

BUSINESS TRAVEL 15th Annual TECH TALK

LONDON

28 SEPTEMBER

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Welcome

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Dear Attendees,

The **BTN Group** is pleased to welcome you to the **15th annual Business Travel Tech Talk London**. 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 what travel can learn from the tech world, TMC content opacity: trust, transparency and control, what really delivers value in today's programmes, hot topics in business travel technology and booking in the age of AI: what changes, what stays the same. We encourage you to share your challenges and successes and hope you discover key takeaways to enhance your corporate travel and meetings programme 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 BusinessTravelNewsEurope.com for the latest industry news and learn more about our upcoming events and conferences at BusinessTravelNewsEurope.com/Events and webinars at BusinessTravelNewsEurope.com/Webinars.

Thank you again for your participation in today's programme and to our sponsors: **Direct Travel** and **Visa**.



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The BTN Group



**DAVID
MEYER**

Executive Director,
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Agenda

All times shown in BST

8:30 AM - 9:30 AM

Registration & Breakfast

9:30 AM - 9:40 AM

Welcome Remarks

9:40 AM - 10:10 AM

The AI Time Warp: Rethinking the Pace of Business

AI is doing more than making work faster. It is changing the cadence of business itself, challenging familiar planning cycles, decision-making processes and long-established ways of working. Former IKEA CTO and Festive Road Strategic Advisor Susan Standiford will open the day with a provocative look at what happens when AI changes "business time," before joining BTN for a fireside conversation on what that shift could mean for managed travel, with ample time for attendees to bring their own questions into the discussion.

SPEAKER:

Susan Standiford, Strategic Advisor ,
Festive Road

10:10 AM - 11:10 AM

TMC Content Opacity: Trust, Transparency and Control

Trust between buyers and their TMCs is increasingly being tested by questions of content visibility and commercial incentives. When content is missing, disadvantaged or displayed differently, how can buyers understand why, and what can they do about it? This interactive workshop moves the conversation from suspicion to safeguards. Participants will explore how commercial models can influence content and traveler choice, then work together to identify practical ways to increase visibility and accountability through RFPs, contracts, KPIs, SLAs, audit rights and other safeguards. The goal: clearer expectations, greater transparency and stronger, more trust-based TMC partnerships.

FACILITATOR:

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

11:10 AM - 11:40 AM

Networking Break sponsored by Visa



Agenda continued on next page.

11:40 AM - 12:20 PM

Travel Tech Showdown: What Really Delivers Value in Today's Programmes

Choosing the right mix of technology has never been more complex. In this interactive session, major travel tech capabilities face off in structured comparisons, with audience participation helping narrow the field and crown a clear front-runner. Panelists will explore trade-offs across booking, content, payments, data, automation and more, sharing lessons learned and practical considerations for building a tech stack that delivers value.

PANELISTS:

Calum Hawley, Managing Partner
[BTC Global](#)

Ana Cristiano James, Global Travel Lead

Jenny Thornton, Director of Technology Solutions, [Direct Travel](#)

Sarah Whiting, Senior Director Global Solutions Engineering, [BCD Travel](#)

MODERATOR:

Jen Bankard, Executive Director, Conference Content & Strategy,
[The BTN Group](#)

12:40 PM - 13:40 PM

Luncheon

13:40 PM - 14:30 PM

Hot Topics in Business Travel Technology

14:30 PM - 15:30 PM

Booking in the Age of AI: What Changes, What Stays the Same

As AI becomes embedded across travel platforms, the booking experience is shifting from static workflows to more dynamic, personalised interactions. But does this signal the end of the online booking tool as we know it—or simply its next evolution? This session looks at how AI is influencing search, decision support and trip orchestration, and what it means for managed travel programmes. Panelists will discuss implications for compliance, traveler behaviour, supplier relationships and data visibility, helping travel leaders understand how to prepare for a more intelligent (and potentially less structured) booking environment.

PANELISTS:

Roberta Iorizzo, Travel Manager, [Havas](#)

Jo Lloyd, Chief Customer Officer, [FCM Travel](#)

Gee Mann, Founder & CEO, [Travl'r ID](#)

Guy Snelgar, Principal Consultant and Technology Specialist
[Sage Travel Consulting](#)

MODERATOR:

Elizabeth West, Vice President,
[The BTN Group](#)

15:30 PM - 16:30 PM

Closing Remarks & Networking Reception

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Jen Bankard

Executive Director, Conference Content & Strategy
THE BTN GROUP

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



Ana Cristiano James

Global Travel Lead

With over 25 years' experience in corporate travel and expense management, Ana brings a practical, people-centred approach to an industry evolving at pace. Ana most recently led the Global Travel function at Flutter Entertainment, overseeing the strategic direction and end-to-end delivery of a complex, multi-region travel programme. Her focus is on scalable processes, strong governance, and a consistent, high-quality traveller experience worldwide. She leads and mentors a global team and works closely with senior stakeholders across Finance, HR, Legal, Security, and Procurement. Passionate about modernising travel, she leverages data, automation, and technology to improve visibility, compliance, and decision-making while keeping the traveller at the centre. Ana is also a European Travel Buyer of the Year finalist for this year's Business Travel Awards Europe.



Calum Hawley

Managing Partner
BTC GLOBAL

Calum is an award-winning Corporate Travel Buyer and has recently launched BTC Global alongside his wife, Lucy. BTC Global is a buyer consultancy specialising in enabling Corporates by managing their unmanaged travel programmes. Calum is Chair of GBTA's Aviation Committee Europe and a Visionary Board Member of GTE Executive.

