



WISCONSIN
CHAPTER



GBTA-Wisconsin - 2018 Travel Conference Agenda
The Pfister Hotel – Milwaukee, WI Wednesday, January 10, 2018



Sponsored by General Mitchell International Airport

- 7:00a – 8:00a Registration / Hot Continental Breakfast
- 8:00a – 8:15a Welcome Attendees
- 8:15a – 9:00a **GENERAL SESSION 1 – GBTA Update** ***Sponsored by: Fox World Travel*
Speaker: Christle Johnson - GBTA President & CEO,
Christle will share the latest and greatest developments within GBTA and how they will continue to support the travel industry in 2018.
- 9:00-9:15 Break – ***Co-Sponsored by Crowne Plaza Milwaukee Airport*
- 9:15a – 10:15a **GENERAL SESSION 2 – Overcoming Resistance to Change** ***Sponsored by: Qatar Airways*
Speaker: Jerry Jellison – University of Southern California Psychology Prof. Chairman of the USC Credit Union
You'll leave this session with a new sense of self control-feeling confident of your ability to accelerate changes in your organization
- 10:15a – 10:25a Break/Networking All Attendees
- 10:25a – 11:30a **GENERAL SESSION 3 – The Hidden Costs of Travel** ***Sponsored by: AirPlus*
Speaker: Rebecca Kilby, CEO & President – AirPlus International
The finance department usually secures the corporate cards with no input from the travel department. Rebecca will talk about this and other hidden costs.
- 11:30a – 1:00p **LUNCH** ***Sponsored by Enterprise Holdings*
- Sponsor Presentation
 - 12:15p – GBTA-Wisconsin Business Meeting
- 1:00p – 2:00p **Session 4 – Travel Jeopardy** ***Sponsored by AMEX*
Interactive test of attendee's travel knowledge – Prizes will be awarded
- 2:00p – 2:10p Break/Networking All Attendees
- 2:10p – 3:10p **2 SEPARATE ROUND TABLE SESSIONS – DIRECT & ALLIED Attendees**
- Direct Members Session:** Amy Sipsma – GBTA-Wisconsin Direct Director
Topic: Travel policy and other industry trends
- Allied Members Session:** Sue Gresham, the "LinkedIn Lady"
Topic: Branding & Building Relationships Using LinkedIn
- 3:10p – 3:20p Break/Networking All Attendees
- 3:20p – 4:20p **GENERAL SESSION 5 – Changing Traveler Behavior** ***Sponsored by: Adelman Travel*
Speaker: Ellen Terlizzi, Rocketrip
How do you get travelers to see the value of your managed travel program?
- 4:20p – 4:30p Prize Drawings & Close, All Attendees, Adjournment