



# Convergence of Business Travel and Meetings & Events

6<sup>th</sup> September 2018

**INTEL**



# Agenda

1. Introduction
2. Current Position
3. Future Position
4. Why is this happening



## Introduction

- CEO of Inntel – Meetings and Travel Management
- GBTA Europe Meetings Committee Chair
- Advisory panel member for Business Travel Show and Meetings Show
- Regular contributor at forums in USA & Europe
- Inntel 9<sup>th</sup> in C&IT Leading 50 Event Agencies
- Independently owned and member of Radius
- The average length of our top 20 clients is 9+ years and our client retention rate is 98%

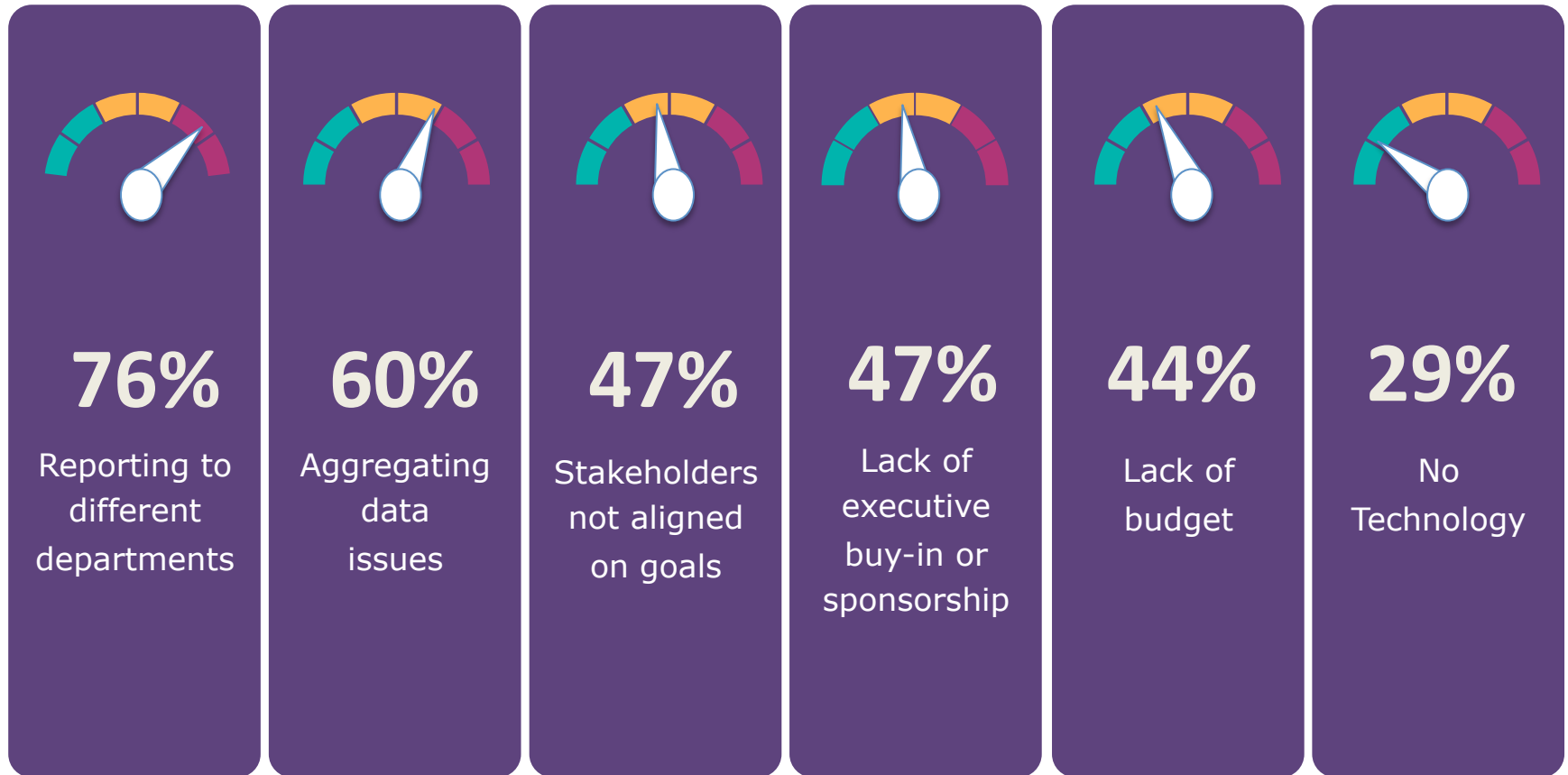
# Current Position



\* GBTA research 2017

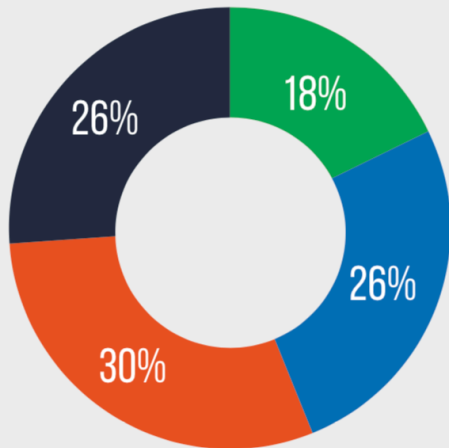
\*\*A study by the U.S. Travel Association

## Current Position – Why not consolidating

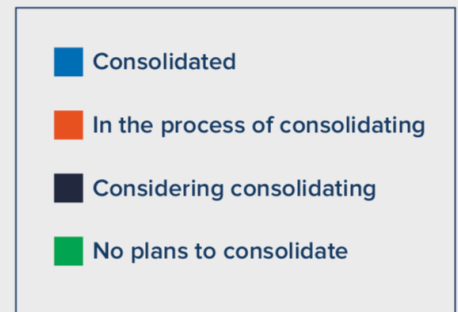
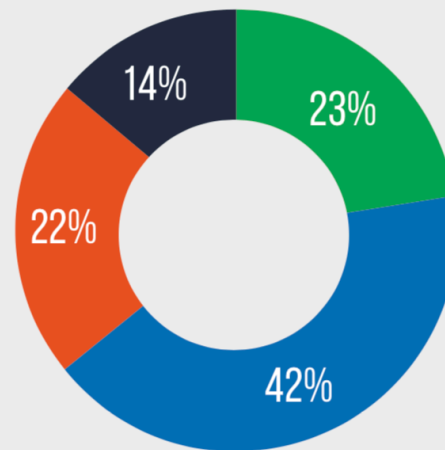


