

# WORKSHOP: Creating the building blocks for a better travel programme part 2

Louise Kilgannon  
Associate  
Festive Road



---

**BUILDING BLOCKS FOR A  
BETTER TRAVEL PROGRAM**

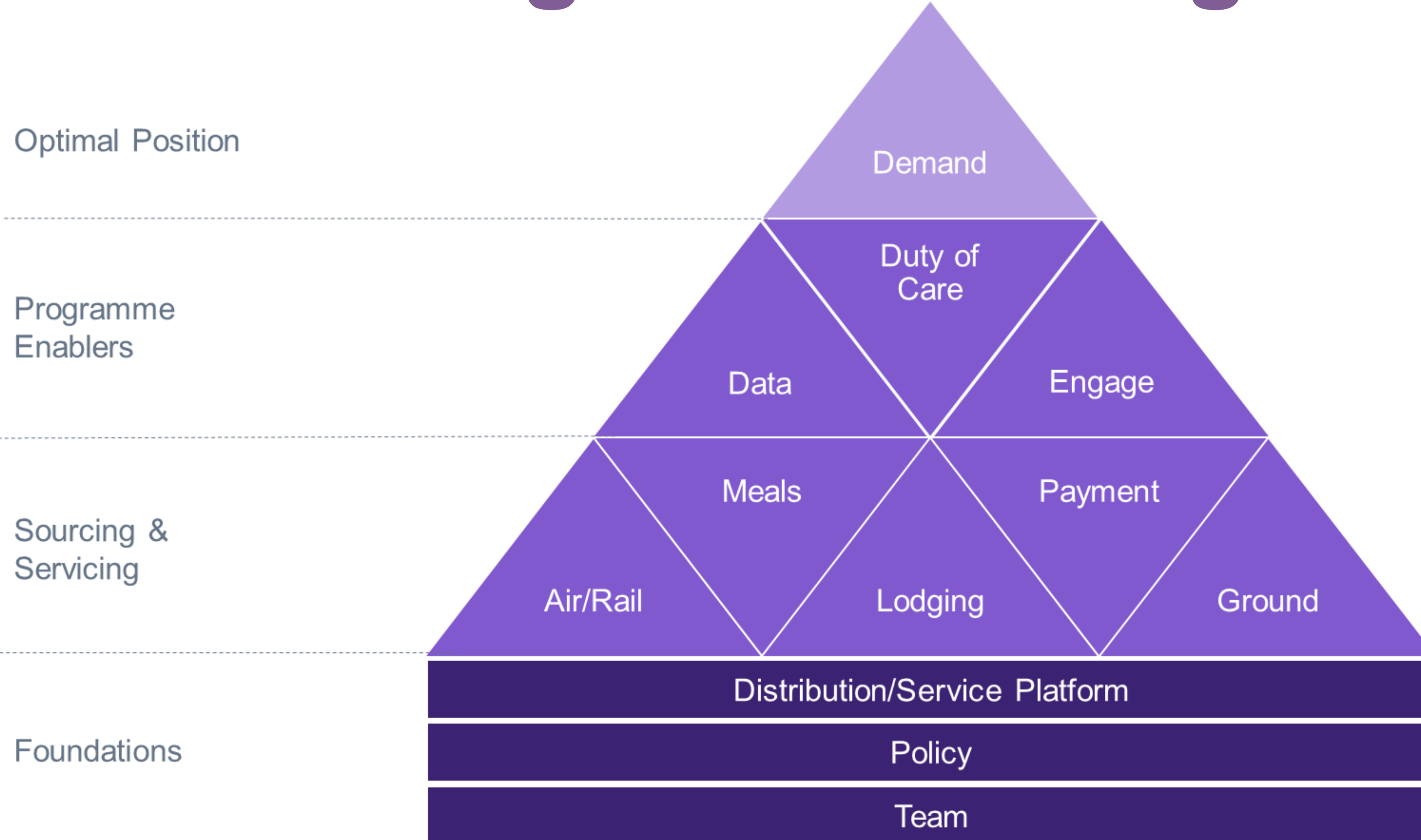
# FESTIVE ROAD

- We help companies **GROW** through better **ENGAGEMENT**
- We position ourselves at the centre of the travel management eco-system and pride ourselves on our **Network, Knowledge & Credibility**
- We help **BUYERS** with our experience & knowledge and we help **SUPPLIERS** with our ‘Inside the Mind of a Buyer’ insights
- **#BeTheRoad**

