tam
Global Travel Manager
Edwards Lifesciences, LLC



Madia Sargent
Global Travel & Meeting Services
CDK



Cindy Novak
GTP, CTC, Director, Global Travel & Events
KIEWIT Corp.



Ron Gregorsk
VP of Procurement
Luxottica



Roberto Ramirez
Global Category Manager
Eli Lilly



Carole Druhan
Director, Sourcing
Electric Power Research Institute



David Buchholz
Travel & Expense Manager
Abercrombie & Fitch



Rudy Lim
Head of Global Procurement,
Director
Collier



Jolee Goularte
Director of Global
Procurement Operations
**World Wide Travel and
Events, Flextronics**



Jennie Robertson
Senior Travel Manager
Tableau Software



Harry Perales
Senior Procurement Manager
Campbell Soup



Jannette Ivonne
Bejarano Gurrola
Manager of International
Sourcing and Supplier
Diversity
Lexmark



Sean Partham
Global Travel Wizard
Riot Games



David Sachs
Director, SMM Analytics
**Meetings & Incentives
Worldwide, Inc.**



Karen deKanter, GLP
Director, Business
Development
BCD Meetings & Events



Gary Kessler
CEO
Carey



Anil Punyapu
Vice President, Enterprise Sales
CVent



Nicola Rossetti
Vice President, Global
Marketing
etouches



Charles Bacharach
Vice President, Sales
Orbitz



David C Heywood
Assistant Vice President
Business Rental Development
Enterprise Holdings



“The people at ProcureCon are always thinking about the future of procurement, not just what we have already accomplished. It’s not just about sharing best practices, but also discussing what’s next, and that’s why we come back year after year.”

-Charen Buyce, Global Indirect Procurement Director, Amway



Monday, October 26, 2015

INTERACTIVE WORKSHOP DAY

8:00 **Registration & Continental Breakfast**8:45 **Chairperson's Opening Remarks**9:00 **Getting To Know You: Procurement Practitioners Ice Breaker**

In this all-new networking session, we will display a series of pain points on the screen, and you'll have to determine which your most pressing business matter is for 2016 and find others who also share that pain point. You'll have 15 minutes to chat with others in your group before a new group of challenges is displayed. This is an exciting way for you to meet other ProcureCon T&M attendees who share the same challenges, make new connections, and collaborate on new ways to solve them.

MASTERING CHANGE MANAGEMENT

In procurement, sometimes long-time partners are swapped out for new, more innovative or cost-effective partnerships. When it comes to travel, which is driven by user adoption, new technologies and policies can lead to confusion and non-compliance. In order to smooth the transition from the old to the new, change management is crucial when onboarding a new partner. Because travel is such a personal category, changes to existing policies must be carefully planned out before they are implemented. This series of interactive workshops will broaden your depth of knowledge on change management and give you the tools you need to effectively roll out new technologies.

9:15 **Change Management in Travel & Meetings Procurement: Part 1 - Preparing for Change**

- Signing a contract with a new provider can mean big changes for travelers and meeting coordinators as well as for company policies
- Define the change management strategy that works for your culture
- Develop a cross functional team to take responsibility for implementation

Barbara Campbell

Americas Travel & Meetings Manager, Global Procurement

Capgemini10:15 **Change Management in Travel & Meetings Procurement: Part 2 - Managing Change**

- Assist colleagues transition into changes to technology and corporate policies through effective communication and intranet portals
- Ask for help from your new partner- reach out to your provider to implement an effective change management plan
- Coordinate interactive training sessions to educate employees both on how to use the new systems and why the new systems are valuable

Stan Brown

VP, Global Supply Chain & Chief Procurement Officer

CA Technologies11:00 **Morning Refreshment & Networking Break**

*Workshop Day Continued***11:30 Change Management in Travel & Meetings Procurement: Part 3 - Post-Implementation Monitoring**

- Collect and analyze feedback
- Diagnose gaps and manage resistance
- Implement corrective actions and communicate successes

