

# BTN 2022 Media EUROPE Pack

BUSINESS TRAVEL NEWS

BTNGROUP

**BTN**

BUSINESS TRAVEL NEWS

**Travel Procurement**

**The Beat**

**BTN**

BUSINESS TRAVEL NEWS

**EUROPE**

**BUSINESS  
TRAVEL  
SHOW**

# BTN

BUSINESS TRAVEL NEWS

# EUROPE

**Business Travel News Europe** is the leading source of information, news, features, data, and research for European corporate travel managers and travel management professionals who are responsible for setting their company's travel and meetings policy or who purchase or manage business travel and meetings globally on behalf of their organisation.

**BTN Europe** is published four-times annually and has a circulation of 5,000 subscribers who are responsible for over £18 billion annual travel and meetings spend.

Our content team of respected journalists cover key industry topics including air, rail, hotels, distribution, technology, MICE, travel policy and compliance, security, data analytics, cost control, expense management and much more.

**BusinessTravelNewsEurope.com** is the go-to information hub for 40,000 unique visitors each month and our twice-weekly BTN Europe newsletter reaches 14,000 opt-in subscribers.



# Award winning journalism

Business Travel News Europe offers readers a wealth of information, from analysis and interviews to expert advice and special reports.

Our team of respected senior journalists write in-depth features on all the key industry topics including air, rail, hotels, distribution, technology, MICE, travel policy and compliance, security, data and analytics, cost control, expense management and more.



Editorial Team of the Year  
Features Journalist – Ground  
Transportation  
New Media  
Special Award: Return to Business  
Travel/Meetings & Events



Editorial Team of the Year  
Editor of the Year  
Interview of the Year  
Highly Commended:  
Supplement of the Year -  
Leading 50 TMCs



Editor of the Year  
Supplement of the Year: Buying  
Business Travel Corporate Cards  
and Payments, Responsible  
Business  
Features Journalist of the Year –  
Technology  
Journalist of the Year – Destination

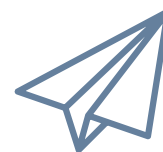
# BTN Europe overview



BTNE Magazine has a circulation of 5,000 with a readership responsible for over £18b of annual travel & meetings spend.



BTNE Bi-weekly newsletter sent to over 14,000 subscribers.



The digital version of BTNE is sent to over 10,500 corporate travel industry professionals.



BTNE website receives on average over 40,000 unique visitors and 80,000 page views per month.



BTNE sponsored email campaigns on average have an open rate of 20-25%.



Business Travel Show Europe brings together thousands of corporate travel professionals for two days of meetings, education and networking.



At the Business Travel Awards Europe more than 1,000 of the industries best and brightest come together to build relationships and celebrate the industry.



Throughout the year European travel managers and travel management professionals can take part in engaging events focusing on key topics and trends within the industry.

# BTN Europe audience

## TRAVEL AND MEETINGS RESPONSIBILITY

*(readers may have multiple roles)*

Buy or manage travel for company	74.6%
Make travel bookings	46.4%
Set company travel policy	45.2%
Set company travel budgets	38.7%
Buy or arrange meetings and conferences	37%
Buy/manage fleet	10.7%

## COMPANY ANNUAL TRAVEL SPEND

£5,000,000 plus	27.4%
£1,000,001 - £5,000,000	28.9%
£500,001 - £1,000,000	21.1%
£250,001 - £500,000	13.6%
Up to £250,000	9%

## COMPANY EMPLOYEES

1,000 plus	29.5%
501 – 1,000	33.2%
251 – 500	20.9%
101 – 250	12.9%
1 – 100	3.6%

## SUBSCRIBER JOB FUNCTION

Procurement/Purchasing/ Buyer/Manager	7,047
Owner/Director/Finance	3,527
Travel Agents	1,605
Human Resources/ Facilities/Operations	1,507
PA/EA	1,952
Sales/Marketing	680
Events	741
Total Circulation	17,059

## COMPANY TRAVEL DESTINATIONS

Africa	38.2%
Americas – North	54.1%
Americas – Latin America	31.2%
Asia – Central	52.7%
Asia – South Eastern	80.8%
Australia	36.2%
China and Northern Asia	60.9%
Europe – Central and Eastern	76.2%
Europe – Western	81.5%
India	54.9%
Middle East	59.2%
Russia and CIS	83.7%
UK and Ireland	83.7%



# 2022 editorial calendar

JANUARY	FEBRUARY	MARCH	APRIL
The 2022 Hotlist	Special report: Booking tools - the essential guide	<b>BTN Europe Spring Issue: The ultimate guide to sourcing, booking and managing business travel</b>  Corporate travel index	Special report: Two years on: how Covid-19 changed corporate travel
MAY	JUNE	JULY	AUGUST
Special report: Diversity, equity and inclusion	<b>BTN Europe Summer Issue: Europe's Leading TMCs - the essential annual guide</b>  Special Report: Europe's leading TMCs	Special report: SME travel programmes	Special report: Risk and duty of care
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>BTN Europe Autumn Issue: Sustainable travel - tackling business travel's environmental impact</b>	Special report: Payments, cards and expense management	Special report: The future of meetings	<b>BTN Europe Winter Issue: The Tech Report - examining the key tools and latest tech trends</b>



