

PREGAME

9:45 – 10:00 AM

PLAY BALL. CONNECT. LEARN. LEAD.

Welcome to GBTA Arizona Education Day 2026

September 9, 2026

Scottsdale Stadium

9:00 AM - 4:00 PM

Banyan Room

Chair

**Ken
Manzo**

Board Chair

**Nahren
Youkhana**

Members

**Biz Anderson, Corrina Gallegos,
Kenneth Moulaison, Johnny Young**



GBTA

| Arizona

PREGAME

BUYERS ROUNDTABLE SPONSORED BY

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UNITED
for Business



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MEET THE TEAMS



AIR NEW ZEALAND

*Biztrip*AI

Cerebri 



Hertz



MELIÀ HOTELS INTERNATIONAL

Southwest 
Business

THE DRIVER
PROVIDER



Trade Show Supplier Showcase

“Meet the teams and explore their travel solutions, hosted by our trade show suppliers”

9:00 – 9:45 AM



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GAME DAY AGENDA

1ST INNING	10:00 - 10:45 AM	The State of Managed Travel: What's Working, What's Broken, & What's Next <i>Mike Qualantone, Founder & Partner, New M.O.</i>
2ND INNING	10:45 - 11:00 AM	Morning Break
3RD INNING	11:00 - 11:45 AM	Generation Gap <i>Dorothy Dowling Hospitality Commercial Leader, Strategic Advisor & Talent Thought Leader</i> <i>Panelists: Dan Winters, Resideo, Elizabeth Anderson, AC Element, Corrina Gallegos, Hertz</i>
4TH INNING	11:45 AM - 1:00 PM	Networking Lunch & Sponsor Trade Show
5TH INNING	1:00 - 2:00 PM	AI Travel Innovation Shark Tank <i><u>BizTrip AI</u>, Direct Travel, FCM</i>
6TH INNING	2:00 - 2:15 PM	Afternoon Break – Sponsored by China Airlines
7TH INNING	2:15 - 3:00 PM	AI Buyers Panel – Sponsored by Cerebri AI <i>Cindy Lewis, Vice President, Customer Success, Cerebri AI</i> <i>Panelists: Alicia King, Chevron, Kathie Gatchell, ASM, Kelli Erving, Equinix</i>
8TH INNING	3:00 - 3:15 PM	Closing Remarks & Wrap-Up
9TH INNING	3:30 - 4:30 PM	Optional Stadium Tour



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1ST INNING

The State of Managed Travel

*“The State of Managed Travel:
What’s Working, What’s Broken,
and What’s Next”*

10:00 – 10:45 AM

Mike Qualantone, Founder & Partner, New M.O.

Founder and partner with New M.O., an organization launched in 2025 to advocate for travel management companies, global distribution systems and travel technology companies. Before that, he spent 34 years at American Express and American Express Global Business Travel, where he finished up as chief revenue officer in 2023.



The State of Managed Travel

What's Working, What's Broken
and What's Next?

September 9, 2026





An independent voice
for managed travel.



Follow
New M.O.



Moving managed travel forward, faster.



Working with key stakeholders – TMCs,
GDSs, tech firms



Established a CAB and working with
Travel Services Benchmark Network



Engaging with suppliers, OBTs and
other parties.



Creating accountability.



Telling “the rest of the story.”

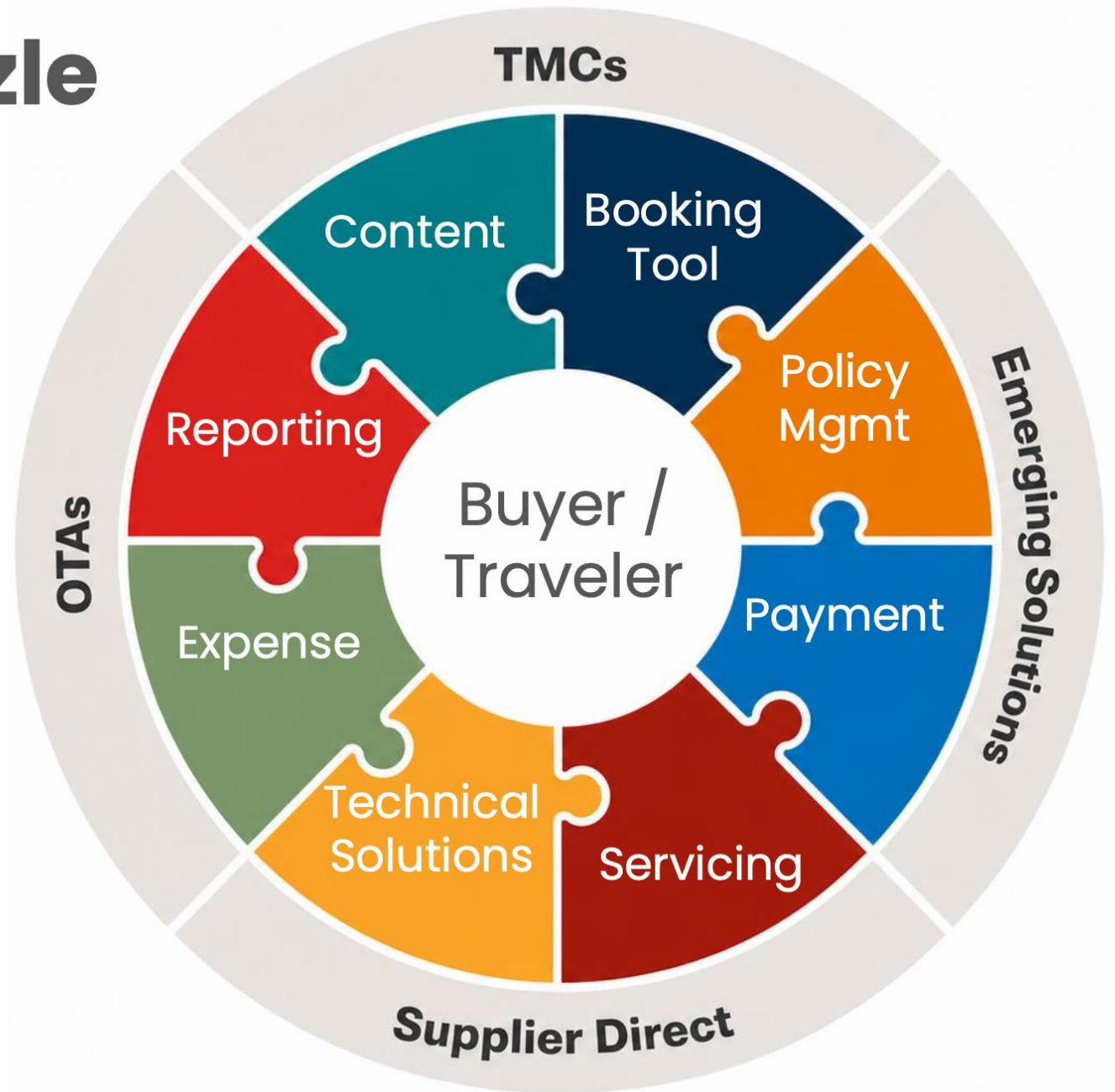
Core tenets of managed travel

Working with our CAB and TSN, we've identified these six strategic imperatives as core pillars of successful managed corporate travel programs. They serve as the lens for New M.O. as we address matters in the managed travel ecosystem.



Managed travel puzzle

There are many aspects to managed travel that must come together to oversee spend, service travelers, provide duty of care, and capture data and costs.



Insight and open discussion on key topics

Change and challenges are accelerating, from legacy players and new entrants, to new technology and emerging / deeper funded players



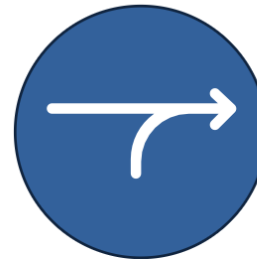
Agency
environment



Content



AI



Industry
convergence

How are the newer entrants progressing?

The TMC challengers are morphing and looking more like traditional agencies with evolving and changing perceived advantages

NAVAN

- Hyper aggressive pricing
- Emphasis on SEO
- Now public – stock surged
- Very strong growth
- Promoting the strongest access to content
- Leisure / OTA like front-end
- Appear to have advanced AI / process engineering
- Getting closer to being profitable
- Now OK to be TMC, and with 70% supplier revenue

BlockSkye®

- Partnership with K4B
- Outsource servicing w/ Gant and new FCM partnership
- Supplier direct and payment settlement are core elements
- Creating more of a TMC-like sales and client organization
- Major PWC and Deloitte wins – but kind of quiet lately
- New move to payments and loyalty – solution looking for a problem?
- Blockchain?

