**Proposal Submission Worksheet**

Call for Education Session Proposals for GBTA Conference 2023 - Hamburg in Partnership with VDR

**14–16 November 2023**

GBTA is seeking industry professionals to contribute new ideas, solutions, and innovations for current issues and challenges that confront the travel industry.

GBTA event attendees include corporate travel managers, consultants and industry suppliers from the airline, hotel, car, card, agency, and travel technology communities. Please note the audience consists of travel buyers and suppliers new to the travel industry (0-3 years), mid-career managers/directors (4-10 years) and seasoned, strategic industry professionals (11+ years).

To ensure a wide-ranging selection of sessions, we request proposals include lecture or panel presentations with diverse speakers and audience engagement that will reach varying skill levels and interests of the attendees.

The information you include in your submission will be used for the peer-review process which evaluates all submissions to determine the sessions to be delivered for Conference and other GBTA events. If selected, this information will also be used to help promote your session.

As a reminder, GBTA is always looking for education topics, white papers, toolkits and other resources to share with our members.

If you have any questions, please contact [enquiries@gbta.org](mailto:enquiries@gbta.org)

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**Session Information**

* **Session Title:**
  + This is your first chance to convince attendees that attending your session will be worthwhile. With this in mind, focus on crafting a succinct, action-focused title that appeals to what your session offers attendees.
* **Presentation Type:** *All sessions will be 45-minutes.*

Regardless of the presentation type, please remember adult learners desire an interactive, engaging learning environment. We recommended 25-35 minutes of content and at least 10-20 minutes for Q&A or some type of attendee engagement. GBTA will provide access to Sli.do for in-session polling/engagement

* + **Expert Lecture:** Presentation by a SINGLE expert in the field who will share conceptual or methodological innovations through a lecture followed by audience Q&A.
  + **Panel Presentation:** A moderator typically starts with a short presentation on a specific topic to provide an overview, followed by an organized discussion with up to 3 panelists to offer a variety of perspectives. Audience polling and/or Q&A should be incorporated.
  + **Workshop:** Teach a specific skill and include one or more hands-on exercises that let attendees practice using this skill with limited PPT slides and high audience engagement and participation.
  + **Interactive:** Discussion to set the stage, but heavily relies on audience engagement and participation to guide the greater discussion through live polling, Q&A, or other engagement methods.
  + **Debate:** Presenting opposing views on a topic starting with a moderator stating a position, and each team/panelist has a fixed amount of time to present arguments. Consider audience engagement to support opposing points of views.
* **Topic:**

Please select the area that best represents your content. As we are aware that you may have content addressed in multiple areas, we ask that you select the BEST content category

*Note: You may only select ONE topic area per proposal.*

* + Accommodations (includes transient, long-term housing and home sharing)
  + Career and Personal Development (includes leadership, sales, health and wellness)
  + Data Analytics & Distribution
  + Human Resources & Stakeholder Management (includes communication, policy, DEI initiatives)
  + Meetings & Events
  + Payment Solutions
  + Procurement & Sourcing (includes cost control)
  + Risk Management/Duty of Care
  + Sustainability
  + Technology/Innovation (includes AI and machine learning)
  + Transportation & Mobility (includes air, ground and rail transportation)
* **Session Description (max 2500 characters):**
  + Describe in detail who should attend, what content you will cover, and what attendees will take away from your session
  + *Tip:* Session titles and descriptions are the two primary pieces of information that attendees use to decide which sessions they are interested in going to, so make sure to design those two elements carefully with capturing the attendees’ attention in mind.
* **Learning Levels:**
  + **Fundamental:** Content is focused on the essential aspects of business travel as a foundation of knowledge and learning to grow upon.
  + **Applied/Operational:** Content is designed for participants who have a foundation of knowledge of the designated topic area, providing guidance on its practical use.
  + **Strategic:** Content that is designed to advance organizational (or executive) strategic initiatives and drive business related outcomes.
* **Session Learning Objectives (max 100 characters):**
  + What will attendees learn from this session? What will attendees be able to do or change because of attending your session? Start each learning outcome with an action verb.
  + Include three (3) takeaways
* **Submission Agreement Statements:**
  + I verify that my submitted proposal does not include any identifying information such as company names or logos, speaker(s) name, title, company, contact information, or any other details that may compromise the double-blinded review process.
  + I understand the Peer Review Council may consider my proposal for a different program type or format than what I submitted or combine my program with another presenter. ***(Note: GBTA will contact you for discussion and consideration prior to finalizing any programming)***
  + I understand all speakers are responsible for their own travel & expenses and are required to pay for registration to attend Convention, if my proposal is selected.
  + I confirm all information submitted is accurate and will contact GBTA should any information need to change.

### **Important Details and Considerations:**

* Proposals must be submitted via the online Attendee Interactive platform.
* Sessions will be scheduled 15-16 November. Please do not submit a proposal unless you will be able to appear on any of the days.
* Sales pitches for products or services disguised as proposals will NOT be evaluated. Content perceived as commercial, which includes examples of client tools are NOT acceptable.
* GBTA requests permission to rebroadcast speaker image, printed materials, and/or voice and video recording(s) in connection with our 2023 live events. Speakers maintain presentation content copyrights.
* All accepted presentations must adhere to the established event deadlines.
* All presenters must register for the Conference.
* GBTA does not pay any speaker fees or honorariums for presenting in the educational program.