Guy Langerburg
Indirect Procurement
Amway

12:15 Lunch**1:15 Building a Performance Scorecard From the Ground Up**

In today's competitive economy, procurement departments are depended upon to drive savings. Scorecarding to measure the success of travel program and your vendor partnerships is crucial to meeting the demands placed upon your department. This interactive session provides the tools for attendees to build their own scorecards, personalized to their needs. You will learn:

- Evaluate which metrics are relevant to the travel category and your unique department
- Benchmark against your industry peers

Charles Bacharach
Vice President, Sales
Orbitz

2:15 Association of Corporate Travel Executives (ACTE) Led Interactive Workshop: Walking the Fine Line Between Savings and Service

Bottom line versus traveller preferences. These are two polar opposite yet equally important objectives that travel managers must reconcile. But how? Hear from travel managers who are getting creative in their solutions as they strive to add value to both sides of the equation.

- Hear fresh perspectives on how strategic partnerships with suppliers and/or internal stakeholders can influence the cost vs savings equation
- Learn what innovative solutions travel managers are implementing to add value without adding significant costs
- Gain insights on how the 'Traveler Centricity' trend is creating a greater emphasis on talent recruitment and employee retention

The Association of Corporate Travel Executives is a non-profit education and research organization serving the global business travel industry in 51 countries. Since 1988, ACTE has provided unique programs for travel managers and innovative policies that improve conditions for business travelers, while substantially increasing corporate revenue. ACTE currently leads the business travel industry with 75 events worldwide, managed through offices in Asia, Australia, Canada, the U.S. and Europe, with representation in Latin America, South America, and Africa. No other travel trade association can make that claim.

Greeley Koch
Executive Director
Association of Corporate Travel Executives (ACTE)

4:30 End of Workshop Day

Tuesday, October 27, 2015

MAIN CONFERENCE DAY 1:

CONTRACT NEGOTIATIONS AND FUTURE TRENDS

7:45 **Registration and Breakfast**

8:30 **Welcome and Opening Remarks**

8:45 **KEYNOTE: The Evolution of Corporate Business Travel Needs in the 21st Century**

Corporate travel is frequently the second largest area of corporate spend. In an economy that is increasingly global, companies of all size are expected to incorporate international travel. The global workforce has higher expectations and corporate travel policies need to evolve with employee demands.

- Learn why travel is more integral to businesses than ever before
- Communicate the importance of this category to gain C-Level buy-in and resources for travel initiatives
- Reinvent your travel policies to accommodate for a changing economic climate and prepare for future trends

Greeley Koch

Executive Director

Association of Corporate Travel Executives (ACTE)

9:05 **KEYNOTE: Managing the Organizational Transition of Transient Travel into Procurement**

Traditionally, travel has been the realm of the travel manager. However, a shift has occurred and most companies either have moved travel solidly into the procurement function or are planning to.

- Explore the benefits of applying strategic sourcing to travel spend
- Delve into the organizational challenges incurred by the realignment of travel into procurement
- Integrating the travel manager onto the procurement team

James Kallio

Sourcing Manager, Services

Nike, Inc.

9:25 **KEYNOTE: What are the Essential Components of a Robust Travel Policy?**

This session explores the essential elements that absolutely must be present in order for a travel policy to be successful.

- What are the key factors to successfully managing transient spend?
- Learn the basics that need to be in place in order to achieve success
- Explore what comprises the ideal skillset for managing the T&E category

Roxana Gilly

Global Sourcing

Xerox



*Day 1 Continued***9:45 PANEL DISCUSSION: Adapting to the Sharing Economy and Disruptive Technology**

There is no questions that the business travel industry is on the verge of disruption. Industry professionals must reconcile traveler preferences for new technologies and platforms with compliance and traveler safety. Experts discuss the latest technologies and debate the best ways to address them.

- How Uber, Airbnb and other players are disrupting the business travel industry
- How should you incorporate these disruptive technologies into your travel policy?
- Disruption or innovation? Will early adopters be rewarded or left with an expensive mistake?