# What We Will Cover Today

- **Why use a TMC**
- **Policy creation & compliance management**
- **Duty of care**
- **Reporting**
- **Communication**
- **Winning over company management to your project and getting your project off the ground**

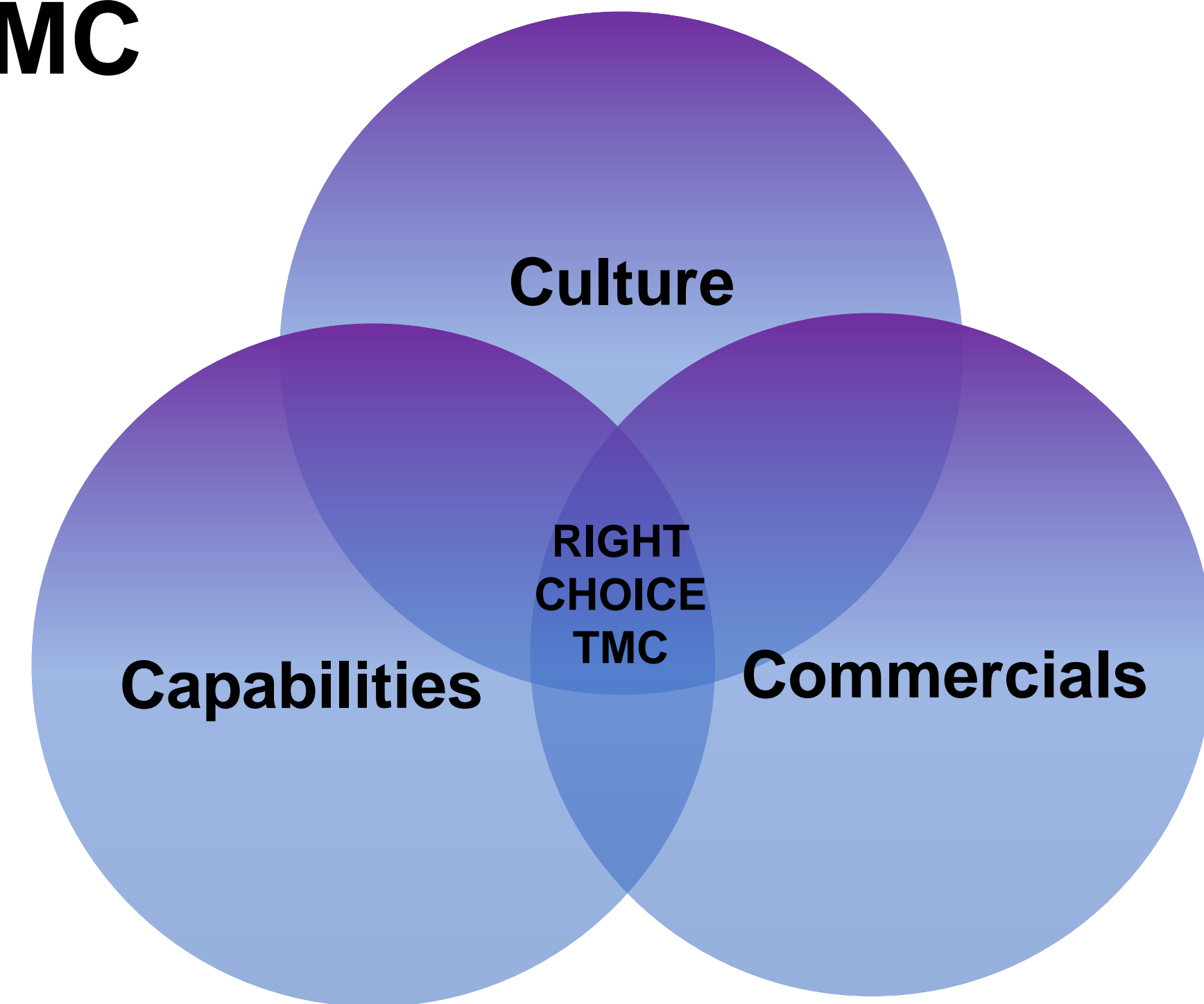
# What Is a Managed Travel Programme



©Festive Road

# Why Use a TMC - The 3 C's

- The TMC relationship is arguably the lynch-pin of your entire programme. It is vitally important that you get it right!
- The requirements of an excellent TMC relationship:
  - **Culture**
  - **Capabilities**
  - **Commercials**



# Why Use a TMC?

Access to  
competitive/  
negotiated  
rates

Access to  
latest  
technology  
platforms

More time  
back for you  
and your  
travellers!

Access to  
Business  
Travel  
expertise

Provide  
24-hour  
support for  
employees

Duty of Care

Management  
Information

Flexible  
payment and  
invoicing  
options