SPOTNANIA

- Took 2+ years to get Amazon operational
- Direct Travel ATP1 are testing ground
- Long road to making Avenir operational – however, initial feedback is positive
- GBT + Concur may open other agency / OBT partnerships
- Willing to work with agencies
- But pressing client direct
- Meta has moved to Egencia

Distribution

Where might things go with airlines and hotels?

NDC noise dying down – with One Order coming next

GDSs seem to be solving better in the current environment

Despite BCD / UA direct deal, most air content is back in the GDS

Are hotels now becoming the bigger issue?

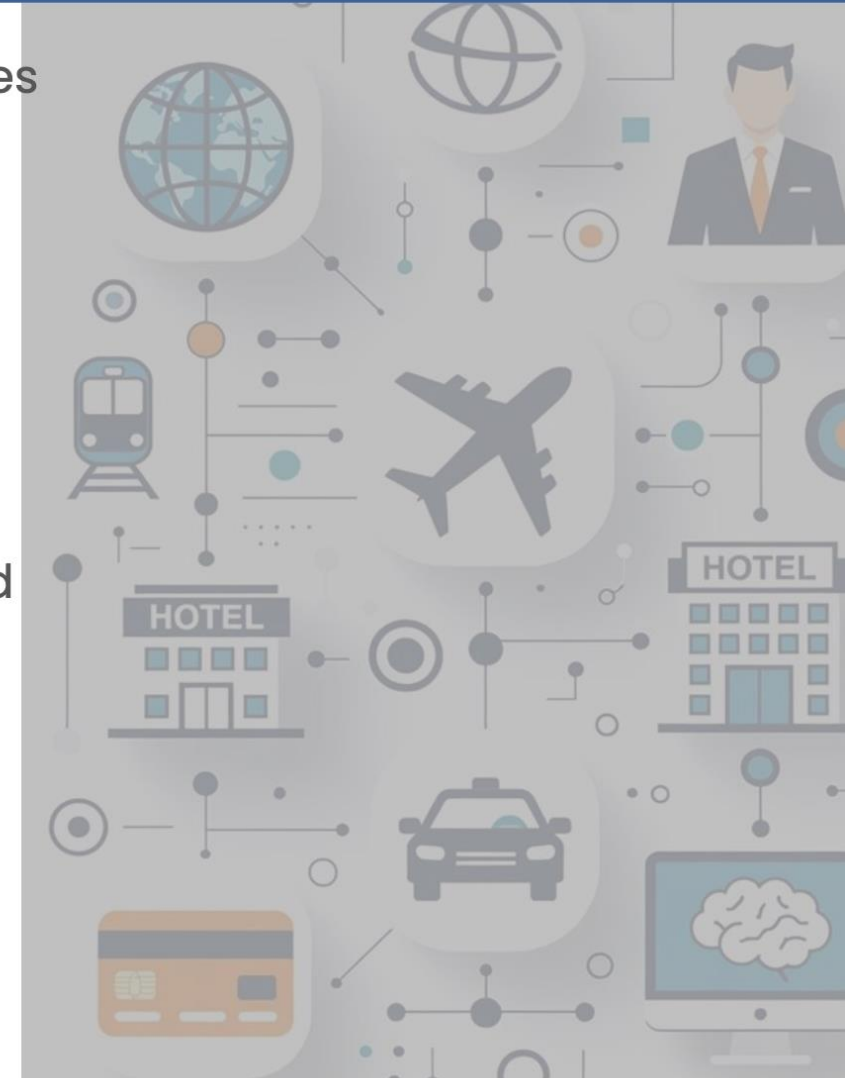
CONSIDERATIONS

- NDC not likely going away but MCP changing the game, may change how content gets delivered
- GDSs solving air better than in the past, accelerating AI solutions and offering MCP solutions
- GDS functionality still core, outside of content access – aggregation, shopping, policy management, etc. – which could lead to cost and Look-to-Book issues
- Hotels now following airlines' NDC playbook on potentially more direct connects
- More TMC direct connects / non-GDS bookings may force a change to the GDS model – buyers likely end up footing the bill if it changes

Content is king

Higher fares and rates will likely be maintained, straining corporate budgets and overall cost

- Profitability and performance are stronger, except for American Airlines
- Delta continues to lead the pack, about to launch NDC solution, while mostly in the GDS
- United less emphasis on direct connect as it chases Delta
- American has not recovered share and its financial performance greatly lags the others
- Southwest is gaining as it continues its corporate and margin focused plan
- Airlines are focused on maintaining higher fares while controlling capacity
- Hotels focusing on loyalty rates and content differentiation vs. GDSs
- Hotel in strong position – ADRs, RevPar and capacity all improving



New AI integrations

GBT launches Egencia in Claude and AI conversational solution

BCD launches MCP within Trip Source and invests in Amgine

Navan integrated AI solutions across their booking and data platforms

MCP and AI solutions advancing with K4B, Flight Centre, and across TMCs and GDSs

CONSIDERATIONS

- Increasing activity and announcements, but advancements, savings and returns will take time
- How will AI advancement affect OBTs? – again, only time will tell
- Bringing policy, travel preferences, and managed travel structure into AI will be no small task
- Amadeus research shows ~75% use AI in planning, but less than 25% want it for book & spend
- Recent GBTA research:
 - 92% of travel buyers want predictive analytics for travel spend
 - 89% want automated disruption management and rebooking
 - 83% want conversational booking
 - Yet 58% say AI has had little to no impact on their program so far

Industry convergence

The lower margin travel industry is seeing investments and acquisition from deep pocket players who don't necessarily need to make money from travel.

- JPMC, Amex and Cap One use loyalty to move from leisure to SME – global accounts next?
- Amex buys Center, Cap One buys Brex, Ramp acquires Juno and Citi partners with Navan
- What's next for OTAs after Expedia investment in GBT and K4B partnership with Blocksky?
- Emburse partners with many key agencies
- Google advances hotel bookings platform
- Will Long Lake investment in GBT lead to other private equity and tech players interest?



So where do we go from here?

- 1 Unfortunately, probably higher travel costs and continued uncertainty
- 2 But further investment, new players, and likely new partnerships
- 3 Probably some agency consolidation and moves to dealership models
- 4 Access to content issues likely continuing, as GDSs work to reaggregate what was previously aggregated, but with cost transference
- 5 And hopefully cost and some issues offset by AI and process engineering gains

Member Benefits – Get Involved

BOTTOM OF THE 1ST

Join our Community & Committee Today!

- Professional Development
- Education
- Networking
- Member Discounts
- Leadership Opportunities
- Industry Advocacy
- Scholarship Opportunities
- Career Advancement
- Community Involvement
- Volunteer Opportunities
- Resources and Information
- Community Outreach
- Education/Programs
- Education Day
- Fundraising/Raffle
- Hospitality
- Meetings
- Membership
- PAC Challenge
- Sponsorship

JOIN TODAY!



2ND INNING



AIR NEW ZEALAND

*Biztrip*AI

Cerebri 



Hertz



MELIÀ HOTELS INTERNATIONAL

Southwest 
Business

THE DRIVER
PROVIDER



Morning Break & Networking

“Meet the teams and explore their travel solutions, hosted by our trade show suppliers”

10:45 – 11:00 AM



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GBTA Arizona Chapter Scholarships Awarded in 2026

TOP OF 3RD

Scholarships for [2026 WINiT Summit](#)

October 26th & 27th, 2026 in Dallas, TX

1. Direct winner - Melissa Angeroth @ SRP
2. Allied winner - Joy Miller @ Southwest Airlines

Scholarships [2026 Workforce Mobility & Travel Summit](#)

November 9th & 10th, 2026 in Houston, TX

1. Direct winner - Joel Sanchez @ Hexagon

Scholarships - **2027 Legislative Summit**

June 2027 in Washington, DC

1. Direct winner - Denise Truso @ Illumina
2. Allied winner - Kristine Bourdeaux @ FCM

**JOIN
TODAY!**



GBTA Arizona Chapter - All Access GBTA Scholarship

TOP OF 3RD

2 Scholarships

- 1 Direct Member
- 1 Allied Member

Timeline

- Registration Open September 9th
- Registration Closing – November 10th
- Winner Selected at - November 11th Board Meeting
- Winner Announced – November 18th – Holiday Event



**Apply
Today!**

3RD INNING

Generation Gap

“Stepping up: How the Generational Gap is reshaping Business Travel”

11:00 – 11:45 AM

Moderator: Dorothy Dowling, Hospitality Commercial Leader, Strategic Advisor & Talent Thought Leader
Panelists: Elizabeth Anderson, AC Hotel & Element • Dan Winters, Resideo • Corrina Gallegos, Hertz