Ryan Pierce
Manager, AMER Travel & Expense
SalesForce

James M. Sisco
Director, Global Travel Services
Reed Elsevier Inc.

Gloria Templin
Senior Manager, Procurement, Travel
Citrix

Gary Kessler
CEO
Carey

10:35 Networking Break**11:05 PANEL DISCUSSION: Do Traveler Preferences Matter?**

Travel has been described as a “personal” category and therefore, is a challenge for strategic sourcing professionals who generally are committed to driving savings and now much allow for individual taste. This panel debates whether or not traveler preferences should be taken into account when sourcing vendors or writing policy.

- Is the travel category unique to the other indirect categories?
- Should one adjust their approach to managing this category?
- Should traveler preferences be taken into account during the decision making process?

Richard Kanarian
Global Supply Management, Indirect Material & Services
Bose

Jordan Clark
Director of Corporate Travel
Aequitas Capital Management

Rick K. Wakida
Global Travel & Card Manager, Corporate Travel
Docusign

Ellina Arakelova
Global Travel Procurement
Juniper

Sean Partham
Global Travel Wizard
Riot Games



*Day 1 Continued***11:55 Case Study: Removing the Dread from the Global Airline RFP Process**

The RFP process can be long, arduous and disorganized, devise a plan to stay on track as you juggle multiple, sometime hundreds, of vendor proposals.

- Write an effective RFP that clearly communicates your needs and expectations to potential vendors
- Adapting RFP processes to include considerations such as innovativeness, strategic value propositions and cultural fit
- Innovative sourcing & RFP tools that help simplify and organize the process
- Extracting additional value in a mature program

Roberto Ramirez
Global Category Manager
Eli Lilly

12:15 Case Study: Global Policy Development & Deployment

Global airline passenger miles will increase by 7%, at the same time as airlines merge and become more powerful, they are cutting amenities and raising prices. Procurement professionals are increasingly looking to save on expensive, but necessary, global travel.

- Driving savings on international airfare
- Uncover opportunities for new partnerships and manage relationships with global suppliers
- Overcome roadblocks to implementation through providing travelers with local flexibility without compromising savings

Greg Wilczek
Americas Travel Manager
Marsh & McLennan Companies, Inc.

12:35 Networking Luncheon

When it comes to contract negotiations, size matters! That's why we've tailored these contract negotiation sessions to fit the size of your organization.

Concurrent Sessions Begin**Track A: Small & Mid-Size Companies****Track B: Large Companies****1:35 Contract Negotiation In a Seller's Market: Part 1 – Airlines**

International conglomerates have volume on their side when it comes to negotiating with airlines, smaller companies have to think outside the box when it comes to negotiating contracts and proving the value of their business

- Pooling resources: partner with sister-companies or subsidiaries in order to increase volume

continued on next page

Contract Negotiation In a Seller's Market: Part 1 - Airlines

For domestic travelers in North America, mergers and bankrupted airlines means that there aren't as many options as there used to be.

- Understand that the procurement department is at a disadvantage when negotiating with large airlines and leverage TMC capabilities through the process