# Is it changing

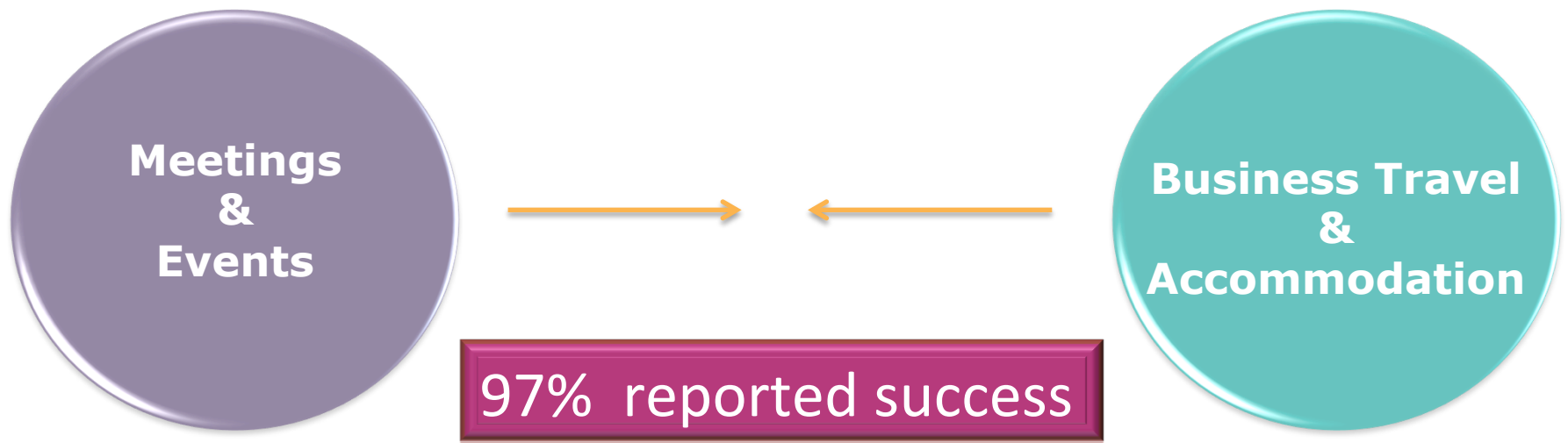
CONSOLIDATION STATUS 2015



CONSOLIDATION STATUS 2017

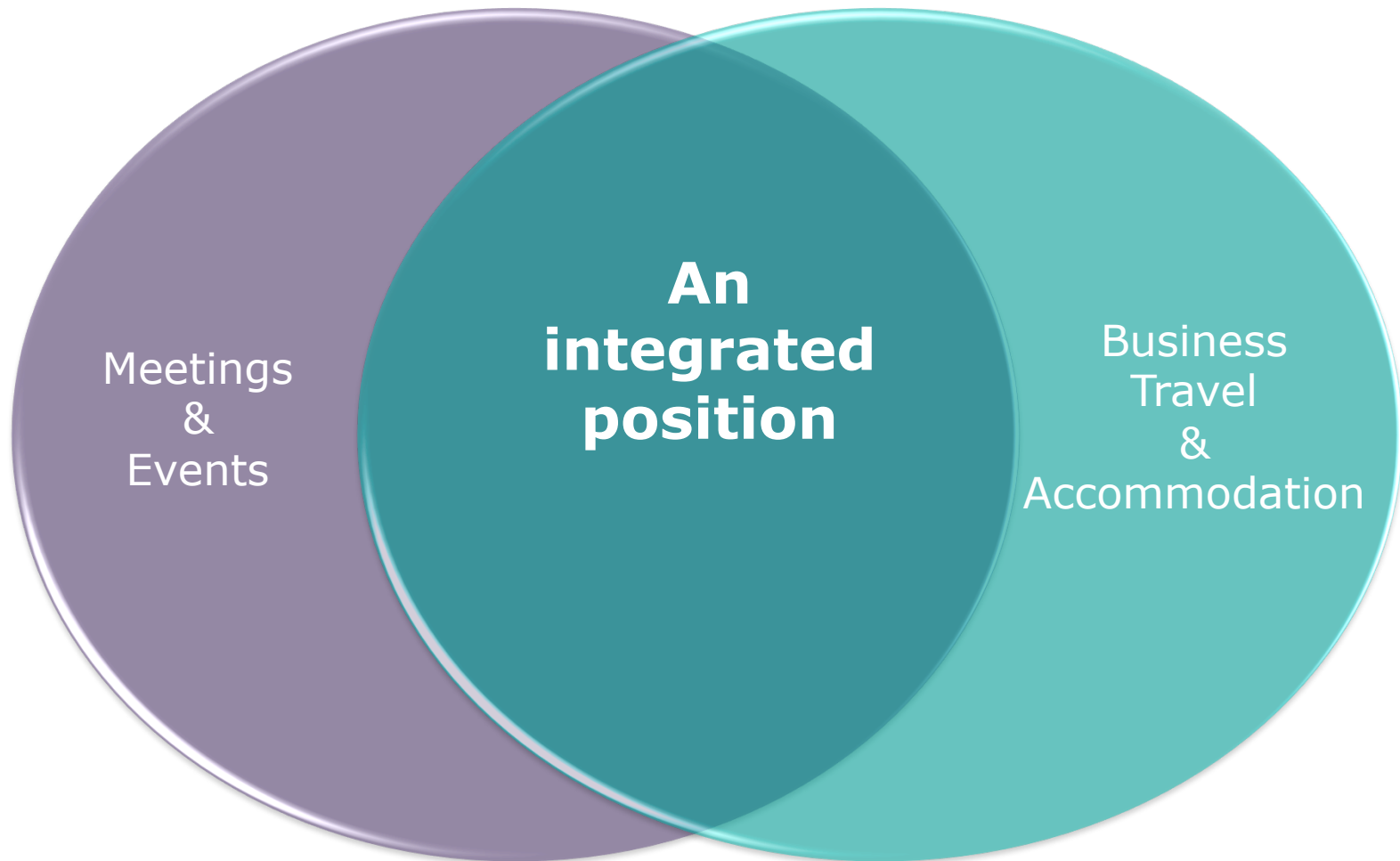


## Future Position



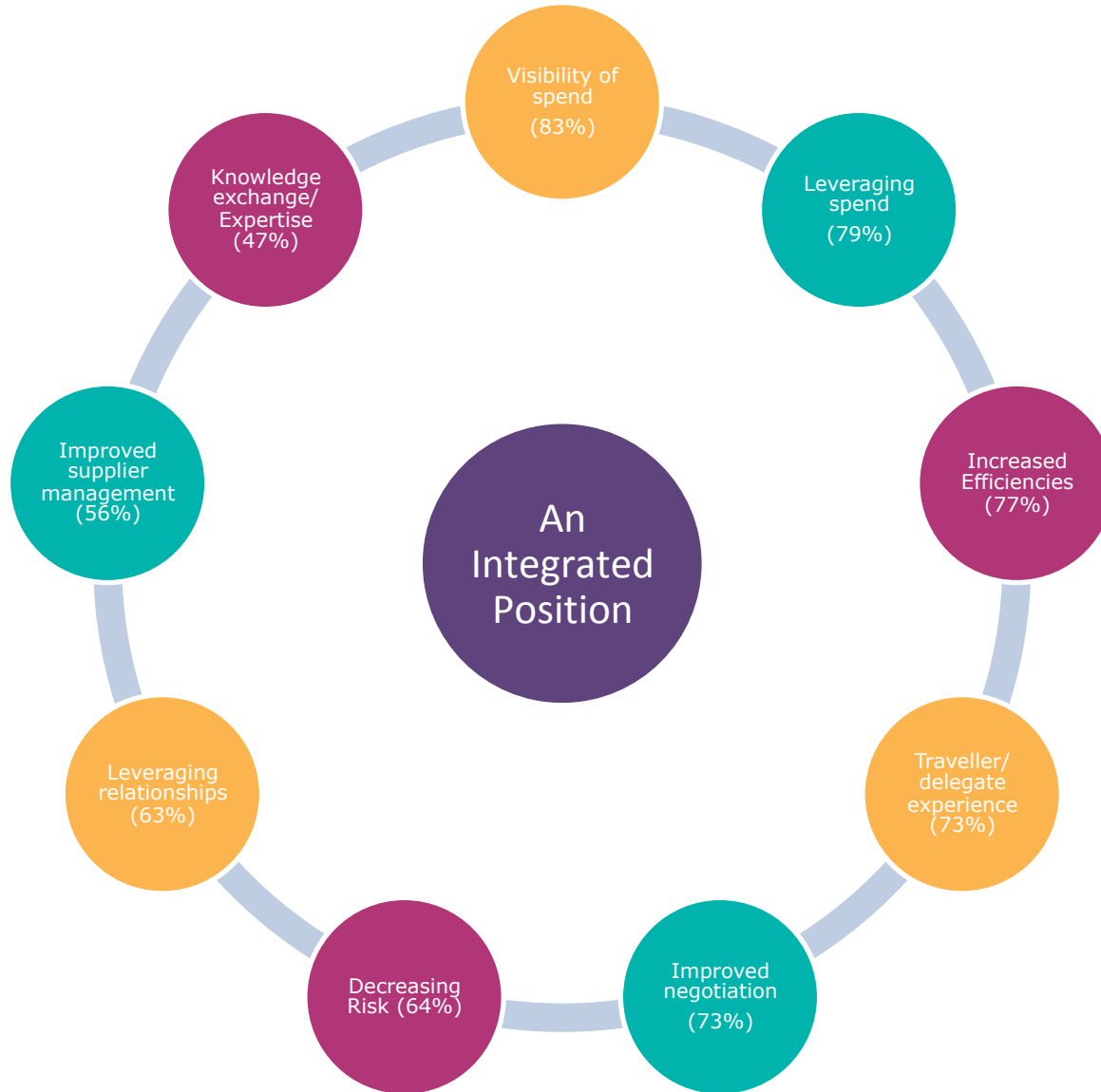
*"Convergence is trending among travel and event departments at big companies. Fuelled by technology, it will only become more important to both sectors in the future if old-school thinking doesn't get in the way"*

## Future Position





# Why is it happening?



## How to do it

1. Engage with stakeholders
2. Collect data
3. Explore technology solutions – if any!
4. Invite different departments to meet
5. Prepare a business case and be ready
6. **START SMALL**





**Questions and Answers  
&  
Thank you**