END OF THE 3RD

2026 BOARD MEMBERS

Denise Truso - Illumina
President*

Joel Sanchez – Hexagon Autonomous Solutions
Vice President*

Mary Thompson Vitesse Worldwide
Chairman*

Dustin Walder - Enterprise Mobility
Treasurer

Dan Winters - Resideo Technologies Inc
Secretary

Brent Gumbert – Hilton Garden Inn North Phoenix
Director of Meetings

Kristine Bourdeaux* - FCM Travel
Government Relations Liaison

Kathie Gatchell - ASM
Director of Strategic Partnerships

Elizabeth Anderson – AC/Element Norterra
Director of Digital Media

Joy Miller* - Southwest Airlines
Director of Membership

Johnny Young – Citrine Marketing & Consulting
Web Manager

Nahren Youkhana*
Director of Education/Programs

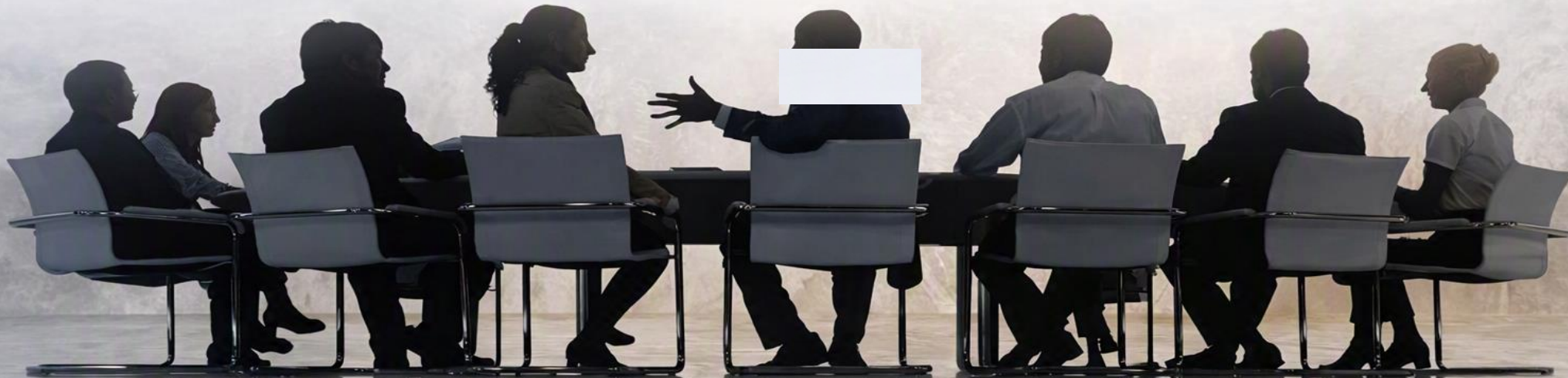


GBTA | Arizona

2027-2029 BOARD NOMINATIONS



PRESIDENT • VICE PRESIDENT • GOVERNMENT RELATIONS • MEMBERSHIP • DIRECTOR OF EDUCATION PROGRAMS



Nominations Open Today

4TH INNING

Blocksky® Cerebri 



The best carrier from Taiwan

Networking Lunch & Trade Show Supplier Showcase

"Recharge and Build Industry Connections"

11:45 AM – 1:00 PM



GBTA

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TOP OF 5TH

Become a 2027 Sponsor

Thank you to our 2026 Sponsors!!

Diamond



Platinum



Gold



Silver



BECOME A
SPONSOR!



<https://azbta.starchapter.com/catalog.php?cat=5>

5TH INNING

AI Innovation Shark Tank

“Travel innovators take the field to pitch bold ideas and practical solutions”

1:00 – 2:00 PM

Moderator: Mary Thompson, Chairman GBTA Arizona
- Executive Vice President of Global Sales Vitesse
Worldwide

Presenters: Tom Romary, Biztrip AI • Brianna Conway,
Direct Travel • Daniel Senyard, FCM

BiztripAI



DIRECT
TRAVEL

FCM

 **GBTA** | Arizona



5TH INNING

AI Innovation Shark Tank

“Travel innovators take the field to pitch bold ideas and practical solutions”

Promising Concept — Third place; solid idea with potential but to new.

Tom Romary, Biztrip AI

BiztripAI

*Biztrip*AI

Revolutionizing Corporate Travel

An AI-powered assistant for every corporate traveler

Where AI meets human intelligence and human empathy

Business Travel shouldn't be this hard.

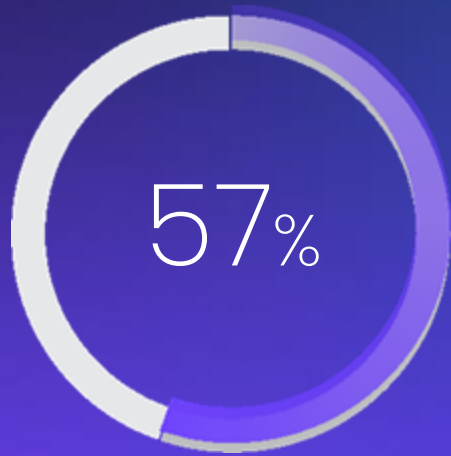
Your travelers hate the process. Finance hates the surprises.

The tools meant to help are old...and just add friction.

It's time for an AI that actually thinks.

The quiet cost of broken travel.

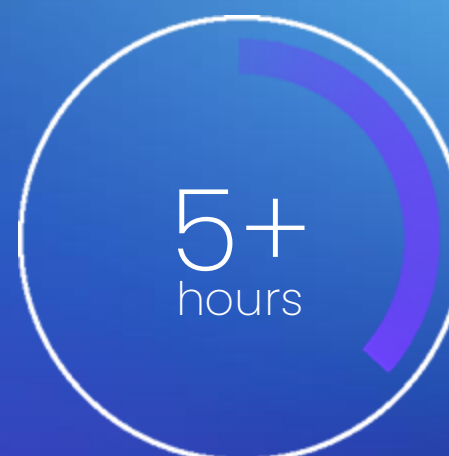
Nobody talks about it at the board meeting. But everyone feels it, every trip.



of travel managers say
booking is a fight



of hotel bookings happen
outside your approved tools



wasted per trip on trip planning and
expense



average rating for the
industry's leading platform

Meet BizTrip AI

Where AI meets Human Intelligence & Human Empathy.



Calendar-Native Planning

Trips start from the meeting, not a search bar. The AI reads your calendar and plans around your schedule.



Books in Natural Language

"Get me to Dallas before my Tuesday meeting." Flights, hotels, cars, multi-city, all in one conversation.



Dynamic Policy Engine

100% compliance without 1,000 audit rules. Enforces Policy Silently. The AI only shows options that are in policy. Zero rejection loops.



Personalized AI Agent

Learns preferences, loyalty programs, seat and airline choices. Every search improves.



Autonomous Spend Shield

Fare watching, auto-rebook on price drops, unused-ticket recovery. The product pays for itself.



Sees the Whole Program

Off-platform bookings captured. True total trip **34**st visible.

A screenshot of a Slack interface showing a conversation with a bot named 'BizTrip AI'. The left sidebar contains navigation options: Home, DMs, Activity, Files, Later, Tools, Admin, and a list of channels including Threads, Huddles, Drafts & Snippets, Directories, Customer Success, Sales, Recruiting, Eng, Marketing, External connections, Starred, Channels, Direct messages, BizTrip AI (highlighted), and Apps. The main window shows the conversation header with 'BizTrip AI' and a status indicator. Below the header, a message from 'BizTrip AI' at 10:17 AM says: 'accepted your invitation to join Slack — take a second to say hello. Don't notify me about this'. The message is followed by a text input field with a rich text editor toolbar and a 'Send' button. The status 'BizTrip AI is typing' is visible at the bottom.

Impact for Enterprise Accounts

Productivity gains, hard cost savings and better compliance delivered automatically.

2-3x

**Average program
cost reduction**

+4%

**Post-booking
savings**

100%

**Policy
compliance**

5x

Faster Booking

250x

33 Better Look to Book



Tom Romary

Founder & CEO

Founded Yapta (acquired by Coupa). Former VP Deem, VP Alaska Airlines. 20+ years in travel technology. Duke Engineering, Harvard MBA



Scott Persinger

Co-Founder & CTO

Former Principal at Stripe, SVP Engineering at Tafari. Founded SuperCog (AI tools). UC Berkeley CS.



Andrew Ng

Co-Founder

Co-Founded Google Brain. Founded Coursera & AI Fund. Stanford professor. One of the most recognized names in AI.



Valerie Layman

Chief Product Officer

CPO of Yapta; VP Product at Coupa. Travelport and Orbitz Product Management.



Gaining Enterprise Traction

Scaling at Moderna. Pilot Users at 18 enterprise companies.