## Each issue of BTNE includes:

- A printed magazine
- A dedicated microsite
- A webinar



## businesstravelnewseurope.com

- Daily news coverage
- Weekly features and analysis
- Podcasts: Week in Review returns for season two



- Twice weekly news round-ups
- New podcast alerts
- Monthly wrap
- New issues and reports

# Magazine Issues

Each of the four themed printed issues of Business Travel New Europe is mailed to 5,000 vetted European corporate travel managers and travel management professionals. 65% are in the UK, and 35% are in Europe. Each issue is printed on FSC certified paper and uses compostable poly bags to reduce our environmental impact.

## BTN Europe Spring Issue

**The ultimate guide to sourcing, booking and managing business travel**

BTN Europe presents the ultimate guide to sourcing business travel. Learn best practice and keep on top of the latest trends in four key categories: air, accommodation, TMC and ground transportation.

**Published March 2022**

## BTN Europe Summer Issue

**Europe's Leading TMCs - the essential annual guide**

Europe's Leading TMCs returns for a 26th annual edition, bringing readers essential analysis of this evolving sector and an all-important rundown of travel management companies in the UK, France, Germany and other markets.

**Published June 2022**

## BTN Europe Autumn Issue

**Sustainable travel - tackling business travel's environmental impact**

As the entire business travel ecosystem seeks ways in which to lessen its environmental impact, buyers can find out how to green their business travel programmes, audit suppliers' sustainability efforts and learn from leading practitioners.

**Published September 2022**

## BTN Europe Winter Issue

**The Tech Report - examining the key tools and latest tech trends**

Few areas of our industry move as quickly as travel tech, so be sure to get up on the emerging trends and new suppliers and tools that can help streamline your travel management policies and processes.

**Published December 2022**

# Issue sponsorship

Each issue of BTN Europe can be co-sponsored, which is category exclusive. As well as the printed elements, each issue will have an accompanying microsite and webinar, which the co-sponsors will have exclusive sponsorship of.

## Print issue co-sponsorship deliverables:

- You will be the exclusive issue sponsor in your category (air, lodging, payment, expense, TMC, GDS, etc.). Others in your category can advertise in the issue but there will be only one sponsor per category.
- Your company logo will be on the front cover of the issue
- You will receive a half-page sponsor letter\* which includes a photo of your executive in the issue
- You will receive one 4/color full-page ad in the issue
- You will receive one 4/color full-page sponsor profile/advertorial\* in the issue

## Issue microsite co-sponsorship deliverables:

Duration: 1 year

- Your logo will be included as a co-sponsor in a static leaderboard ad unit at the top of each article page within the microsite and on the landing page. Ad unit to be built by BTN.

Duration: 2 months

- 1x rotating fabric ad (static, animated or video) included in each article page within the microsite. Ad unit to be provided by sponsor. Specs: 1500x270 and 320x415 for mobile
- 1x rotating half page ad (static, animated or video) included on the issue's microsite landing page. Ad unit to be provided by sponsor. Specs: 300x600.

## Co-sponsorship promotions (Created by BTN Group):

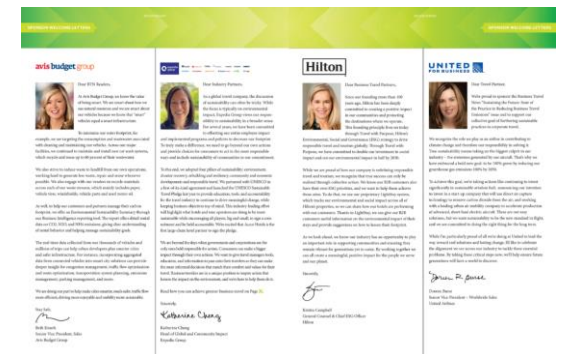
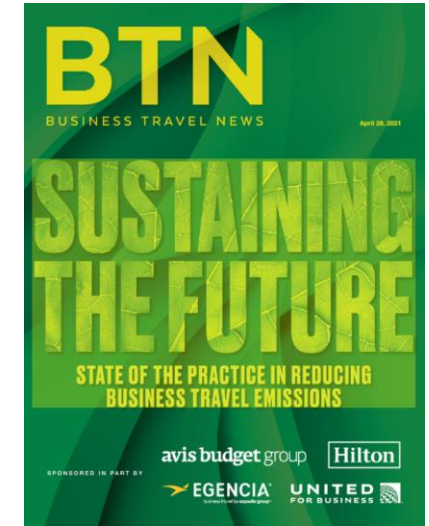
- BTN Europe newsletter static ad: 4x frequency sent to 14,000 opt-in subscribers (includes company name (text) as issue co-sponsor)
- Inclusion in 2 x issue dedicated email blasts: Sent to BTN's qualified audience of 26,000 (includes company logo as issue co-sponsor)