continued on next page



Day 1 Continued

	<i>Session continued from page 10</i> · Compile data that shows volume concentration and trends to improve rates for popular locations and well-traveled routes · Don't just leave it to your TMC Mark A. Cegelis Senior Manager, Global Procurement and Travel EnerNOC, Inc	<i>Session continued from page 10</i> · Think outside the box in order to obtain the best deals from airlines · Survey your travelers to know which amenities are sticking points and which to concede in order to get what you need Steven R. Schoen Director, Mobility Services Americas SIEMENS Corporation
1:55	Contract Negotiation In a Seller's Market: Part 2 - Hotels Market demand is on the side of the hotel industry and that's a thorn in the side of procurement professionals. · Showing high and consistent volume is the key to landing an optimal hotel contract, and professionals must be armed with relevant data points and stats · Build relationships with preferred providers, it can be the key to maintaining preferred room rates through lean years with less travel Kevin Maguire Director of Travel HGST	Contract Negotiation In a Seller's Market: Part 2 - Hotels For domestic travelers in North America, mergers and bankrupted airlines means that there aren't as many options as there used to be. · Understand that the procurement department is at a disadvantage when negotiating with large airlines and leverage TMC capabilities through the process · Think outside the box in order to obtain the best deals from airlines · Survey your travelers to know which amenities are sticking points and which to concede in order to get what you need Steven R. Schoen Director, Mobility Services Americas SIEMENS Corporation
2:15	Selecting the Best TMC for Your Needs Being a "small fish in a big pond" has led many smaller companies to feel left out in the cold when it comes to obtaining quality TMC service · Get in the drivers seat and submit RFPs that clarify the level of customer service you need · The squeaky wheel gets the grease- communicate frequently with your account representative to ensure that reports are received in a timely manner Hanson Tam Global Travel Manager Edwards Lifesciences, LLC	Selecting the Best TMC for Your Needs Large companies with a high volume of travel and a large network of travelers with varied preferences need to ensure they choose a TMC that can meet these needs. · Scope out the field of providers and learn how to quickly narrow down choices through pre-qualification of bidders · The squeaky wheel gets the grease- communicate frequently with your account representative to ensure that reports are received in a timely manner Marc Ensign, Director Global Category Management – Corporate Sonoco



Day 1 Continued

2:35	Eliminate the Gaps in Your Corporate Card Programs for 2016 Mobile banking and Apple pay are just a few of the many changes that are changing the world of Pcards and corporate credit cards. Fortify your program now with these best practices. · Provide travelers with clear guidelines on Pcard policy so they understand expectations · Develop an audit process and chain of command in order to protect against fraud Kim Kaye Global Director Travel, Expense & Policy Keysight	Expand and Evolve Your Existing Global Corporate Card Program The current global economy means that exchange rates are in flux, this affects corporate card providers and that trickles down directly to you. · Expand your P-Card program without losing control of compliance, spend visibility and cost/expenses · Partner with providers who can guarantee stability and data security David Thompson Jr, Executive Director - Global Travel & Meeting Services Estee Lauder
2:55	Essential Metrics to Demonstrate when Negotiating Ground Transportation Showing potential providers volume isn't the only way to negotiate a beneficial ground transportation contract. · Collect detailed micro-data to show exactly the areas and times that you have the highest usage and tailor the contract to correlate to that · Draw on long standing relationships and show compliance with existing preferred vendor contracts Cyndy Thompson Travel Manager Academy Sports + Outdoors	Maximizing Savings on Ground Transportation Conducting an analysis of current spend on ground transportation helps to expose gaps as well as opportunities to increase savings · Gain insight into current spending patterns and use this data when it's time to renegotiate contracts · Go beyond car rental base rates and pay attention to the details: ancillary services and amenities such as GPS and airport fees to realize further savings Jannette Ivonne Bejarano Gurrola Manager of International Sourcing and Supplier Diversity Lexmark
3:15	Networking Break	
4:00	CASE STUDY: "Tell the Story": Analyze Data for Effective Reporting With so much raw data to sift through, procurement professionals are burdened with the task to organize and present this data in a way that will keep their audience interested. · Collecting data is just the beginning - learn to recognize and analyze trends in 'Year Over Year' data · Look outside the companies metrics and connect with the real world- what has been going on in the economy and how has that affected your vendors? · Effectively communicate savings and opportunities to upper management and stakeholders Gary Polito Global Travel Sourcing Manager, Strategic Sourcing Biogen Idec	



*Day 1 Continued***4:20 Roundtable Discussions**

These in-depth small-group discussions allow you to delve further into specific areas that interest you. Led by a subject matter expert, you'll have the chance to brainstorm solutions with others facing the same challenges as you in a particular area of Travel and Meetings sourcing. Each roundtable will last 30 minutes and you'll have the chance to pick 2 topics – after the first rotation finishes, there'll be a 5 minute break to allow participants to transition to their next table before the next 30 minutes begin.

