

## What is your Travel Program digital I.Q.?

Agenda – Friday 29 March 2019 – Novotel Wavre – Brussels East		
12:00	12:30	<b>Registration and Networking</b>
12:30	13:30	<b>Networking Lunch</b> sponsored by <b>Novotel Wavre – Brussels East</b>
13:30	13:45	<b>Welcome by Pascal Struyve - BATM President</b>
13:45	14:00	<p><b>Introduction: Digitization, Digitalization, and Digital Transformation?</b></p> <p>As the hype around digital transformation continues to persist, the terms ‘digitization’ and ‘digitalization’ join the fray, increasing the level of hype while adding confusion. In reality, these three terms have distinct meanings – Let’s shed some extra light on these concepts to understand how digital transformation can increase the customer (traveler) digital experience.</p> <p>What is hype, hope and reality and assess your travel program digital I.Q.!</p> <p>Speaker: <b>Corrado Simontacchi</b> - Executive Board Member – <b>BATM</b></p>
14:00	14:40	<p><b>Digitalization of your Travel Program?</b></p> <p>Let’s dive into the digital transformation of the business travel industry for managed travel programs. What to expect of the new digital travel experiences? Discover and understand how the latest technical concepts will be applied within the corporate travel ecosystem</p> <p>Speaker: <b>Corinne Béranger</b> – Global Marketing Manager, Corporate Division – <b>Amadeus</b></p>
14:40	14:55	<b>Assessment of your Digital I.Q. - Part1: Fun session!</b>
14:55	15:10	<b>Coffee Break</b> – sponsored by <b>Novotel Wavre – Brussels East</b>

15:10	15:40	<p><b>Embrace innovation and rely on technology!?</b></p> <p>A range of new services have arrived – typically developed by start-ups you have never heard of. Each of them aims to deliver dramatic improvements for a relatively “narrow” area of requirements.</p> <p>Participants:</p> <ul style="list-style-type: none"> <li>• <b>VisaDash</b> – Edouard Gottlieb – The smart way to manage business visa</li> <li>• <b>Raketa Travel</b> – Anatoliy Kuryumov – All-in-one booking tool to manage your travel program.</li> <li>• <b>Fair Jungle</b> – Sagar Chandaria – On line booking tool</li> <li>• <b>Culture Me</b> – John Lee – First Content Platform to help travelers navigate others cultures</li> </ul>
15:40	16:10	<p><b>Assessment of your Digital I.Q. – Part2: Are we Digital Champions?</b></p> <p>The benefits of innovative technologies will only be successfully leveraged if the transformation programs also succeed in changing people and organizations mindsets as well as the current business models.</p> <p>Discussion on the importance to be open minded and to stay on top of the developing trends driven by digital technology to be able to deliver the best digital experience to the travelers.</p>
16:10	16:30	<p><b>Creating a new Supplier World?</b></p> <p>The Technology environment evolves at a rapid pace and is changing the way we work. The expectations of the consumer tech experiences are clearly changing the business travel landscape. How will the TMC’s re-act and what platforms will they offer to accommodate all players?</p> <p>Participants: TMC’s to be confirmed</p>
16:30	16:45	<p><b>Wrap up and Closing Remarks</b></p>
		<p style="text-align: center;"><b>A Great Thank You to Our Venue Sponsor</b></p> <div style="text-align: center;">  <p>NOVOTEL WAVRE BRUSSELS EAST</p> </div>



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