



# What is a Travel Manager to do?

Bradley Seitz  
President and CEO  
Topaz International



## *Interesting Headlines*

**“Rogue Business  
Travelers Driving up  
costs”**

**“The coming death of  
Business Travel like we  
know it”**

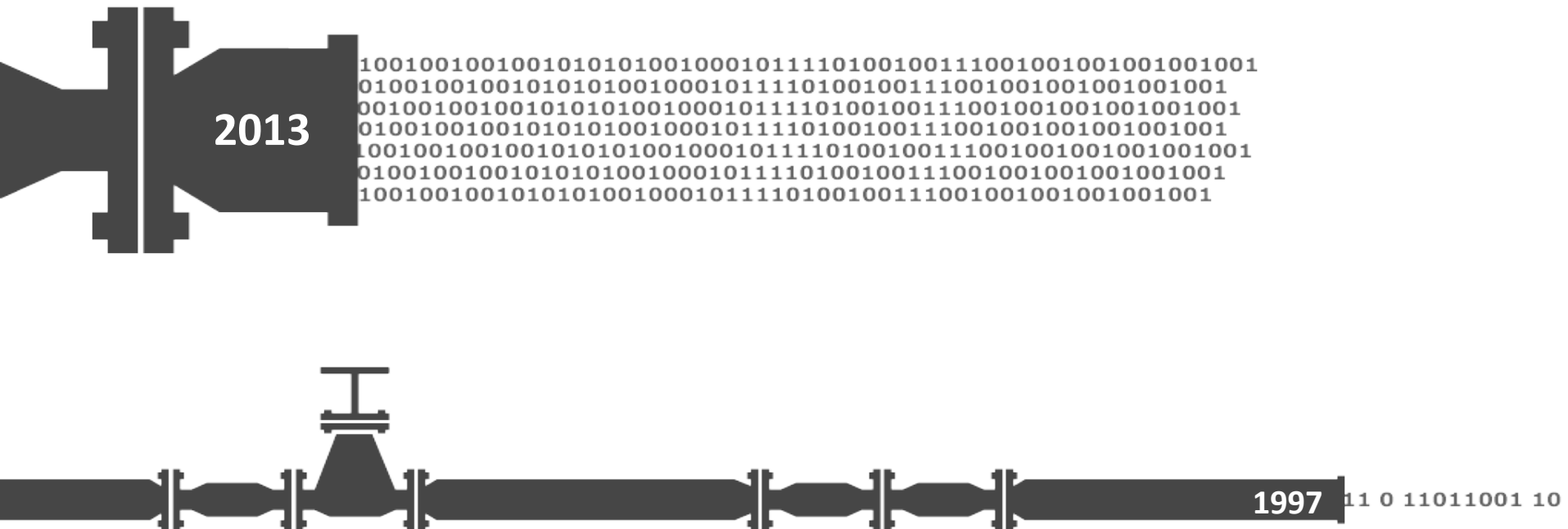
**“Open  
Bookings good  
for Managed  
Travel”**



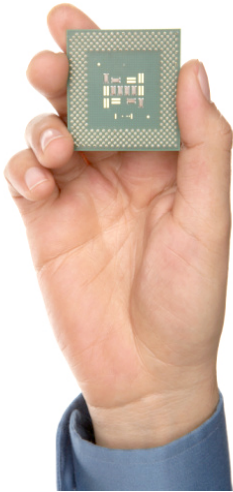
...and you thought  
this was going to be  
easy?



Today, more data can now be sent  
over one cable in one second than  
was sent in over the entire Internet  
in one month in 1997



# Computational Power — “The Cheap Revolution”



## **Computing** Moore's Law

Doubles every 18 months



## **Communication** Fiber Law

Doubles every 12 months



## **Storage** Disk Law

Doubles every 12 months



An iPad is more powerful than  
the systems that guided the  
**1969 moon landing!**



So what does this mean for  
travel management today?