Table One: Prioritization of the Travel Category: Obtaining Executive Buy-In

Takkia T. Easley, Strategic Sourcing Manager, Global Indirect Procurement, **Asurion**

Table Two: Managing Travel Preferences

Brad Cook, Director, Indirect and Ammunition, **Remington Arms**

Table Three: Understanding the “Why” of Non-Compliance and Why it’s Important

Gloria Templin, Senior Manager, Procurement, Travel, **Citrix**

Table Four: Mobilize Your Travel Program: How to keep travelers engaged and productive

Karen deKanter, GLP, Director, Business Development, **BCD Meetings & Events**

Table Five : To Centralize or Decentralize? Does having a wholistic policy or regional providers fit better with your business needs?

David Sachs, Director, SMM Analytics, **Meetings & Incentives Worldwide, Inc.**

Table Six : Car Rental, Total Cost of Ownership

David C Heywood, Assistant Vice President Business Rental Development, **Enterprise Holdings**

5:30 Cocktail Reception

Wednesday, October 28, 2015

MAIN CONFERENCE DAY 2:

TRAVELER SECURITY & METRICS

8:00 **Registration and Breakfast**

8:45 **Opening Remarks**

9:00 **PANEL DISCUSSION: Exploring Corporate Duty of Care**

It's generally accepted that business have a "Duty of Care" towards their travelers. But what is the duty of care and how can we standardize?

- Defining "Duty of Care" in the business travel industry
- What would it look like in an ideal world and how would you bring that vision to life in the real world?
- Tracking non-compliant travelers- how do you guarantee safety for someone outside the system?

Stan Brown

VP, Global Supply Chain & Chief Procurement Officer

CA Technologies

Jo Ellen Geurts

Travel and Supply Chain Initiatives

KLA-Tencor

Scott Schneider

Senior Global Commodity Manager

Tyco

Sean-Michael Callahan

Director, Global Travel, Meetings & Events

Hewlett-Packard

9:50 **CASE STUDY: Streamlining Reporting Through Contemporary Tools**

Breakthroughs in technology have led to an increase in the amount of tools at the disposal of the procurement professional to pull data.

- Receive quality reports that will better help you identify trends in spend
- Isolate micro-data to better understand your highest areas of spend

Madia Sargent

Global Travel & Meeting Services

CDK

10:20 **Networking Break**



Day 2 Continued

Concurrent Sessions Begin	
Track A: Meetings Management	Track B: Compliance
10:55 The New Paradigm in Hotel and Venue Sourcing - Benefit of integrated technology - See the impact on the global event life cycle - ROI is not where you think it is understand that is time for a better user experience Nicola Rossetti Vice President, Global Marketing etouches	How to Create a Culture of Compliance Company culture plays an important role in how travel policies are received and followed. - To Mandate or not to mandate: working within your company culture to drive compliance - Inform employees when they are being non-compliant - Praise compliant travelers and departments, challenge others to do better - Collaborating with HR/Operations to improve compliance Jolee Goularte Director of Global Procurement Operations, World Wide Travel and Events Flextronics
11:15 CASE STUDY: Intel Shares Innovative Strategies for Internally Marketing a Meetings Policy Intel's corporate culture is a culture of options, which doesn't include a mandated meetings policy; however this spend must be managed. This case study takes a look at how Intel successfully increased compliance and drove additional savings. - Communication via email blast is forbidden, so the category manager has had to think outside the box to communicate the importance of compliance with the meeting planning guidelines - Hear how through the use of road shows and 'meet and greets' Intel has managed to achieve a high compliance rate with their meetings program Raul Perez Vazquez Global Mobility Commodity Manager Intel Susan Dupart Senior Director, Global Travel, Meetings, Corporate Card & Mobility McAfee	CASE STUDY: The C-Level Problem: How do you foster compliance among high level executives? High level executives are used to traveling in style. This session explores how to balance savings and traveler needs. - Executive and C-Level travelers can make up the bulk of your non-compliant percentage - How do you wrangle the top brass at the company into compliance without offending them? - Balancing traveler expectations and savings Rudy Lim Head of Global Procurement, Director Collier