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Speakers



Roberta Iorizzo

Travel Manager
HAVAS

Roberta Iorizzo, Travel Manager at Havas, is a senior travel and expense management professional with over 20 years of experience leading global corporate travel programmes across multinational organisations. She began her career in finance in the City of London before specialising in travel and expense. Most recently, Roberta has overseen complex travel, expense and payment ecosystems across more than 30 countries, working closely with TMCs, airlines, hotels, card providers and technology partners to drive efficiency, compliance, sustainability and traveller experience. She has led major global initiatives including policy redesign, technology rollouts such as SAP Concur, AppZen and AirPlus, supplier sourcing and data driven reporting. Roberta is an active member of the business travel community and regularly attends and contributes to industry events, panels and forums.



Jo Lloyd

Chief Customer Officer
FCM TRAVEL

Jo Lloyd is Chief Customer Officer at FCM Travel, the executive voice for customer success across the business. She leads Account Management and FCM Consulting under one unified vision, helping enterprise clients navigate the technology, service, and content complexities reshaping corporate travel. With more than 25 years of experience in the corporate travel industry, Jo has built her career across travel management, airline sales, procurement, and consulting, with a consistent focus on helping organizations drive greater value from their travel programs. Prior to joining FCM Travel in 2021, Jo was a partner at Nina & Pinta, a specialist travel consulting business she helped build into a highly regarded global advisory firm. Since joining FCM, Jo has played a key role in establishing FCM Consulting as a market differentiator, shaping how the company delivers value to its customers and driving customer success across the full customer lifecycle.



Gee Mann

Founder and CEO
TRAVLR ID

Gee Mann, a serial entrepreneur who has dedicated the last decade to reshaping the travel and events industry. With a unique blend of entrepreneurial spirit and technical expertise, Gee has consistently been at the forefront of innovation. Business Travel News awarded Gee and Travlr ID the 2023 Business Travel Awards Europe Business Travel Innovator of the Year. Travlr ID has a pending patent for a decentralized travel identity and profile system. His contributions to the tech world have earned him a spot on KPMG's list of the TOP 100 Asians in tech in the UK along with many advisory roles in technology.

Agenda



Guy Snelgar

Principal Consultant and Technology Specialist
SAGE TRAVEL CONSULTING

Guy's career in the travel industry spans over 30 years, with sales and commercial roles across GDS and travel technology, a major hotel chain, top 10 Travel Management Company, and a payments provider. During that time, Guy has led teams delivering and supporting solutions for hundreds of corporate clients and their TMCs, with travel programmes and spend ranging from £100,000 to over £500m globally. In 2019, Guy set up Barndello Consulting, working with TMCs and corporate customers, before joining Advantage as Global Business Travel Director in June 2022.



Susan Standiford

Strategic Advisor
FESTIVE ROAD

Susan Standiford is a technology and product executive with 30+ years of experience building and scaling digital businesses across the US and Europe. She has held CTO, CPO, COO and CTPO roles at enterprise organisations including Disney, IKEA and StepStone, and has also been deeply embedded in the UK and European start-up and scale-up ecosystem for over a decade. Today Susan operates as a plural executive, serving as a non-executive director across several boards ranging from early-stage to PLC, and advising leadership teams on AI strategy and adoption, technology strategy, and product commercialisation. In addition to her deep technology expertise, her distinctive value is pattern recognition across domains: technology, product, people and operations, and the ability to translate that into practical direction for companies navigating innovation and transformation.



Jenny Thornton

Director of Technology Solutions
DIRECT TRAVEL

Jenny Thornton brings more than two decades of deep industry experience across products, booking tools, and technology solutions spanning both proprietary and third party platforms. Having delivered innovative, market leading solutions across corporate, marine and energy sectors, Jenny has played a key role in ensuring Direct Travel sets a best in market technology strategy. Jenny's expertise and leadership have been pivotal in introducing Avenir to the European market. She combines deep understanding of the complexities of global content and programme management with specialist knowledge of local market requirements, attention to detail and a strategic approach to driving technology innovation that delivers tangible value for clients.

Agenda



Elizabeth West

Vice President, Content
THE BTN GROUP

Elizabeth West is the vice president of content for the BTN Group. She has reported on the business travel and meetings industries since 1999. Previous roles include chief editor of Meeting News and director of content solutions for startup business travel media company ProMedia and BTN, after the two companies merged in 2011. She most recently served as chief editor and editorial director of the BTN Group. Elizabeth is an expert moderator and panelist at many industry events; she is the recipient of WINiT's 50 Most Influential Women in Travel award and has led BTN's editorial team to numerous industry awards and recognition for excellence in journalism.



Sarah Whiting

Senior Director Global Solutions Engineering
BCD TRAVEL

Sarah works at the forefront of travel and technology at BCD Travel. As a Global Solutions Engineer, she goes beyond just delivering solutions. GSE is the vital bridge between our product teams and clients, translating complex technical capabilities into compelling, bespoke solutions. With a passion for travel management and sustainability, Sarah has honed her skills in creating innovative solutions tailored to unique client needs. Honoured as the GBTA Ladders Mentee of the Year and recognized among the GBTA WINiT Top 50 Women in Travel in 2023, Sarah's expertise lies in data analytics and sustainability, driving impactful changes that benefit both clients and the environment.



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