# What Makes a Good Travel Policy?

It's vital to let your travellers know what they should and shouldn't book. If you don't have one, you're giving employees permission to book whatever they want – which can increase costs.

A good travel policy will:

- Guide employees through the travel booking process
- Help control your travel budget/spend
- Help support duty of care





# What to Consider?



- Language & Level of compliance required?
  - **Must** - you must book via the selected supplier or TMC
  - **Expected** - you are expected to book 21 days in advance
  - **Should** - you should take health advice/precautions

Which suppliers should be used?

How do I pay?

How do I complete my expenses?

What type of ticket?

How far in advance?

- Approval process Why do you need my contact number?

How should travel be booked?

- Compliance reporting

What class of travel?

Can I mix business with pleasure?

What approval is needed?

- Change log

Can I get room service?

I have lost my bag what to include..... how can I claim?

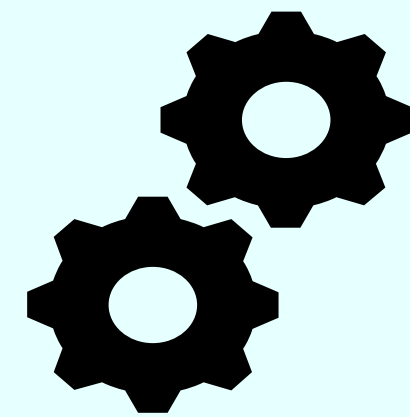
Can I buy hotel WiFi?