Day 2 Continued

11:45

Leveraging Meetings & Events Data in Hotel Negotiations

It's a seller's market and hotels are playing hardball-which means higher room rates and less amenities

- Collect meetings data from internal departments and 3rd party planning services and combine the spend
- Combining transient travel volumes with meetings & events room nights, room rentals and F&B spend can provide invaluable leverage when negotiating for the best rates and amenities

Anil Punyapu
Vice President, Enterprise Sales
CVent

Compliance Case Study: Implementing a Compliance Program

Compliance is a crucial metric to measure the effectiveness of travel policies. This session explores:

- How to form a cohesive plan to increase compliance
- Implementation of the plan
- How to measure and report the results of the program

Carole Druhan
Director, Sourcing and Procurement
Electric Power Research Institute

12:05

Networking Luncheon

1:05

Roundtable Discussions:**Table One: Aggregating and Visualizing Disparate Sources of Data (Agency, Expense, Card**

Jennie Robertson, Senior Travel Manager, **Tableau Software**

Table Two: Expenses Reimbursement: 'Keep it Simple, Stupid' to Increase Compliance

Harry Perales, Senior Procurement Manager, **Campbell Soup**

Table Three: Implementing a Corporate Global Travel Initiative

Dianna Taran, Travel Manager, Americas, **WorleyParsons**

Table Four: Creating Sustainable Global Relationships with Airlines and Hotels

Rudy Lim, Head of Global Procurement, Director, **Collier**

Table Five: Handling the "Experienced" Traveler: How do you respond to employees who think they can broker a better deal outside company systems?**Table Six: Assimilating Meetings Management into Procurement as an Opportunity to Manage Rogue Spend**

Madia Sargent, Global Travel & Meeting Services, **CDK**



*Day 2 Continued***1:35 PANEL DISCUSSION: How to Best Enforce Compliance**

Do you reward compliance or punish non-compliance?

- Penalizing travelers for non-compliance- has it improved behavior?
- Can you exert punitive authority over travelers who don't report to you?
- Gamification- is anyone doing it and should you consider it?

Ron Gregorsk

VP of Procurement

Luxottica

Carole Druhan

Director, Sourcing

Electric Power Research Institute

Brad Cook

Director, Indirect and Ammunition

Remington Arms

David Buchholz

Travel & Expense Manager

Abercrombie & Fitch

2:20 Assemble a 'Data Collection' Toolkit

When it comes to negotiating with vendors, data is power and wielding that power correctly can lead to better contracts. Collecting data can be a challenge for sourcing professionals, who encounter barriers such as antiquated reporting systems and information pulled from the TMC that doesn't match hotel records.

- Update reporting systems and consolidate data streams
- Compile data from internal infrastructure in order to uncover microdata, which can be used to increase executive buy-in or to reward compliant travelers

Cindy Novak

GTP, CTC, Director, Global Travel & Events

KIEWIT Corp.

2:45 Conference Concludes



THE SOLUTIONS ZONE

This is your opportunity to meet with suppliers and solutions providers who can help you realize your savings goals, streamline and automate processes, and provide effective solutions for your strategic sourcing operations. Chat with leaders in the procurement and sourcing solutions space. Interested in showcasing your product or service? Benefits of sponsorship include:

- Exclusive access to senior level decision makers from leading global corporations
- Customized branding through our in-depth marketing campaign
- Lead generation to accelerate your sales cycle
- Building loyalty with your clients to consolidate your market position
- Differentiating your company from other vendors for competitive advantage
- Raising awareness and reminding the market that you are an essential partner to the industry
- Demonstrating your strength in uncertain times to grow your market share