## Webinar co-sponsorship deliverables:

- You will be the exclusive webinar sponsor in your category (air, lodging, payment, expense, TMC, GDS, etc.).
- Your company logo noting you as a co-sponsor will be included in all the webinar registration promotions and on the webinar console
- You will receive a custom registration link/URL to invite your clients to attend the webinar and reporting will indicate all who registered from your custom invites
- You will receive a webinar registration list which will include the demographics (name, title, company, email, annual T&E spend) of all registrations based on those who have opted-in and according to GDPR compliance

**£15,000 (Value: £42,500)**

\*The sponsor must supply the copy/images for the sponsor profile/advertorial and sponsor letter and the BTN Group will be responsible for the design and layout and the sponsor will have an opportunity to review/approve them.





# Magazine advertising rates and deadlines

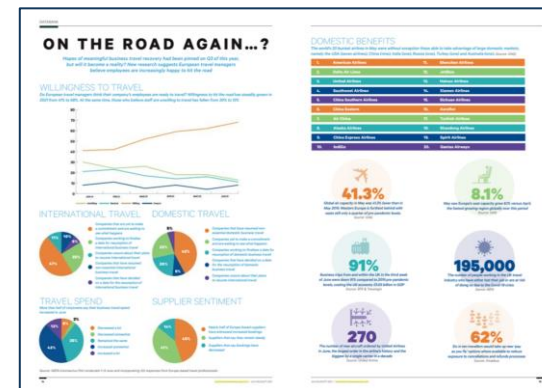
## Magazine advertising rates

Double page spread	£9,500
Full page	£5,250
Half page	£3,600
Inside front cover	£6,300
Inside back cover	£6,300
Outside back cover	£6,300
Cover tip	£12,750
Cover wrap (4 pages)	£24,500
Gatefold (3 pages)	£18,500
Gatefold (4 pages)	£23,500

All rates are net non-commissionable. They include 4/color and bleed is also included for a full page, double page spread and all covers.

## Magazine Deadlines

Spring	22 February 2022
Summer	03 June 2022
Autumn	23 August 2022
Winter	11 November 2022



# Digital advertising

## WEBSITE

80,000 average monthly page views  
53,000 average monthly visits  
40,000 average monthly unique users

Homepage takeover – 14,000 avg. impression per 2 weeks  
Pushdown banner – 10,000 avg. impression per 2 weeks  
Leaderboard – 15,000 avg. impression per month  
Medium rectangle – 20,000 avg. impression per month  
Mobile banner – 12,000 avg. impression per month

## NEWSLETTER

Average Opens: 6,250 opens/week  
Average open rate: 25%  
Average CTOR per unit: 0.12%

## E-BLAST

Average open rate: 20-25%  
Average CTR: 0.45%  
Average CTOR: 2%



**BTA launches guidance on TMC tenders**  
Mark Frary  
New white paper on running a successful RFP process  
[Read More](#)



**TravelPerk makes another acquisition**  
Mark Frary  
Travel management platform continues its spending spree  
[Read More](#)



**Research: Business travellers willing to share health data**  
Employees are eager to get on the road, even if it means adopting new technologies and sharing personal and health information to do so  
[Read More](#)



**WHEELS IN MOTION**  
YOUR ESSENTIAL GUIDE TO MANAGING NEW GROUND TRANSPORT NEEDS  
[READ NOW](#)

**Biden sets out US entry rules for foreign travellers**  
Exceptions for unvaccinated arrivals will be rare, says president  
[KEEP READING](#)



**COLUMNISTS**  
**Latest News**  
UK hospitality industry calls for support in autumn budget  
CWT makes key appointment in China  
[VIEW ALL](#)



**WHEELS IN MOTION**  
YOUR ESSENTIAL GUIDE TO MANAGING NEW GROUND TRANSPORT NEEDS  
[READ NOW](#)



**Global Travel Requirements**  
Your real-time resource centres for global travel restrictions and requirements  
Powered by Altagor  
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### Features

**Interview: Tom Maynard, head of UK and Europe sales – corporate, Virgin Atlantic**  
Virgin's new corporate sales leader discusses 2022 fares, corporate deals and changing business travel... [KEEP READING](#)



### BTN EUROPE LATEST NEWS

#### UK hospitality industry calls for support in autumn budget

By Molly Dyson  
Industry associations ask for permanent reduction in VAT... [KEEP READING](#)



**CWT makes key appointment in China**  
By Molly Dyson  
Laura Wang named director of global supplier management for country... [KEEP READING](#)



**FairFly to debut hotel solution**  
By Donna M. Airolidi



**BACK TO BUSINESS | DIVERSITY IN TRAVEL AND MUCH MORE...**  
[READ THE LATEST ISSUE](#)  
**BTN EUROPE**



Most Read Most Shared

- 1 Tough calls: TMC staff shortages create service delays
- 2 US confirms 8 November end of UK and EU inbound travel ban