Compliance reporting

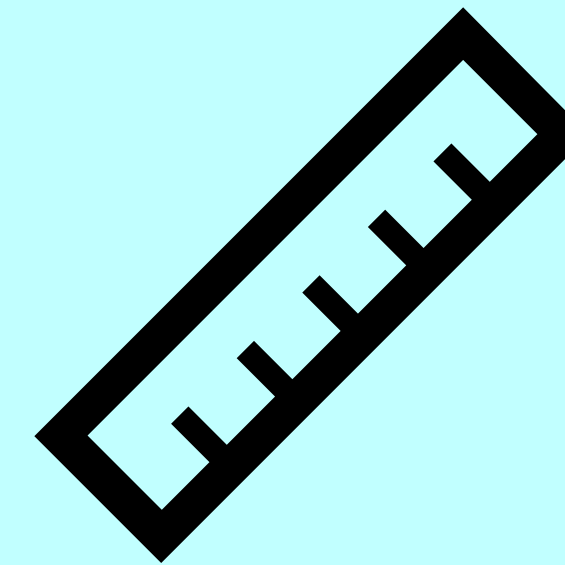
# Steps to Creating a Travel Policy



2. Partnership & Buy in



3. Implement



4. Measure



5. Review

# More to Duty of Care Than First Meets the Eye

	Know	See	Do
Traveller	<ul style="list-style-type: none"> <li>• Where to find information</li> <li>• Who to contact               <ul style="list-style-type: none"> <li>• Security</li> <li>• Medical</li> <li>• Insurance</li> <li>• TMC</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Read information</li> <li>• Access portal</li> <li>• Action</li> </ul>	<ul style="list-style-type: none"> <li>• Profile</li> <li>• Booking</li> <li>• Policy</li> <li>• Process</li> </ul>
Company (Management)	<ul style="list-style-type: none"> <li>• Legal requirement</li> <li>• How to communicate</li> <li>• Process</li> </ul>	<ul style="list-style-type: none"> <li>• Traveller behaviour</li> <li>• Pro-active TMC/TRC</li> </ul>	<ul style="list-style-type: none"> <li>• Policy</li> <li>• Plans</li> <li>• Provision</li> <li>• Track</li> </ul>
TMC/Travel Risk Company(s)			
<ul style="list-style-type: none"> <li>• 24/7/365</li> <li>• Knowledge</li> <li>• Technology – Tracker/mobile</li> </ul>	<ul style="list-style-type: none"> <li>• Alert</li> <li>• Information</li> <li>• Plans</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Mitigation</li> <li>• Protection</li> </ul>	

# Reporting

What data reporting capabilities do you have? Which guidelines do you spend on? Which is the best reporting tool? What are the most popular destinations? Reporting can be used to provide you with a foundation for additional reporting.

How can we improve the traveller experience?

Reporting is critical for speaking to business travellers. It helps in identifying opportunities for increasing corporate rates and reducing spend.

- Who is travelling business class and on which

With a TMC or a data warehouse, this information is hard to create and not reliable.



**BREAK – 5 Minutes**

# Communication



# Getting to the Point – Articulate!

## Think:

- Use the right language for your audience and message
- Use words that your audience can relate to and understand
- Sticky words – simple words – the power of 3
- Stick to the point!

# Making it stick!

## Sticky words

A great way to help memory:

- Short & Sweet
- Safe & Sound
- Do or die



## SIMPLE WORDS IN PRACTISE

### Corporate Speak

*“We need you to generate more volume at the customer interface”*

### Emotional shorthand

“Would you like fries with that?”



## The power of 3

Three words:

Location, Location, Location

Three phrases:

The good, the bad and the ugly






# Winning Over Company Management to Your Project


- 30 seconds to make an impact!
- Remember your sticky words
- Keep to the facts
  - Highlight Key points
  - Detail in the appendix



# 30 Seconds to Make That Impact

- 
- Written to be said, not read
  - Short and clear
  - Sticky words

- Simple language
- Avoid management speak and jargon
- Active not passive

A group of business professionals in a meeting room, with text overlaid on the image. The text is in a light purple color and reads: "Good morning. I'm Louise Kilgannon, your Global Travel Management Leader. I manage the programme that ensures we get the right balance between cost & employee experience."

Good morning.  
I'm Louise Kilgannon, *your* Global Travel  
Management *Leader*.  
I *manage* the *programme* that *ensures* we  
get the right *balance* between *cost* &  
*employee experience*.

- Today we will discuss 3 things:
1. Why we spend \$500K on travel
  2. How our employees feel about travelling
  3. What support I need from you

# THANK YOU



[www.festive-road.com](http://www.festive-road.com)



[hello@festive-road.com](mailto:hello@festive-road.com)



+44 (0) 208 123 5678

# WORKSHOP: Creating the building blocks for a better travel programme part 2

Louise Kilgannon  
Associate  
Festive Road

