

2014 A Record Year of New Connections and Learning for Bay Area Business Travel Association Members with Much More Success to Come

Best Networking and Educational Hot Topics lead to sold out meetings What's Next?

San Francisco, California April 2, 2014 -- The Bay Area Business Travel Association (BABTA) is thrilled to announce that as of our March meeting, attendance is spiking at an “all time high”. It seems as though the industry upswing in business travel has helped push our average meeting attendance to nearly 100 every month. Another significant factor is credited to development of timely industry topics for our programs. Our recent surveys say that an interest in the monthly program topic is a key reason for attendance.

Our March lunch meeting featured BTSocial’s Tim Hines who delivered his keynote on Mobile Influences on Managed Travel. “I feel the topic of mobile was very important to the group and business travel professionals as a whole because of its increasing impact on both how suppliers use it to maintain customer relationships. Also, travel managers can make mobile a utility to transforming traveler experiences.” said Hines. A primary take-away? “.. simply to acknowledge the awesome power of mobile and for travel managers, to speak up and find ways of implementing a mobile travel policy.”

Hines, a social media, mobile marketing consultant is available for a conversation and suggests finding out more about mobile by contacting him directly via his email thines@btsocial.com or start a conversation via Twitter @tnhines. His company BTSocial, is utilizing mobile technologies to help travel managers and their companies turn a traveler’s lost time during trips into productivity opportunities via inter-company networking. For those going to the ACTE Global Conference in Miami, BTSocial will have a booth at the tradeshow.

Mark Ziegler, VP Programs for BABTA is pleased to see the attendance results that the chapter has achieved, and says there is a lot more to look forward to in 2014! “We have been able to improve our numbers this year and I’m glad to see that our program topics continue to help draw this kind of interest. A lot goes into the pre-planning of each event from topic development with potential speakers, venue selection and negotiations to budget planning and sponsorship. We hear from our members and other industry contacts about interests in new trends affecting their world which helps us to further prepare for each meeting”. BABTA has some great plans for meetings ahead which include:

April – “Meet some Millennials” –

Last September Dr. David Jones, Administrator of Hospitality Management at USF spoke with us about perspective of his program and the value students are learning and bringing to our industry. On April 16th, several of his department’s top students will share their perspective and continue the dialog offering a unique opportunity to learn more about how Millennials experience business travel. Registration is open now at <http://www.babta.org>

May 21st – Travel Manager Panel with an emphasis on travel procurement best practices

June 12th – Joint Meeting SVBTA – Airline Industry panel

July 27th – GBTA Los Angeles

August 20th – Strategic Meetings Management

September 17th – Road Warrior panel

October 15th – Government and our industry



About Bay Area Business Travel Association

BABTA was founded as a chapter of the Global Business Travel Association in 1975 by a group of local travel professionals. The objective of BABTA is to develop a network where travel professionals can receive support and education to enhance their career responsibilities through active involvement. BABTA is committed to addressing issues that arise in the travel industry and affect corporate travel.

Membership consists of travel and procurement managers, as well as suppliers and vendors from airline, car rental, hospitality and other travel-related industries. The goals and directions of the organization are determined by the membership. For more information visit <http://www.babta.org>

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