# Digital advertising rates

## WEBSITE

### Homepage takeover

1 x 970x90 pushdown  
2 x 728x90 leaderboard  
3 x 300x250 MPU

**£6,500/week**

### Pushdown (970x90)

One advertiser appears in the top position on all non-sponsored pages

**£8,500/week**

### Leaderboard (728x90)

ROS rotating upper and lower positions

**£5,000/Month**

### Medium rectangle (300x250)

ROS rotating upper and lower position

**£5,000/Month**

### Mobile (300x50)

ROS rotating upper position

**£2,000/Month**

## E-NEWSLETTER

Published 2x per week on Tuesday and Thursday

### Horizontal banner (600x100)

Top or bottom position

**£6,500/week**

### Medium rectangle (300x250)

Top or bottom position

**£6,500/week**

## E-BLAST

Send your customized email message to our qualified opt-in corporate travel manager/procurement professional subscribers who have given us their permission to receive third-party promotional emails. **Rate is £575 per thousand with a minimum send of 5,000 emails.**

NB: Digital advertising rates do not include special reports and magazine issue microsites.

# Webinars

## Thought leadership

BTN thought-leadership webinars are designed to focus on the topics and trends, not commercial solutions. Establishing our supplier partners as industry thought leaders, we work collaboratively with the sponsor to identify a topic that meets the information needs of travel and procurement buyers.

**Duration:** 60 minutes

### BTN Group will:

- Content development
- Speaker recruitment
- Promotion
- Production
- Distribution

### Sponsor:

- Consult on topic and speakers
- Branding and lead generation (registration list)

**£16,000**

## In the know

Like a traditional 'infomercial,' the 'In the Know' webinar provides suppliers an ideal environment to educate and inform the BTN Group audience about your company's products and/or services or views on an industry topic.

**Duration:** 45 minutes

### BTN Group will:

- Assist with speaker recruitment (if needed)
- Promotion
- Production
- Distribution

### Sponsor:

- Content development
- Speaker recruitment
- Promotion
- Branding and lead generation (registration list)

**£11,500**

## 30 minutes with...

This unique series, "30 Minutes with ..." offers you the opportunity to have an executive speak directly to buyers. Unlike usual webinars, audience interaction takes front and center, via questions submitted in advance, and in real time.

**Duration:** 45 minutes

### BTN Group will:

- Promotion
- Production
- Distribution

### Sponsor:

- Content development
- Speaker recruitment
- Promotion
- Branding and lead generation (registration list)

**£11,500**

# Special reports

Special Reports are presented as distinct microsites within [businesstravelnewseurope.com](http://businesstravelnewseurope.com) and tackle the big topics in forensic detail and focus on distinct sectors & segments

## Special Report Features:

- In-depth analysis of the latest industry trends and developments
- Case studies, original BTN Group research and, where appropriate
- Comprehensive directories on the sector's leading players

Each special report comes with its own dedicated marketing campaign to drive interest and traffic, which includes banners on e-newsletters and across the website; a comprehensive social media campaign and ongoing editorial referrals in articles.

## Upcoming reports include:

Book tools: The essential guide	January 2022
The 2022 hotlist	February 2022
Two years on: How COVID-19 changed corporate travel	April 2022
Diversity, equity & inclusion	May 2022
Europe's leading TMCs	June 2022
SME travel programmes	July 2022
Risk & duty of care	August 2022
Payments, Cards and expense management	October 2022
The future of meetings	November 2022

## ADVERTISING RATES

### Leaderboard

Rotating top and lower positions across the entire report. Desktop 728 x 90 and mobile 320 x 100  
**£5,000**

### Fabric banner

Desktop 1500 x 270 and mobile 320 x 415  
**£4,500**

### Half Page

300x600 rotating banner on the microsite landing page:  
**£3,500**

**Each banner runs for two months.**



## 2021 Special Reports





# Sponsored content



Business Travel News Europe sponsored content advertising solutions integrates natively, so it seamlessly mixes with the news, features and analysis delivered in the weekly e-newsletters sent to 14,000+ subscribers and across the website.