Top Thirteen Concepts so  
you can remain on top of  
your game!







# #13: Get Involved: Network Yourself and Drive Advocacy



- Start here! SCTEM
- Local BTA chapter's
- Other National Organizations
- Virtual Groups via LinkedIn
- Government Involvement
- Collective Voices are always better

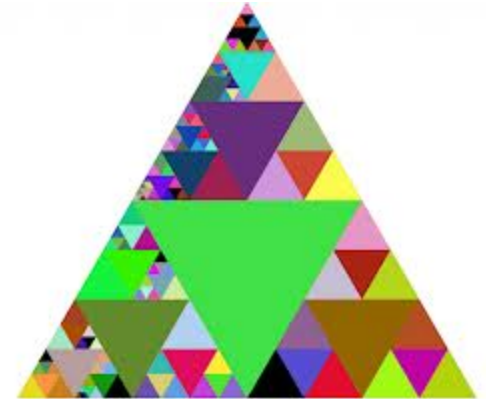


# #12: Contracting (even with diminishing gains!)



# The classic is still valuable!

- What is right for your program?
- Matching your suppliers to your culture
- Delivering three values
  - To your corporation
  - To your travelers
  - To your supplier
- Make it easier – not harder!





# #11 Use Social Media for your benefit



But most important...

What does social media do  
for you, personally and for  
your professional career?





# #10

## Distribution and Content



# What can you see (and not see!)

- The issue is how will content be delivered
- Costs to corporations most likely to rise
- Fragmented distribution difficult
- Internet challenges with your travelers
- Are comparisons fair and real?
- Implications of IATA Resolution 787







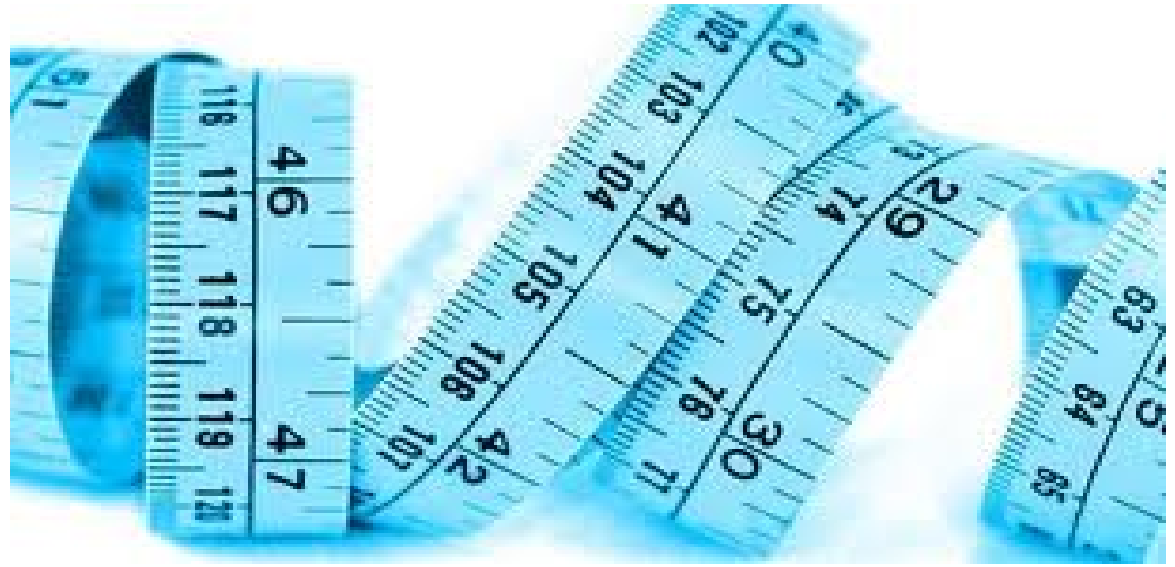
# #9 Connect and Listen to your Customers



# Do you listen?

- Is there a way for your customers to give you feedback?
- Do you have a way to communicate as well to your customers?
- 50% of business travelers know nothing about their travel policies





# #8: Performance Measurement



# Not all programs are measured!

- How do you know if things are going well?
- Measurements vital when gauging success
- Should not just be the buyers that are focused on measurements
- Once measured, is there room for improvement?
- How does the relationship grow between the partners?