For more details on how you can showcase your solution, contact **Katie Aucoin** at **646.200.7464** or email her at **katie.aucoin@wbresearch.com**

SPONSORS



BCD Travel helps companies make the most of what they spend on travel. For travelers, this means keeping them safe and productive, and equipping them to make good choices on the road. For travel and procurement managers, it means advising them on how to grow the value of their travel program. For executives, we ensure that the travel program supports company objectives. In short, we help our clients travel smart and achieve more. We make this happen in 110 countries with more than 11,000 creative, committed and experienced people. And it's how we maintain an industry-leading client-retention rate of 96%, with 2014 sales of US\$24.2 billion. For more information, visit www.bcdtravel.com.



Cvent (NYSE: CVT) helps organizations gain control of meeting spend with a comprehensive solution that allows them to implement enterprise-wide Strategic Meetings Management (SMM) programs. The Cvent SMM software solution streamlines the corporate meetings and event process from the planning and sourcing phases through registration and travel booking.



Carey International is the trusted leader in innovative chauffeured service solutions, customer-centric travel technology, and ground transportation logistics management; providing world-class service, unparalleled safety, and general peace of mind to the world's most discerning travelers since 1921. Spanning more than 1000 cities worldwide, Carey's award-winning global franchise network offers consistent standards of service and unmatched duty of care for both travelers and arrangers across two distinct brands.

Carey® features a world-class fleet of late-model executive and luxury vehicles, a corps of professional chauffeurs, and a full portfolio of specialized transportation logistics management services including Meetings and Events, Private Aviation Ground Transport, and Road Shows.



Enterprise® offers flexible, modern transportation utilizing a late-model fleet of EPA SmartWay® certified fuel-efficient vehicles and a team of professional drivers dedicated to offering a unique car service experience that raises the bar on efficiency and productivity for any class of traveler.

Enterprise Holdings is the largest car rental company in the world as measured by revenue, fleet and employees. It operates a global network of more than 8,600 fully staffed neighborhood and airport locations under the Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car brands. In addition, Enterprise Holdings and its affiliate Enterprise Fleet Management together offer a total transportation solution, including extensive car rental and car sharing services, truck rental, corporate fleet management and retail car sales. Combined, these businesses accounted for \$17.8 billion in revenue, employed 83,000 and operated 1.5 million vehicles throughout the world in fiscal year 2014.



etouches - Love your event software!

etouches is a leader in cloud event management software, with 15 modules to manage every aspect of the event planning life cycle. The multilingual, multicurrency platform offers registration, housing management, travel management, event website creation, survey, project management, budgeting, email marketing, scheduling, speaker/exhibitor/sponsor management, seating, venue selection, booth purchasing, social networking, and a mobile native app with TapCrowd.

Integrating with over a dozen best-in-class software solutions, etouches serves organizations large and small with 1000 customers in 35 countries. Headquartered in the United States in Norwalk, CT, etouches has four international offices in Reading, United Kingdom; Ghent, Belgium; Sydney, Australia; Dubai, UAE. For more information visit etouches.com, or for mobile app information visit tapcrowd.com.

SPONSORS



Meetings & Incentives Worldwide (M&IW) is a progressive meeting, incentive and conference management company that believes live meetings and events transform organizations. As a strategic partner and leading service provider in events management, M&IW is privileged to work with some of the most recognized companies across the globe to help them execute successful events and drive cost savings. M&IW is a privately-owned, certified Women's Business Enterprise (WBE) headquartered in Wisconsin with offices across the US, UK, Singapore, India, Argentina, and Brazil. M&IW offers flexible innovative event management solutions, at both the enterprise and event level. For more information, visit www.meetings-incentives.com.



Orbitz for Business is the corporate travel brand of Orbitz Worldwide. Launched in 2002, Orbitz for Business offers a complete portfolio of global business travel products and services that help corporate customers plan, search and book travel. Orbitz for Business leverages Orbitz Worldwide technology, customized for corporate travelers. In addition to its leading technology, Orbitz for Business delivers full service, cost effective travel management solutions including 24/7 customer support; expense reporting and policy management tools; and comprehensive choice in travel inventory.