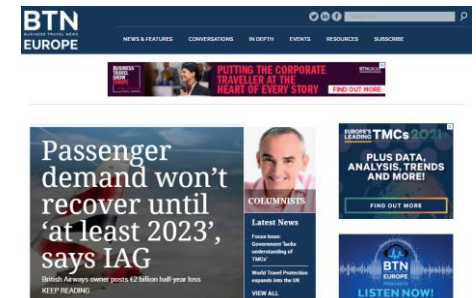
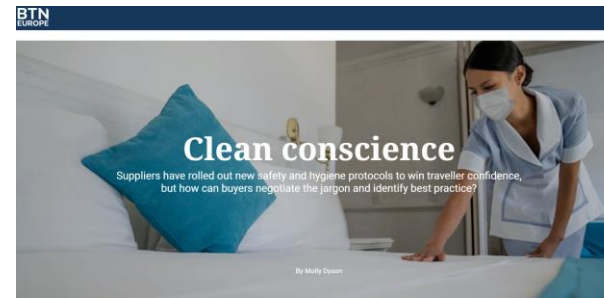
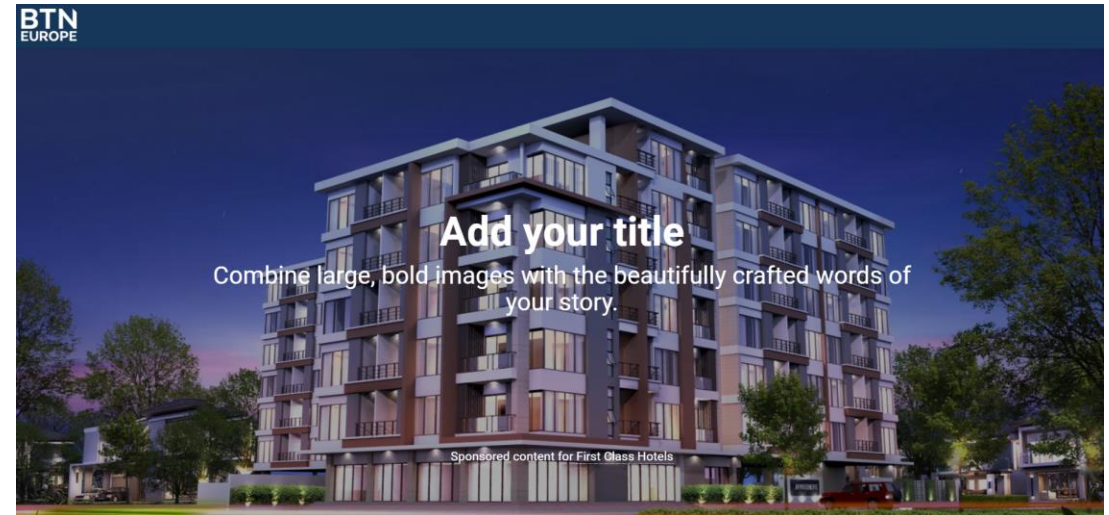
## Each piece includes:

- Hero / header Image, logo & company name
- Up to 1,000 words inclusive with call to action

## Deliverables:

- One month placement in the sponsored content section on the BTNE homepage.
- Featured in the sponsored content right column on all pages of BTNE for one month
- 2x insertions in the Tuesday or Thursday BTNE newsletter over the period of the campaign
- Your content will remain live minimum 3 months on BTN Europe website

**£7,000/month**



# BTN Group conference and events

Throughout the year European travel managers and travel management professionals can take part in a variety of live and digital events. These highly engaging events focus on key topics and trends within the industry and stimulate connections, debate and knowledge sharing.



# Business Travel Show Europe

**BUSINESS  
TRAVEL  
SHOW  
EUROPE**

**29 – 30 June 2022 at ExCeL London**

Business Travel Show Europe is the place where travel buyers, procurement, and bookers from across Europe go to start, improve, or benchmark their travel programmes.

Focusing solely on business travel, it brings all the innovations, knowledge, and contacts together into one place to allow buyers and bookers to put the corporate traveller at the heart of every story.

The unique hosted buyer programme brings many top-level decision-makers to the show with a minimum £1 million travel budget.

The show provides a forum for the industry to talk travel, learn new practices and exciting new techniques, and meet with colleagues and network. It is a show where the industry comes together to do business effectively.



Sponsorship opportunities from	<b>£3,000</b>
Space only stands start at	<b>£740 per m2</b>
Shell scheme stands start at	<b>£780 per m2</b>



# Business Travel Awards Europe



**Friday 30 September 2022, JW Marriott Grosvenor House, London**

Now in its 27th year, the Business Travel Awards Europe is the hottest ticket in the European corporate travel industry calendar. It is the stage from which memories are made, where the very best are honored, and the industry celebrates its leaders, their partners and innovations of the last 12 months.

Headline sponsor	<b>£35,000</b>
Category sponsor (1)	<b>£15,000</b>
Category sponsor (2)	<b>£22,000</b>
Casino sponsor	<b>£15,000</b>
Table plan sponsor	<b>£12,500</b>
Wi-Fi sponsor	<b>£12,500</b>
Welcome reception sponsor	<b>£15,000</b>
Table centerpiece sponsor	<b>£10,000</b>
Platinum table package	<b>£3,800</b>



# 2022 One-day events calendar

**BUSINESS  
TRAVEL  
SHOW  
EUROPE  
KICK OFF**

**24 February 2022**

Business Travel Show Europe Kick Off starts the business travel manager's year off right. With insights, trends and talks aimed at getting travel back on track. Recovery starts here.



**30 March 2022**

Global Travel Risk Summit Europe departs from the traditional conference format that challenges participants to engage in tabletop scenarios that put business travel risk management into real-life context.



**April 2022**

BTN Europe's Strategic Meetings Summit will enable buyers to analyse their challenges and successes in meetings management. As the industry shifts largely toward a hybrid platform, participants will get key takeaways to enhance both their managed corporate travel and meetings programs as the industry recovers.