# #7: Benchmarking Yourself



# You've Measured, now it is time to compare...

- How does your program compare?
- Are there others like you doing better?
- Not just numbers...
- Policies...
- Procedures...
- Ways of always getting better





#6: Get a seat at the executive table



# You need a seat...

- Get as high up the food chain as you can!
- Make sure people are listening to you
- You cannot ignore the travelers.....but
- You must engage and persuade the executives





# #5: It's About Time!



# Somebody needs to be talking about time.....

- What should your travelers be doing?
- Why isn't everyone screaming about time!
- This is the time your travelers should be focusing not on travel but on their jobs
- Imagine the lost value to your school's from all the time wasted?





## #4: Efficiency & Quality



# It is NOT about the TPS reports!

- A Quality Program starts with the service
- Speed is important to enhance value
- Understanding where your program causes issues is key to ongoing improvement
- It is never time to relax – always focus on getting better....



# #3 Duty of Care



# The New Hot Buzzword: Duty of Care

- What is the obligation for Entities to their traveling employees?
- If you are booking everywhere, can you verify timely and accurate information fed back to you?
- DOC can be used to sell real value to your program
  - by providing personal safety





# #2 Mobile Technology

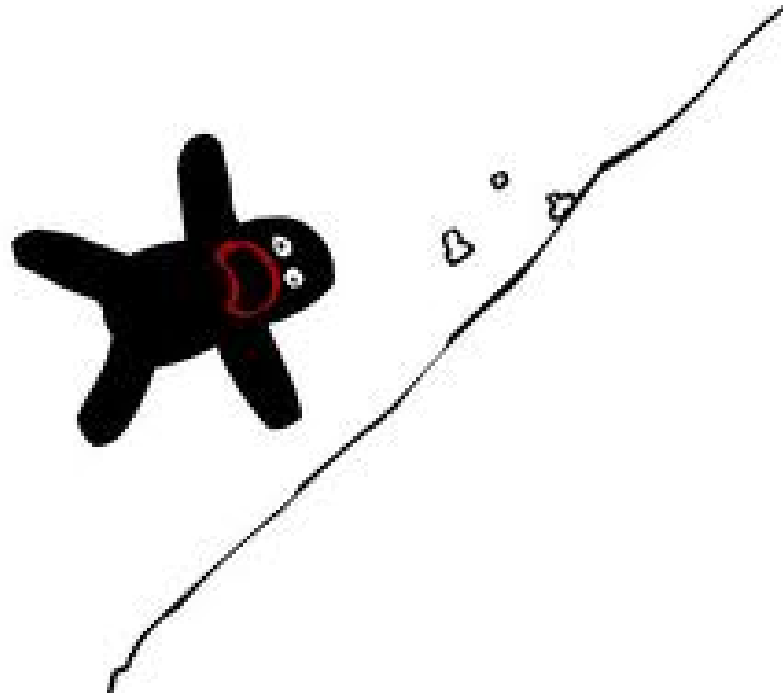


# App Overload!

## Over 1,000,000 today!







# #1: Don't fall! - Rise to the value Challenge



Get involved  
Contract Effectively  
Use Social Media  
Understand Content  
Listen  
Measure Performance  
Benchmark  
Executive Seat  
Time!  
Quality  
Duty of Care  
Mobile





Questions?



Bradley Seitz

President and CEO

Topaz International

503-828-0993 (w)

207-318-1852 (m)

[Brad.seitz@etopaz.com](mailto:Brad.seitz@etopaz.com)

[www.etopaz.com](http://www.etopaz.com)

