

RESPONSIBLE BUSINESS TRAVEL

Striking the balance between accountability and efficiency

The essential CSR forum for all TMCs, Corporate Buyers and Transport Providers

Tuesday 27 February 2007 - Café Royal, London W1B

“ Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business ”
Niall Fitzgerald
Former CEO, Unilever

- Jonathan Green
Chair
Civil Service Travel Group
and Sustainable Travel Manager
DEFRA
- Jan Tucker-Jones
Procurement and Supply Chain,
Business Travel Manager
BT

- Jamie Hindhaugh
Head of Sourcing,
Production resources,
Logistics, Operations
BBC
- Terry Cairns
Group Personnel and
Physical Security Advisor
Vodafone

- Bernard Harrop
Managing Director
IG Management
- Barry Humphreys
Director of External Affairs
and Route Development
**Virgin Atlantic
Airways**

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The corporate travel industry is now under the spotlight as a prime target for CSR reform. As legislation tightens and attitudes shift, developing an ethical approach and delivering a sustainable travel policy are vital to your long-term success. Win new business, add value to your company and ensure your place at the forefront of the business travel industry. This interactive and practical forum offers an essential insight to all senior decision makers who are serious about keeping pace with the changing times.

“ CORPORATE SOCIAL RESPONSIBILITY IS NOT JUST ABOUT MANAGING, REDUCING AND AVOIDING RISK, IT IS ABOUT CREATING OPPORTUNITIES, GENERATING IMPROVED PERFORMANCE, MAKING MONEY AND LEAVING THE RISKS FAR BEHIND ”

Sunil Misser, Head of Global Sustainability Practice, PwC

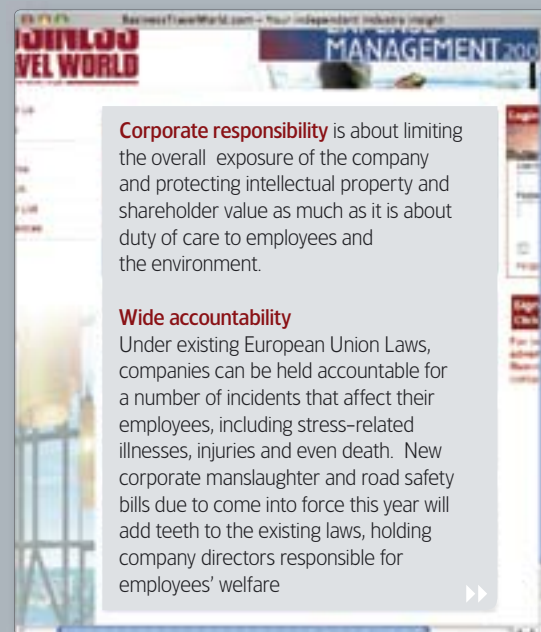
- **DEFRA** defines 'ethical business travel': Explore what it really means to develop an effective, responsible corporate travel strategy
- **Article 13** deciphers the latest legislation and unearths the key global CSR trends: Ensure you are equipped to capitalise on vital developments
- **BBC** and **BT** present candid individual case study sessions on their environmental travel policies: Benchmark your plans and learn how to get board level buy-in, improve efficiency and roll out a green travel policy
- **IG Management** unveils the new breed of technology: Unlock the ethical potential of your travel data
- **Eurostar, Virgin Atlantic Airways, Radio Taxis** and **Apex Hotels** identify the unique challenges of each travel sector: Share your concerns and have your questions answered in a lively interactive round-table discussion
- **Vodafone** and **Red24** unearth the crucial security procedures that every company should implement now: Understand the impact of the corporate manslaughter reform and avoid litigation
- **KPMG, Quest Overseas** and **Futerra** discuss emerging trends: How will the growing emphasis on CSR influence business travel in the future?

Business Travel World is the UK's authority on corporate travel. These testimonials from our previous conferences show the great value enjoyed by delegates:

“ EXTREMELY COMPREHENSIVE AND INFORMATIVE ”

“ EXCELLENT MIX OF TOPICS AND PRESENTERS ”

“ VERY HIGHLY CO-ORDINATED PRESENTERS AND CONTENT ”