**May 2022**

The Business Travel Intelligence Summit will deliver insight on forecasting budgets amid covid confusion, using traveler data to drive green behavior, asset management lessons learned, how AI and predictive analytics can improve decision making and more.



**September 2022**

Covid-19 has accelerated a major shift in the hotel request for proposal and sourcing process. BTN Group's 2nd Annual Business Travel Accommodation Summit Europe, a virtual event, will take this topic head on, looking at the data, technology and partnership strategies that will drive hotel programs today and tomorrow.



**October 2022**

The BTN Group's Sustainable Business Travel Summit Europe is a new one-day virtual event focusing on advancements in policy adoption and actions taken by companies to align business travel with corporate objectives to increase sustainability practices. Contributing to the conversation will be industry visionaries, corporate practitioners, analysts, and leading suppliers.

**November 2022**

BTN Group's 10th Annual Business Travel Tech Talk Europe will deliver expert-led sessions and interactive discussions to uncover key trends in managed travel technology. Where is innovation going? What partners will deliver the latest functionality?





**BUSINESS TRAVEL SHOW EUROPE KICK OFF**

**24 February 2022**  
**VIRTUAL**

Business Travel Show Europe Kick Off, proudly presented by The BTN Group, is where the recovery begins. During the 1-day virtual event, corporate travel managers, buyers and procurement professionals from across Europe will come together to learn from each other to kick start 2022.

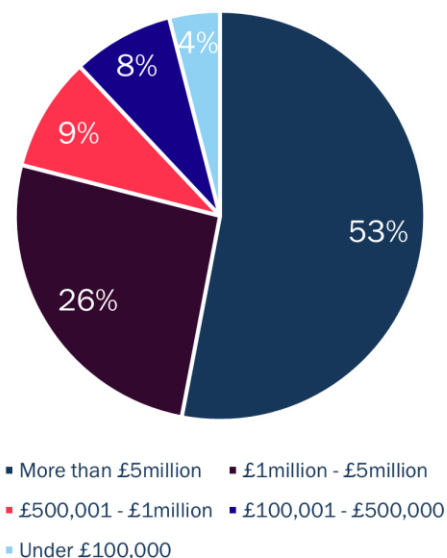
The community will gather online to refresh its knowledge, create new connections, and engage with leading suppliers to build on, improve, and reinvigorate their corporate travel programmes as global travel comes back.

Delivered by the expert teams of the BTN Group and Business Travel News Europe, Business Travel Show Europe Kick Off will keep the community moving forward until Business Travel Show Europe takes place face-to-face on 29 – 30 June 2022 at ExCeL London.

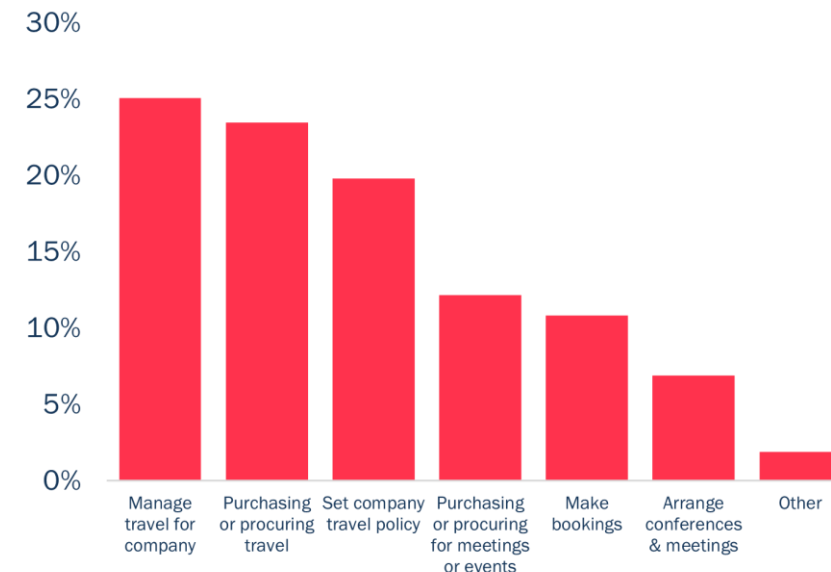
**2021 TRAVEL BUYER PROFILE**

- 1,709 unique attendees
- 1,456 contacts made
- 5,001 session views
- 4,756 messages exchanges
- 766 buyers registered
- 47 countries represented
- 79% content satisfaction rating

Average Travel Spend



Involvement in corporate travel



**SPONSORSHIP PACKAGES INCLUDE:**

Platinum sponsorship	£23,000 / \$30,000 USD
Gold sponsorship	£11,500 / \$15,000 USD
Silver sponsorship	£5,000 / \$6,500 USD
Bronze sponsorship	£2,000 / \$2,500 USD



**30 March 2022**  
**VIRTUAL**

Brought to you by The BTN Group and HospitalityLawyer.com, the Global Travel Risk Summit Virtual Event educates corporate travel buyers, procurement professionals, human resources, legal, security and risk professionals on meeting duty of care obligations by executing safe and secure travel following the unprecedented travel constraints presented by the global pandemic.