Fortune 500: **moderna**

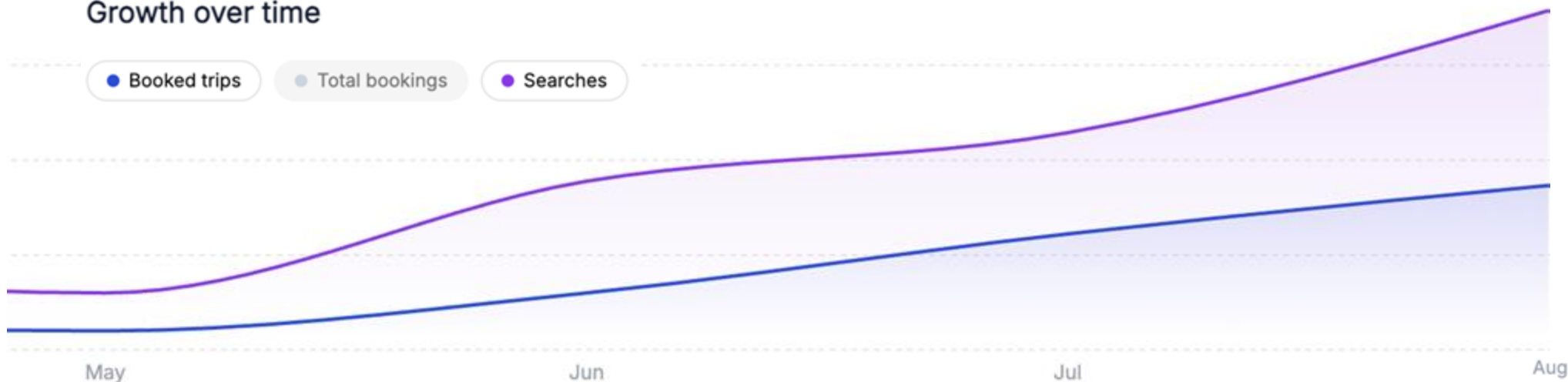
Deployed with one of the world's most innovative pharmaceutical companies. Validating AI-driven cost savings, policy compliance, and traveler satisfaction at enterprise scale (All US travelers now; moving to EMEA/UK in Q4 2026).

Jen Steinke - Travel Manager of Year (BTN)

- ✓ Enterprise-grade deployment
- ✓ Real savings being measured
- ✓ Traveler adoption validated

Growth over time

● Booked trips ● Total bookings ● Searches



Partners:



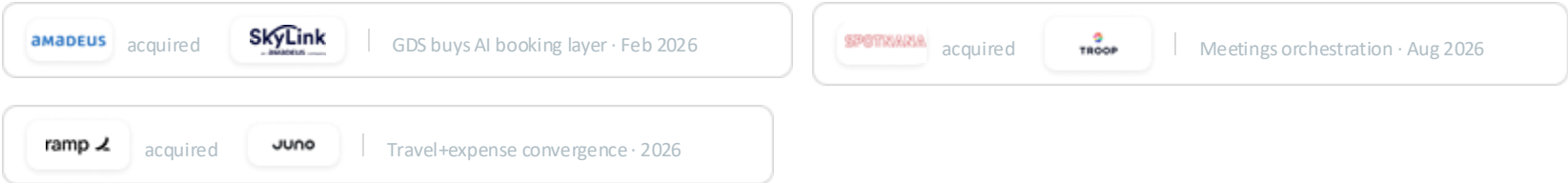
\$1.7 Trillion. Radically Underserved.

The largest enterprise spend category running on software built before the iPhone.



The industry's leading platform has a 1.4 / 5 on Trustpilot.

The market is ready to switch. Acquisitions are confirming it.



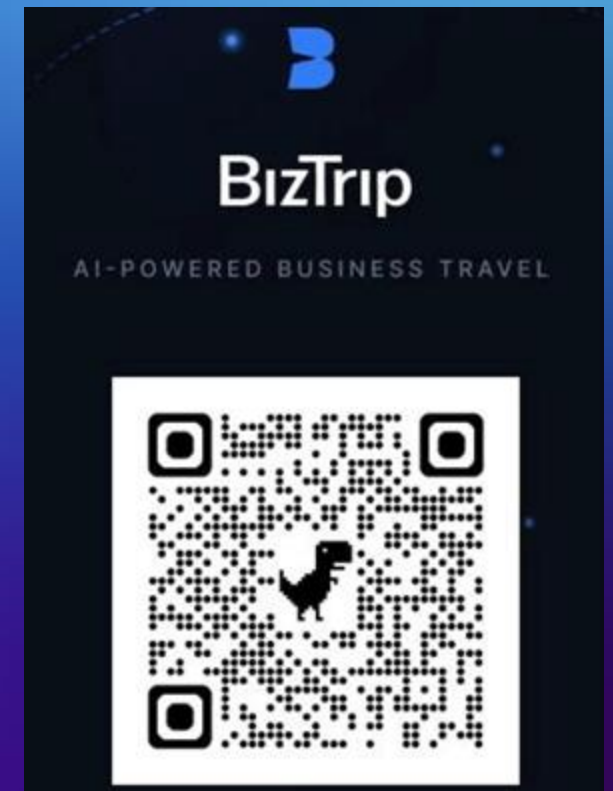


*Biztrip*AI

A better traveler experience, higher productivity, and program savings.

- ✓ Travelers get an assistant that handles everything.
- ✓ Travel managers get compliance without the conflict.
- ✓ CFOs love the visibility and savings on autopilot.

tom@biztrip.ai



5TH INNING

AI Innovation Shark Tank

“Travel innovators take the field to pitch bold ideas and practical solutions”

High-Interest Pitch — Strong second; sharks show interest but want more

Brianna Conway, Direct Travel



GBTA ARIZONA · EDUCATION DAY

AI: Beyond The Shiny Object

Trusted intelligence that runs deeper

Brianna Conway · VP, Technology Solutions · Direct Travel

WHERE WE ACTUALLY ARE



58%

of travel managers say AI has had little or no impact on their travel program to date.

Everybody shipped AI. Almost nothing changed. Why?

Source: 2026 GBTA survey

Capability means nothing without confidence.

12%

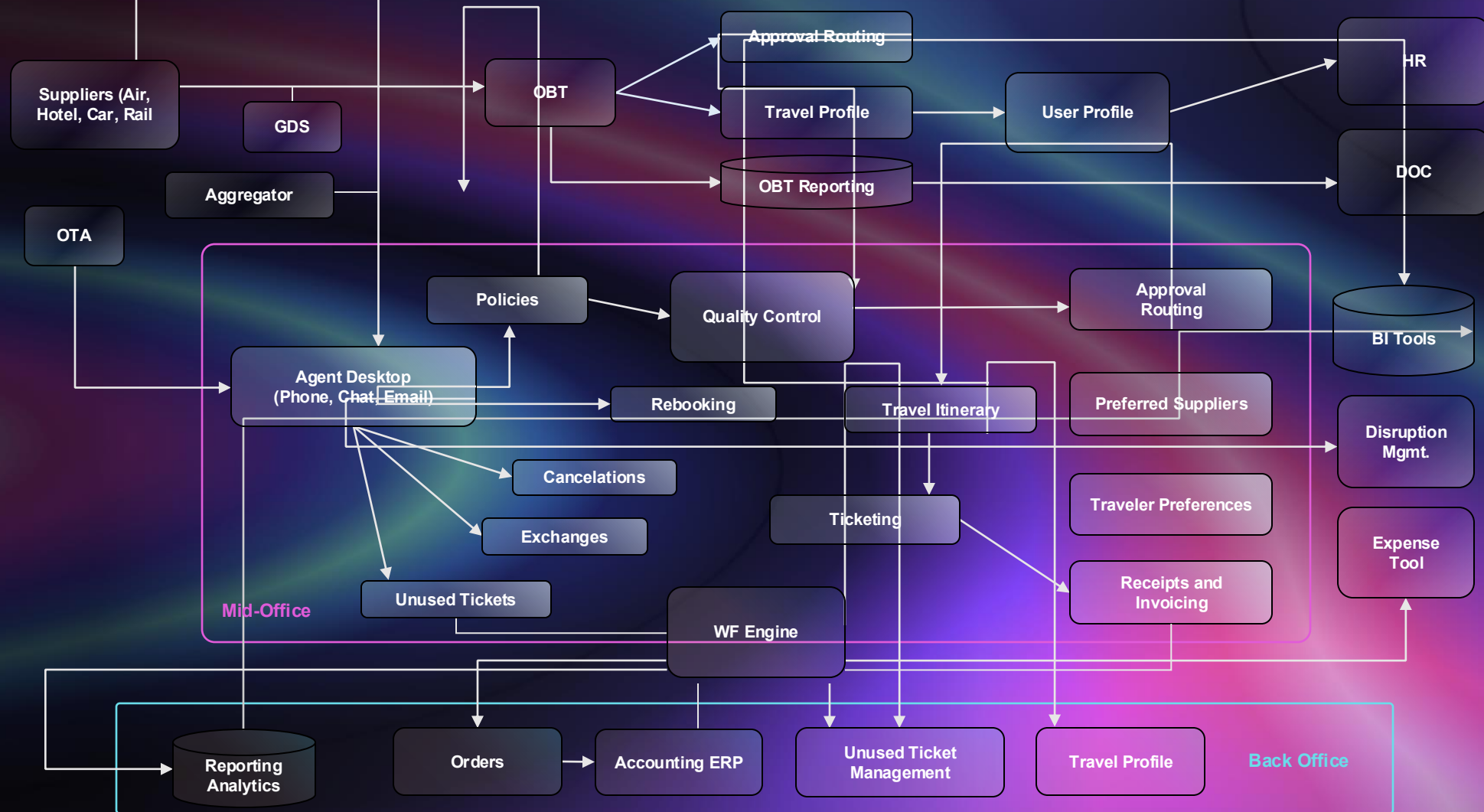
have a consolidated view of their program from a single data source