- 08:00 **Breakfast Briefing**
Latest CSR news
- 09:00 Registration
- 09:30 **Chairman's opening remarks**
Betty Low, Editor
BUSINESS TRAVEL WORLD
- 09:40 **Keynote**
Addressing the significance of corporate social responsibility for business travel: Unearthing the crucial challenges and solutions
- Defining corporate social responsibility and recognising its impact on the business travel industry
 - Responsibility and accountability as business priorities: How ethical attitudes can help to unlock your company's cash potential
 - Benchmarking your initiatives: Staying ahead of the curve to drive value for your business
- Jonathan Green**, Chair
CIVIL SERVICE TRAVEL GROUP
and Sustainable Travel Manager
DEFRA
- 10:05 Question and answer session
- 10:10 **Trend & Legislation Watch**
Identifying key global CSR trends and demystifying vital legislation: Getting to grips with a shifting landscape to capitalise on new developments
- Understanding global warming and climate change: Separating the fact from the myth to unearth the key areas to influence your business decisions
 - Deciphering the Kyoto protocol, The Stern Report and the EU Emissions Trading Scheme
 - Recognising some of the innovative approaches already being undertaken in business travel
 - Exploring changing local and global consumer attitudes to CSR: Give your travellers what they want!
- Dr Paul Toyne**, Director
ARTICLE 13
- 10:35 Question and answer session
- 10:40 Morning refreshments
- 11:10 **Case Study Sessions**
Beyond the small print: The reality of implementing and actioning an environmentally sound travel policy
Two diverse case study sessions will offer a revealing insight into the challenges and opportunities presented by responsible business travel. Delegates will hear how businesses of any size can successfully adopt an ethical and efficient approach to CSR.
- Each case study will discuss the following topics:**
- Choosing the green path: Investigating the key steps you can take to minimise your carbon footprint
 - Unearthing the price of responsibility: Exploring how far investing now could save you cash in the future
 - Forging ethical partnerships: Revealing how far your suppliers' policy will influence your reputation
 - Rolling out a green policy across your business: Getting board level buy-in and engaging your employees
 - Leveraging your environmental policy to boost your reputation and drive profitability
- 11:10 **Question and answer session**
11:35 **Jan Tucker-Jones**, Procurement and Supply Chain, Business Travel Manager
BT
- 12:00 **Question and answer session**
- 12:10 **Expert Insight**
Leveraging technology to improve your responsibility rating
- Discovering the new breed of online booking and data reporting tools: Exploiting the technology on offer to ensure you have the management information you need to meet stringent CSR standards
 - Analysing the value of carbon calculators and unlocking the ethical value in your existing travel data
 - Luxury or necessity? Understanding how companies of every size can find a solution that suits them best
- Bernard Harrop**, Managing Director
IG MANAGEMENT
- 12:35 **Question and answer session**
- 12:40 Lunch
- 13:40 **Interactive Session**
Identifying the unique benefits and challenges each travel sector faces in the race to become responsible
Whether you are a supplier, corporate buyer or TMC you will need to decide how to operate your business responsibly and with whom you should forge key partnerships. Industry leaders from the air, road, rail and hotel sectors share their insights
- Revealing the business benefits of adopting a responsible approach to corporate travel
 - Investigating the vital issues: Efficient hotel infrastructure, impending air taxes, carbon reporting and the cost of going green
- Barry Humphreys**, Director of External Affairs and Route Development
VIRGIN ATLANTIC AIRWAYS
Andrew Hartley, Managing Director
RADIO TAXIS
Simon Montague, Communications Director
EUROSTAR
Scott Davidson, Marketing and Development Director
APEX HOTELS
- 14:10 **Round Table Discussions:** Focusing on each category, incorporating participant-led workshops and facilitated by each industry expert. Designed to ensure delegates seize the opportunity to share experience and best practice.
- 14:55 **Summation of discussion:** Outlining goals and unearthing solutions. Conclusions from the moderators
- 15:15 Afternoon refreshments
- 15:45 **Security update**
Avoid litigation! Aligning your security procedures with forthcoming legislation
- The corporate manslaughter reform as a driver for change: Understanding forthcoming legal demands and ensuring your policy makes the grade
- David Hill**, Security Executive
RED24
- 16:00 **Case Study Session**
Defining and actioning crucial safety standards to protect your company's most valuable asset - the employee
- Practical measures you can take to raise health and safety standards and reduce the risks of business travel
 - The benefits of traveller data: Keeping track of your travellers to maximise efficiency and add value to your role
- Terry Cairns**, Group Personnel and Physical Security Advisor
VODAFONE
- 16:25 **Question and answer session**
- 16:35 **Panel Discussion**
CSR in the future: How is business travel set to change?
- Is reducing business travel the only real way to go green? Documenting the rise of video-conferencing and business-vital meetings
 - Carbon offsetting and trading, bio-fuel and forestry investment: Analysing the value of different responsible practices
 - Examining the influence of CSR on share price: How far are business ethics central to business value?
- Michael Amphlet**, Managing Director and Founder
QUEST OVERSEAS
Sam Pilcher, Programme Manager, Environmental Management
KPMG
Ed Gillespie, Creative Director and Co-Founder
FUTERRA
- 17:20 **Chairman's closing remarks and conference end**