Now more than ever, managing risk is just as important as managing cost and it's increasingly important to anyone who manages travel as businesses return to the road.

The Global Travel Risk Summit is unique in that it departs from the traditional conference format and challenges participants to engage scenarios involving business travel risk management. The day will be filled with intensive virtual education via forums and roundtables on current travel policies, compliance and traveler safety now and as your business moves out of the COVID-19 pandemic, and real-world immersion sessions (pitting crisis management teams against travel disruptions such as: contagious disease outbreaks, weather disasters, civil unrest, hotel lockdown and active shooter scenarios).

Attendees will participate in forums, discussions and real-world immersion exercises focusing on key considerations for current travel policy development, compliance and traveler safety and wellness.

The convergence of all disciplines is crucial when a crisis occurs, which is why all corporate executives (corporate travel buyers, procurement professionals, human resources, legal and risk professionals) who are directly or indirectly responsible for the legality, safety or security of mobile people, data or property, should attend. Attendance is limited to buyers and supplier sponsors only.

"BTN has once again outperformed themselves with a brilliantly organized and executed online GTR Summit Europe. I wouldn't have wanted to miss the broad variety of industry experts presenting their views, during this unprecedented, global crisis. Thank you for a highly educational event."

**Roman Neumeister, Travel Officer, OSCE**

## 2021 BUYER FEEDBACK AND STATS

160 registered corporate travel buyers and risk management professionals who collectively are responsible for buying/managing over \$4.8 Billion in T&E annually.

- 86% rated the overall program as satisfied to very satisfied
- 86% were satisfied to very satisfied with the scenario sessions
- 86% said the Global Travel Risk Summit Europe provided content/insight that will benefit their company's travel/meetings program
- 86% said they would recommend the Global Travel Risk Summit to an industry colleague or peer
- 71% were satisfied to very satisfied with Emanuele Scansani as a speaker
- 78% are exclusive to the BTN Group database and are not a member of GBTA

## SPONSORSHIP PACKAGES INCLUDE:

Gold sponsorship	\$12,500, €10,600, £9,500
Gold sponsorship	\$10,000, €8,500, £7,600
Silver sponsorship	\$7,500, €6,350, £5,700

**STRATEGIC  
MEETINGS  
SUMMIT** LONDON

**April 2022  
HYBRID**

Designed to unite corporate travel managers, procurement/ sourcing and senior level meeting executives and provide a platform for information sharing, the Strategic Meetings Summit series will give attendees insights and understanding of the policies, technologies, and management of a successful strategic meetings management program. Through expert-led sessions and interactive discussions, attendees will receive actionable information to help them accelerate the development of an enterprise-wide meetings program and best practices to help increase visibility into meetings activity and risk across the entire organization of their company.

Travel and meeting management professionals will gather intelligence on industry developments and share best practice experiences, challenges and solutions with peers in an open forum. Each summit is one full-day and the buyer attendees are qualified and responsible for managing their company's meetings program. The majority are from the local market city and surrounding cities and states representing small, midsize, large and Fortune 500 companies.

"I really enjoyed the Strategic Meetings Summit –the quality of its speakers, discussed topics, interaction with the audience and perfect conference size. I look forward to attending the next one."  
**Adela Schulz, Associate Director, EMEA Meetings & Congress CoE, MSD**

## 2021 BUYER FEEDBACK AND STATS

- 100% were satisfied to very satisfied with the overall programme
- 100% said the Sustainable Meetings Summit Europe provided content/insight that will benefit them and their company
- 100% said they would recommend the Strategic Meetings Summit Europe to an industry colleague or peer
- 100% said they would attend the Strategic Meetings Summit Europe again in 2022
- 50% are exclusive to the BTN Group database and are not members of GBTA

## SPONSORSHIP PACKAGES INCLUDE:

Gold sponsorship package (reception)	\$25,000, €20,650, £18,350
Gold sponsorship package (luncheon)	\$25,000, €20,650, £18,350
Silver sponsorship package (continental breakfast)	\$17,500, €14,450, £12,850
Silver sponsorship package (mid-morning break)	\$17,500, €14,450, £12,850
Silver sponsorship package (mid-afternoon break)	\$17,500, €14,450, £12,850
Silver sponsorship package (lanyard)	\$17,500, €14,450, £12,850
Bronze sponsorship package	\$10,500, €8,900, £7,950

The global Covid-19 pandemic has completely altered the equation for corporate hotel program buyers and hoteliers when it comes to negotiating, ensuring health and safety, and making the most of internal processes.

Proactive executives are seeking opportunities in a time of minimal travel and transactions to strengthen relationships, find efficiencies, retool processes and look for new ways of doing business.

The 2022 Business Travel Accommodations Summit Europe is a one-day event that is focused on the changed landscape of the lodging industry. 2020 was a tipping point for most travel managers in terms of the hotel RFP, pricing and other negotiating practices. As travel slowly resumes and more lodging/accommodation providers re-open, this is the year to dig into how megatrends such as sustainability and the future of remote work can impact lodging partnerships, as well as looking at how the needs of the traveler have changed in a post-pandemic world.