63%

cite lack of consolidated reporting as a top challenge

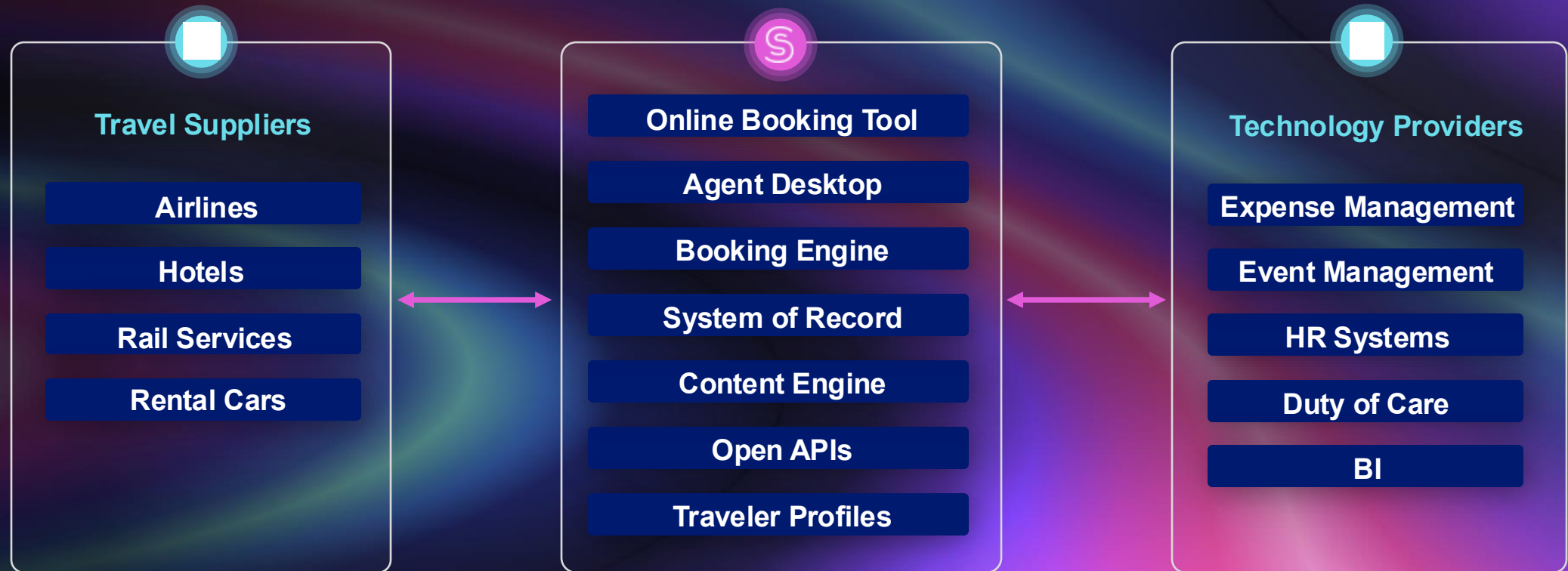
61%

say managing a global program across regions is a challenge



One instance, globally, for everyone.

One booking engine. One agent desktop. One system of record. One traveler profile.



No stitching. No normalizing. Clean at the source.

AI without clean data is just noise.

And clean data without human judgment is just a faster wrong answer. It takes all three.

1

AI

**automates
the repeatable**

2

DATA

**informs
the optimal**

3

HUMAN GENIUS

**solves
the exceptional**

Better data creates better AI. Take any one away and it doesn't work.

WHERE IT SHOWS UP



Avenir AI shows up differently for each person in your program.

 TRAVELER

It tells you why it's recommending this — not just what.

 ADVISOR

The AI does the work. The human keeps the final say.

 TRAVEL MANAGER

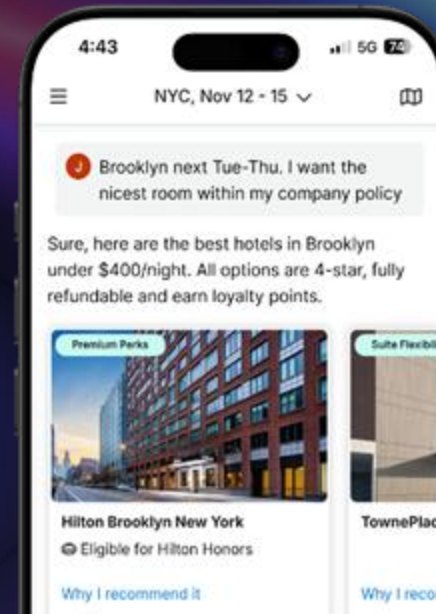
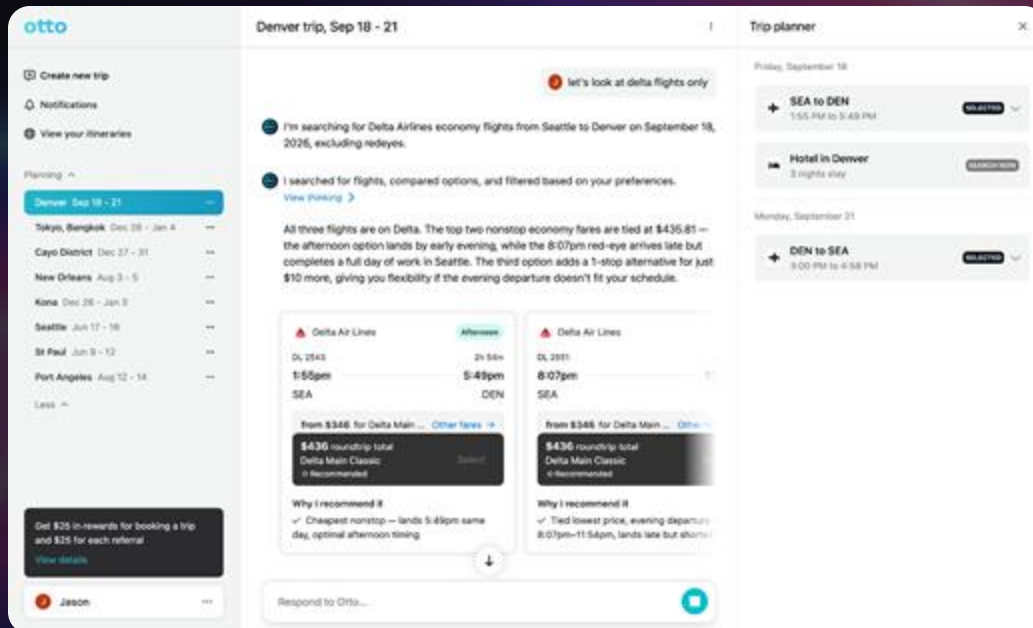
Recommendations today. The power to act on them next.

PERSONA 01



Traveler

One conversation. The whole trip handled.