MEDIA PARTNERS



The Association of Corporate Travel Executives is a non-profit education and research organization serving the global business travel industry in 51 countries. Since 1988, ACTE has provided unique programs for travel managers and innovative policies that improve conditions for business travelers, while substantially increasing corporate revenue. ACTE currently leads the business travel industry with 75 events worldwide, managed through offices in Asia, Australia, Canada, the U.S. and Europe, with representation in Latin America, South America, and Africa. No other travel trade association can make that claim.



Supply Chain World is the authority on best practices in supply chain management, featuring interviews with experts who know the process first-hand and are finding ever-better ways to improve efficiencies. Supply Chain World is a convenient, authoritative benchmarking tool, helping forward-thinking supply chain leaders and their global teams to stay current through cutting-edge content on our website and in our quarterly magazine. Each print and digital issue highlights best-practice strategies and tactics to help our readers move products and information more efficiently and compete in the 21st century's linked economy.

In every issue, Supply Chain World's editors profile the leading companies in supply chain management across multiple industries, including retail, manufacturing and healthcare. Whether the goal is to tap into the benefits of third-party logistics or to learn how to partner more efficiently with suppliers, Supply Chain World keeps its readers up to date on the latest developments, trends, and strategies. www.scw-mag.com.



Leisure and Hospitality International is the magazine for today's hospitality executives: smart, creative and ready to put their skills to work for an exciting new era of hospitality and leisure. Whether they work for hotels, resorts, restaurants, cruise lines, casinos, airlines or any of the other important pieces of this exciting industry, Leisure and Hospitality International is here to keep them updated on the latest trends and news.

Every issue features our award-winning editors' coverage of back-of-house developments in new technologies, training techniques, supply chain management, marketing, customer data management and more. The customer-facing side is covered, too, through our exciting profiles of the world's top leisure and hospitality companies, and the techniques they use to woo and win the loyalty of today's travelers.





VENUE & ACCOMMODATIONS

Omni Fort Worth Hotel

1300 Houston Street
Fort Worth, Texas 76102
Phone: (817) 535-6664

Date: Monday, October 26- Wednesday, October 28, 2015

Rate: \$219

Booking deadline: Friday, October 2, 2015

ProcureCon Travel & Meetings has secured a special conference rate of \$219 a night (plus tax) for attendees. In order to make your reservation, please call the Omni Fort Worth at 1-800-THE-OMNI and identify yourself as a ProcureCon Travel & Meetings attendee. Rooms are limited and are on a first come, first served basis, so make your reservations as soon as possible. The special rate expires October 2, 2015. After this date, rooms may still have available, so inquire with the hotel if you have missed the cut-off date.

Highlights:

Known as the “city of Cowboys and Culture” and famous for being “Where the West Begins,” Fort Worth offers a unique mix of entertainment and attractions. We’re just steps from downtown’s most famous venues: Explore the city’s western heritage at the Fort Worth Stockyards or discover the nightlife in Sundance Square. From a thriving performing arts scene to great shopping and a proud musical tradition, Fort Worth has something for everyone.

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Discounted Rate for Qualified Procurement Practitioners*

	Until July 31	Until Aug 29	Until Sept 30	Standard Price
2-Day Main Conference + Workshop Day (October 26-28, 2015)	\$1,399	\$1,499	\$1,599	\$1,699

Group Discounts for Qualified Procurement Practitioners*

	Standard Price
Groups of 2	15% off the above tier price
Groups of 3-4	25% off above tier price
Groups of 5+	30% off above tier price

Rate for Solution Providers / Others

	Standard Price
2-Day Main Conference + Workshop Day (October 26-28, 2015)	\$3,499

To secure your team discount, call Stephen Gibbons at 416.597.4774 or email him at stephen.gibbons@wbresearch.com

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- Connecticut residents must add 6% sales tax to their registration fee.

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