“The Lodging Summit was an amazing opportunity to talk about one of the most frustrating parts of travel - the annual hotel RFP. Thanks for all the ideas and enthusiasm to change it for the future!”  
**Beth Emanuelson, Sr Purchasing Manager – Global Travel, Proctor & Gamble**

## 2020 BUYER FEEDBACK AND STATS

- 71 registered buyers who collectively are responsible for buying/managing over \$3.1 Billion in T&E annually.
- 90% rated the overall programme as good to excellent.
- 92% said Business Travel Accommodation Summit Europe provided content/insight that will benefit them and their company.
- 98% said they would attend Business Travel Accommodation Summit Europe next year.
- 95% said they would recommend Business Travel Accommodation Summit Europe to an industry colleague or peer.

## SPONSORSHIP PACKAGES INCLUDE:

Gold sponsorship package (reception)	\$25,000, €20,650, £18,350
Gold sponsorship package (luncheon)	\$25,000, €20,650, £18,350
Silver sponsorship package (mid-morning break)	\$17,500, €14,450, £12,850
Silver sponsorship package (mid-afternoon break)	\$17,500, €14,450, £12,850
Silver sponsorship package (lanyard)	\$17,500, €14,450, £12,850
Bronze sponsorship package	\$10,500, €8,900, £7,950

**sustainable**  
**BUSINESS TRAVEL**  
**SUMMIT EUROPE**

**October 2022**  
**IN-PERSON**

The 2<sup>nd</sup> Annual Sustainable Business Travel Summit Europe focuses on the advancements in sustainability and climate action policy adoption along with actions taken by companies to align their business travel program with corporate objectives and strategies to advance sustainability practices.

Contributing to the conversation will be industry visionaries, corporate practitioners, analysts, and leading suppliers.

“Excellent panel sharing their deep and honest knowledge of the industry trends and their company's approach towards sustainable business travel.”  
**Andrea Santa Maria, Travel Lead, Globant**

**2021 BUYER FEEDBACK AND STATS**

- 88% rated the overall programme at good to excellent
- 96% said the Sustainable Business Travel Summit Europe provided content/insight that will benefit them and their company
- 100% said they would recommend the Sustainable Business Travel Summit Europe to an industry colleague or peer
- 100% said they would attend the Sustainable Business Travel Summit Europe again in 2022

**SPONSORSHIP PACKAGES INCLUDE:**

Gold sponsorship package (reception)	\$25,000, €20,650, £18,350
Gold sponsorship package (luncheon)	\$25,000, €20,650, £18,350
Silver sponsorship package (mid-morning break)	\$17,500, €14,450, £12,850
Silver sponsorship package (mid-afternoon break)	\$17,500, €14,450, £12,850
Silver sponsorship package (lanyard)	\$17,500, €14,450, £12,850
Bronze sponsorship package	\$10,500, €8,900, £7,950



**November 2022  
IN-PERSON**

Business Travel Tech Talk is a one-day conference series focused on business travel/meetings technology and is specifically designed for corporate travel buyers and travel management professionals. Through expert-led sessions and interactive discussions, buyers will gain valuable insight on booking engine and expense tool alternatives, efforts to create smart contracts and reboot the travel management company and much more.

Attendees will share their challenges and successes and discover key takeaways to enhance their corporate travel and meetings program. All conference attendees are qualified buyers responsible for managing their company's corporate travel and meetings program.

**Uniqueness of the buyers who registered for Business Travel Tech Talk Europe:**

- 65% are not members of GBTA and are exclusive to the BTN Group database

“Very good conference with great content and speakers. Will certainly come back next year.”

**Birgit Roeterdink, Global Travel Manager, Lumileds**

**2021 BUYER FEEDBACK AND STATS (IN-PERSON)**

- 31 registered corporate travel and meetings buyers who collectively are responsible for buying/managing over **€1.3 Billion** in T&E annually.
- 100% were satisfied to very satisfied with the overall programme
- 100% said Business Travel Tech Talk London provided content/insight that will benefit them and their company
- 100% said they would recommend Business Travel Tech Talk London to an industry colleague or peer
- 86% said they would attend Business Travel Tech Talk London again in 2022
- 100% said they made new connections with industry peers and suppliers at Business Travel Tech Talk London

**SPONSORSHIP PACKAGES INCLUDE:**

Gold sponsorship package (reception)	\$25,000, €20,650, £18,350
Gold sponsorship package (luncheon)	\$25,000, €20,650, £18,350
Silver sponsorship package (continental breakfast)	\$17,500, €14,450, £12,850
Silver sponsorship package (mid-morning break)	\$17,500, €14,450, £12,850
Silver sponsorship package (mid-afternoon break)	\$17,500, €14,450, £12,850
Silver sponsorship package (lanyard)	\$17,500, €14,450, £12,850
Bronze sponsorship package	\$10,500, €8,900, £7,950

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