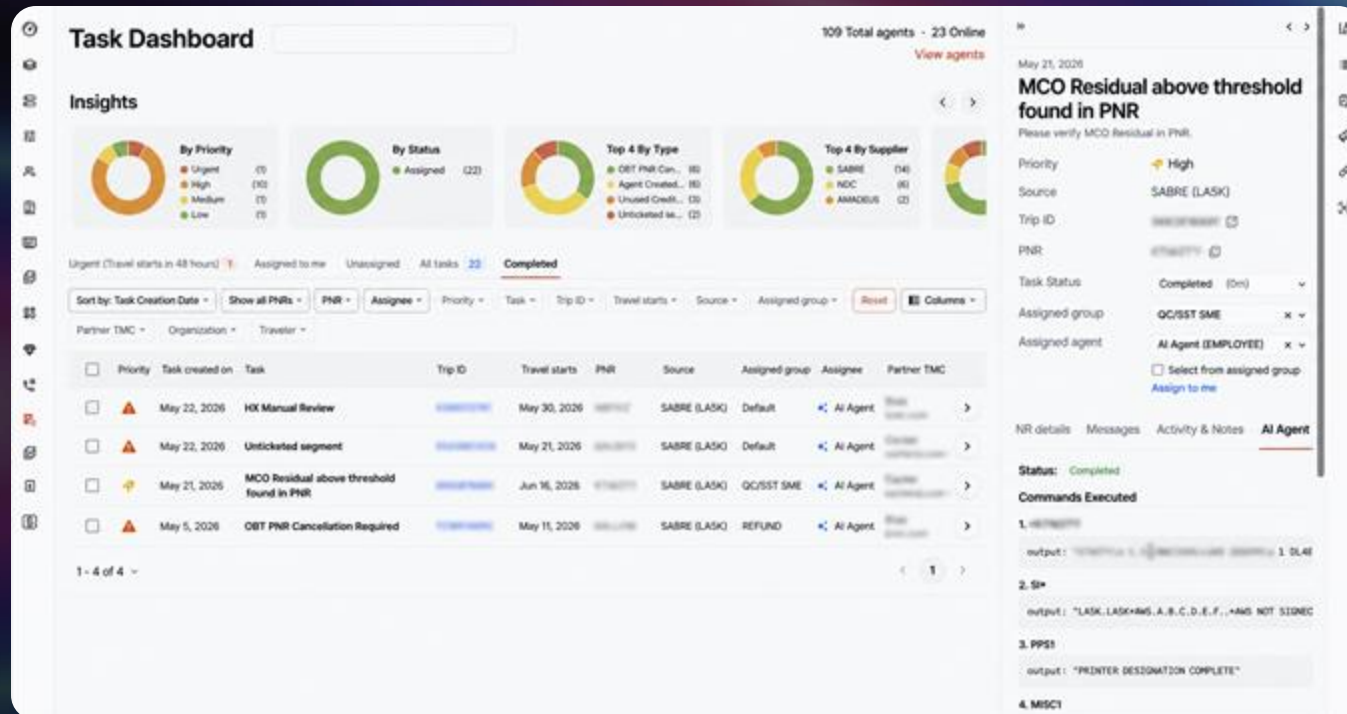


- Expert on the traveler, their company, and every city
- Contextually-aware rebooking when plans change
- Humans always one tap away

Better access creates better AI.

Advisor

Co-pilots reduce handling time, freeing advisors to focus on more complex traveler needs.



- Traveler, policy, and fare context on one screen

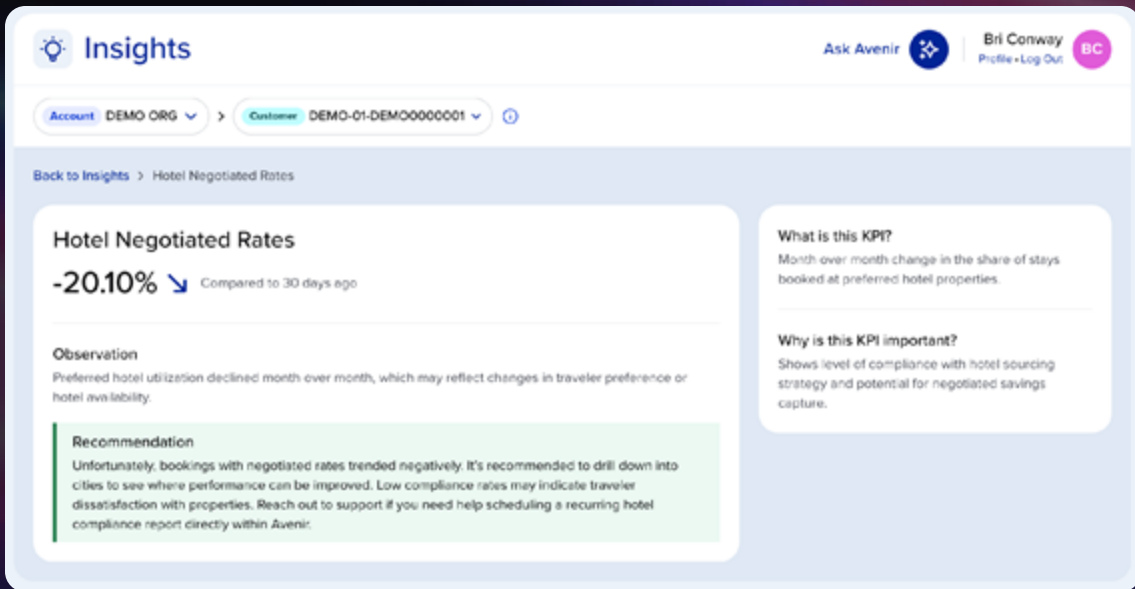
- Exchanges, credits, and name changes automated

- Agents freed for the work AI can't do

Better access creates better AI.

Travel Manager

Ask Avenir turns program data into decisions, not reports.



The screenshot shows the 'Insights' section of the Ask Avenir interface. It features a navigation bar with 'Account' and 'Customer' dropdowns. The main content area displays 'Hotel Negotiated Rates' with a -20.10% change compared to 30 days ago. Below this, there are sections for 'Observation' and 'Recommendation'. The 'Observation' section notes a decline in hotel utilization. The 'Recommendation' section suggests drilling down into cities to improve performance. To the right, there are two informational boxes: 'What is this KPI?' and 'Why is this KPI important?'.

Insights

Account DEMO ORG > Customer DEMO-01-DEMO00000001

Back to Insights > Hotel Negotiated Rates

Hotel Negotiated Rates

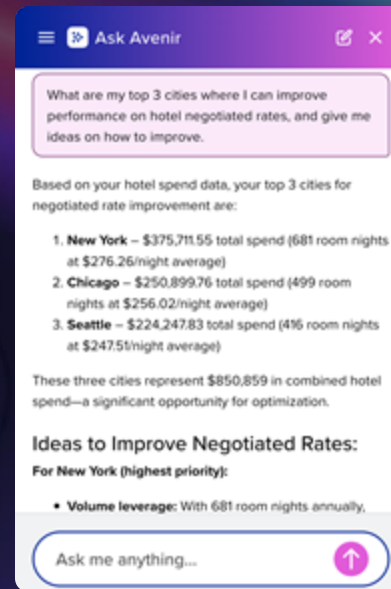
-20.10% Compared to 30 days ago

Observation
Preferred hotel utilization declined month over month, which may reflect changes in traveler preference or hotel availability.

Recommendation
Unfortunately, bookings with negotiated rates trended negatively. It's recommended to drill down into cities to see where performance can be improved. Low compliance rates may indicate traveler dissatisfaction with properties. Reach out to support if you need help scheduling a recurring hotel compliance report directly within Avenir.

What is this KPI?
Month over month change in the share of stays booked at preferred hotel properties.

Why is this KPI important?
Shows level of compliance with hotel sourcing strategy and potential for negotiated savings capture.



The screenshot shows the 'Ask Avenir' chat interface. It displays a user query: 'What are my top 3 cities where I can improve performance on hotel negotiated rates, and give me ideas on how to improve.' The system response provides a list of top 3 cities for negotiated rate improvement: New York, Chicago, and Seattle, along with their total spend and average room rates. It also provides a combined hotel spend for these three cities and offers ideas to improve negotiated rates, such as volume leverage.

Ask Avenir

What are my top 3 cities where I can improve performance on hotel negotiated rates, and give me ideas on how to improve.

Based on your hotel spend data, your top 3 cities for negotiated rate improvement are:

1. **New York** – \$375,711.55 total spend (681 room nights at \$276.26/night average)
2. **Chicago** – \$250,899.76 total spend (499 room nights at \$256.02/night average)
3. **Seattle** – \$224,247.83 total spend (416 room nights at \$247.51/night average)

These three cities represent \$850,859 in combined hotel spend—a significant opportunity for optimization.

Ideas to Improve Negotiated Rates:
For New York (highest priority):

- **Volume leverage:** With 681 room nights annually,

Ask me anything...

- One global data set, no stitching or normalizing
- Ask a question, get the answer in seconds
- Governed by design: security, privacy, access

Better access creates better AI.

WHERE THIS LEAVES US



**AI will continue to evolve.
The foundation determines what it can do.**

AI

to automate the repeatable

DATA

to inform the optimal

HUMAN GENIUS

to solve the exceptional

Better data creates better AI.



Thank you.

Bri Conway
VP, Technology Solutions · Direct Travel

5TH INNING

AI Innovation Shark Tank

“Travel innovators take the field to pitch bold ideas and practical solutions”

Grand Slam Golden Glove

Deal Secured — Top spot; investors would “fund this today”

Daniel Senyard, FCM

FCM



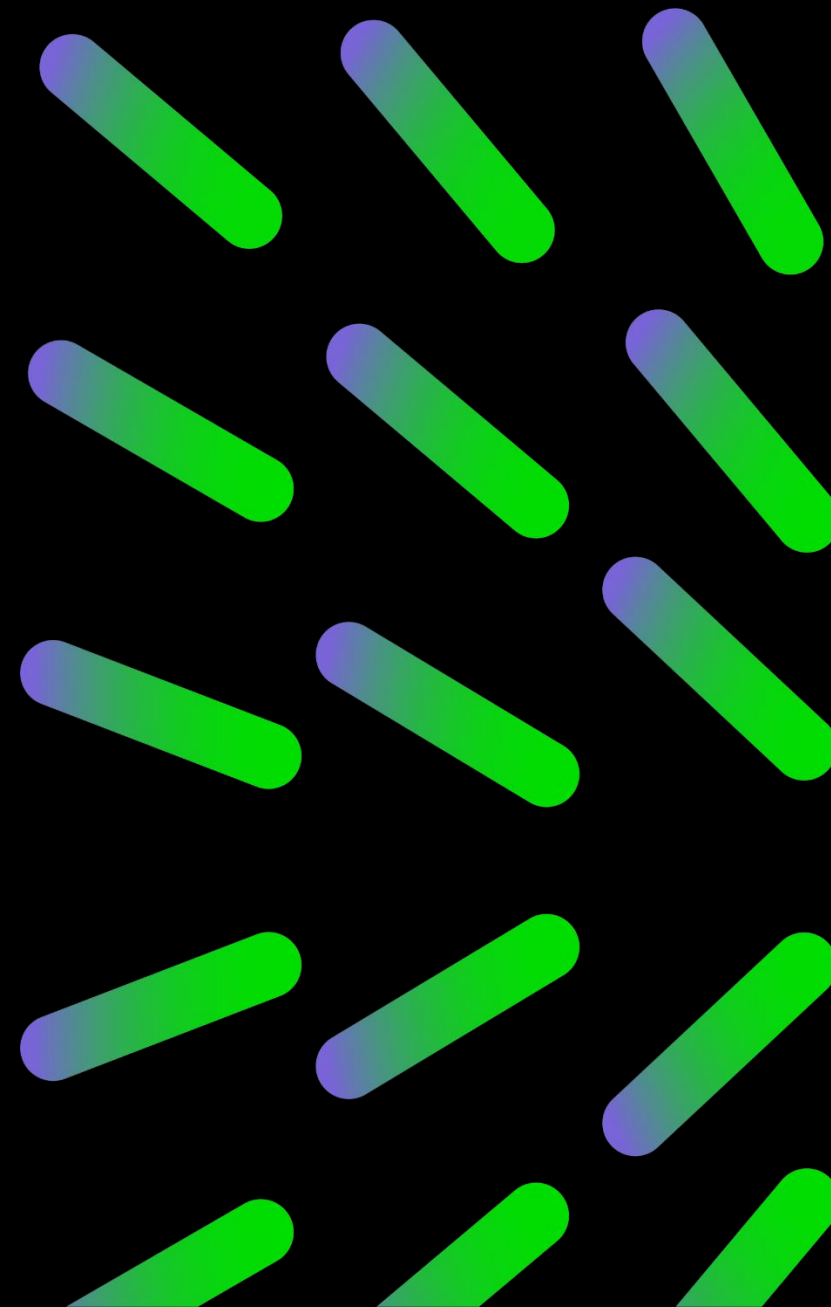
Sam.

Bringing simplicity and intelligence to corporate travel.

Daniel Senyard

SVP AI and Innovation

Daniel.Senyard@fctg.ai



01 — THE PROBLEM

Travelers didn't sign up to fight software.

Their actual job

Close the sale. Meet the customer.
Run the site inspection. Negotiate
the deal.

The job the tools force on them

Re-entering preferences and flight
details that already live in their
calendar, their inbox, and every
past conversation.



THE INSIGHT

Simple tools don't scale. Scaled programmes aren't simple.

Corporate travel should be simple. It rarely is.

02 — THE VISION

One brain. **Every touchpoint.**

Every email processed. Every chat answered. The app and the headless surfaces — all powered by the same brain, so every interaction makes the next one smarter.

03 — THE DISRUPTION · BEFORE

Flight delayed. TMC silent. 20 minutes on hold. A chatbot that knows nothing about you. Then a human who doesn't either.

The experience your travellers get depends on which channel they happened to try first.

THE DISRUPTION · AFTER

**Sam sees it
before you
do. And
rebooks
before you
ask.**

Context doesn't disappear.
It travels with you.



04 — PROOF

This isn't roadmap.
It's shipping.



Who's in trouble right now – and what to do about it.

19

NEED ATTENTION NOW
of 702 flights monitored today

Critical 6

Significant 5

Minor 8

586 on track · nothing else needs you

Disruptions 19

All flights 702

Active 19

Resolved 97

All

CRITICAL

Cancelled

Flight has been cancelled

Sarah Rilling Hall

UA880 IAH-LHR NNSXLN

1d ago

Monitoring

CRITICAL

Cancelled

Flight has been cancelled

Mesbah Khan

KL1016 LHR-AMS 9LSIMR

1d ago

Monitoring

CRITICAL

Cancelled

Flight has been cancelled

Laurens van Seventer

KL996 LCY-AMS 972W3M

1d ago

Monitoring

CRITICAL

Cancelled

Flight has been cancelled

John Davidson

KL996 LCY-AMS 882LSF

1d ago

Monitoring

CRITICAL

Cancelled

Flight has been cancelled

Thomas Hodge

U2865 LGW-GLA 93EK5N

1d ago

Monitoring

CRITICAL

Cancelled

Flight has been cancelled

Alexander Hierl

KL1016 LHR-AMS 7PH5C3

1d ago

Monitoring

SIGNIFICANT

Returned to gate

DIVERTED

Flight returned to gate at LHR

Caroline Parry

BA1550 LHR-RDU 7KLANJ

8m ago

Monitoring

SIGNIFICANT

Returned to gate

DIVERTED

Flight returned to gate at LHR

Laura Nuttall

BA1550 LHR-RDU 7FIXTC

8m ago

Monitoring

SIGNIFICANT

Long delay

SCHEDULED

Flight delayed by 4.5 hours

Alessio Rosetti Zannoni

BA940 LHR-MUC 94J7LV

10m ago

Monitoring

SIGNIFICANT

Long delay

SCHEDULED

Flight delayed by 6.4 hours

David Kenyon

U28386 BOD-LGW 9HYJ4R

10m ago

Monitoring

SIGNIFICANT

Long delay

SCHEDULED

Flight delayed by 4.1 hours

Sarah Raitt

BA1320 LHR-ABZ 7G4HWE

11m ago

Monitoring

MINOR

Off course (minimal)

FLYING

Flight track shows a noticeable reroute (solid track inland then southeast) vs the dashed planne...

Bruce Meadors

WN1991 SMF-SAN JAICRY

8m ago

Monitoring

AI, working right now



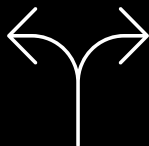
EMAIL
CATEGORIZATION

8M+

Emails classified

20,000

Hours Saved



DISRUPTION
TRACKING

125,418

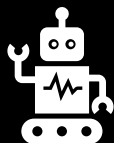
travelers tracked

206

Entities

52

Markets



VIRTUAL
ASSISTANT

89,199

total conversations

51,233

active travelers

5.3%

escalated to a human



How can I help you?

Plan your Paris trip

Search hotels for your upcoming journey

Check visa requirements for Russia

Review visa details needed for your upcoming travel to Russia

Complete your profile

Update missing mandatory fields for a hassle-free booking experience

Message



Photo

Image

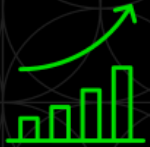
File

Not a narrow FAQ bot

158 distinct topics handled, across the full traveler journey



With the *scale & expertise* to match your ambition



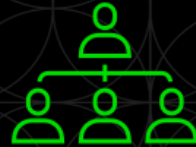
Tech Investment

\$150m
CAP Ex in 24



FCTG Turnover

22bn

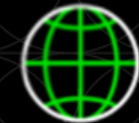


Employees

6,000



Customer retention



93%

Average global SLA

Service 1st approach



97

Country global footprint

ESG



CSO
& Commitment



97%

Average VIP SLA

Transparent Personalization



I want to manage my preferences

Here's **everything I have saved** — three sections, all yours to change.

01 Travel identity5 items >

02 Travel habits & preferences10 items >

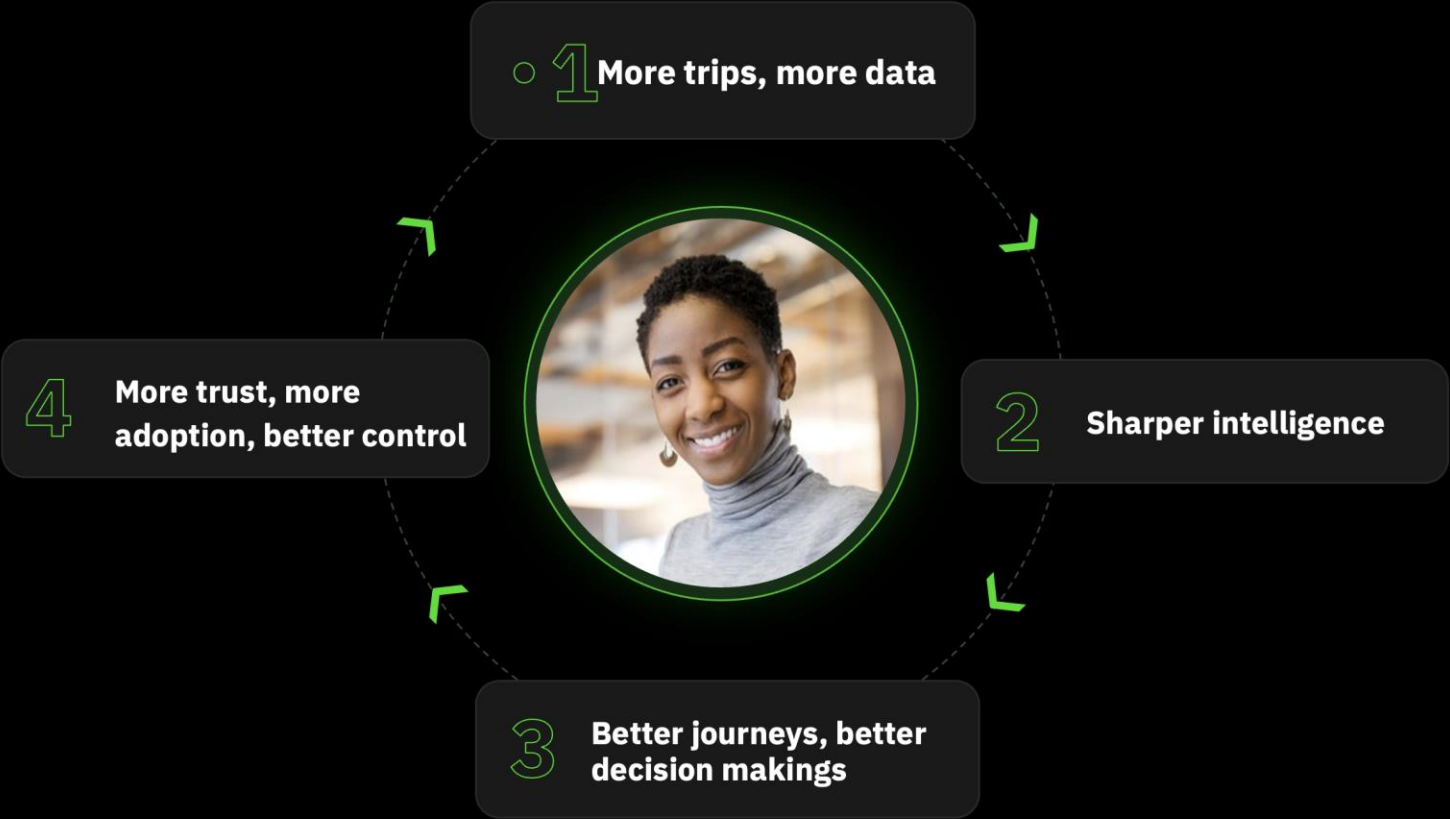
03 Conversational insight4 items >

Data Sources: your preferences include data from your booking history, traveller profile, and things you've shared in conversations. You can ask me to forget anything at any time.

If you'd like, I can help **remember**, **update** or **forget** anything in your preferences

I usually prefer to arrive one day earlier

Done.



```
graph TD; 1((1 More trips, more data)) --> 2((2 Sharper intelligence)); 2 --> 3((3 Better journeys, better decision makings)); 3 --> 4((4 More trust, more adoption, better control)); 4 --> 1;
```

1 More trips, more data

2 Sharper intelligence

3 Better journeys, better decision makings

4 More trust, more adoption, better control

Meeting travelers where they work, today

Activity

Chat

Calendar

Calls

OneDrive

Copilot

Learning

Sam

...

Apps

FCM Sam

stay. Tips should be included in this allowance.
Receipts are required for reimbursement, and the allowance can be pooled across your total nights away. For more details, check your local Operational Expense Guide or ask your travel arranger if you need clarification.

5:50 pm

How can you help me?

Sam 5:51 pm

FCM

Bhupesh, here's what I can help you with:
• Find your upcoming trips and booking details • Share flight, hotel, and car info • Track travel disruptions and alerts • Provide travel policies and tips • Connect you with support if needed
Just ask about any trip or travel need—I'm here to make your journey smoother! Want details on any of these?

5:51 pm

How Can I access my profile?

Sam 5:52 pm

FCM

Bhupesh, you can manage your travel profile directly in the FCM Platform or mobile app.
Check out this guide for step-by-step instructions: [Updating your profile in FCM Platform](#) (opens in new tab).
Need help with profile issues or updating details? Here are some useful articles:
• [I Have a Profile Issue](#) • [I Can't Update My Profile](#) • [Is my profile managed in Concur or Platform?](#)
Does this answer your question about accessing your profile?

Does this answer your question about accessing your profile?

Choose an option below:

Yes, all clear

No, need more help

5:53 pm

Hey Sam

Sam 5:53 pm

FCM

Hey Bhupesh! How can I help with your travel today?

Last read

Sam 5:54 pm

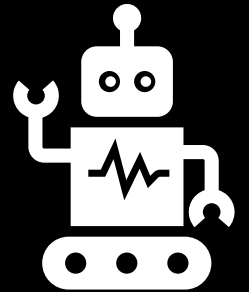
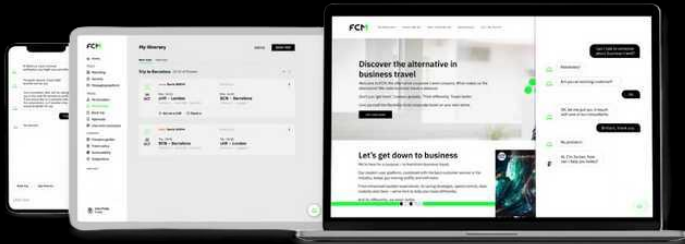
FCM

Hi! I'm **Sam**, your AI travel assistant.
You can ask me about travel policies, trip details, booking help, and more.
Type a message to get started!

Type a message

View prompts

- HEADLESS ACCESS
- Delivering Sam's value and workflows in tools employees are already using



Customer AI Agent



Native → API → MCP → MCP/A2A

05 — CLOSE

Sam isn't an app to remember to open. It's a brain that shows up everywhere you already are.



Join us as we take
travel from tiresome to
touchless.

TOP OF 6TH

Mark your Calendars!

November 18th – Final '26 Meeting
Holiday Gathering

Interested in becoming a Host for the 2027 Program Year?

HOST AN
EVENT!



6TH INNING



The best carrier from Taiwan

Afternoon Break & Networking

“Mound visit brought to you by China Airlines”

2:00 – 2:15 PM



GBTA

| Arizona

7TH INNING STREACH

AI Buyer Panel

*“Insights from travel managers putting
AI to work”*

2:15 – 3:00 PM

Moderator: Cindy Lewis, VP Customer Success,
Cerebri AI

Panelists: Alicia King, Chevron • Kathie Gatchell, ASM
• Kelli Erving, Equinix



Cerebri 

8TH INNING



GBTA | Arizona

Closing Remarks

“Thank you for attending GBTA Arizona 2026 Education Day”

3:00 – 3:15 PM

We Value Your Feedback! Your input helps us improve future programs and events.

Please complete today’s **Education Day Survey** to share your thoughts.

.

Follow Us on LinkedIn!

Stay up to date with GBTA Arizona events, photos, and industry insights.

Thank You for Being Part of Our Community!

Together, we continue to grow and learn.



9TH INNING



GBTA

| Arizona

Thank You & Optional Stadium Tour

“Thank you for participating, attending and sponsoring GBTA Arizona 2026 Education Day”

3:30 – 4:30 PM

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MELIÁ HOTELS INTERNATIONAL



THE DRIVER PROVIDER

FCM

