



GLOBAL BUSINESS TRAVEL ASSOCIATION

| WISCONSIN CHAPTER



GBTA-WI ANNUAL CONFERENCE

& SILENT AUCTION

JANUARY 9-10, 2018 • MILWAUKEE, WI

THE PFISTER HOTEL

SPONSORED BY

Milwaukee County's



MKE

**GENERAL MITCHELL
INTERNATIONAL AIRPORT**



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JANUARY 9-10, 2018 • MILWAUKEE, WI

THE PFISTER HOTEL

TUESDAY JANUARY 9

5:30-9:30 PM

OPENING RECEPTION AND SILENT AUCTION

*Enjoy heavy appetizers and beverages while bidding on **AMAZING** silent auction items!*

WEDNESDAY JANUARY 10

7:00-8:00 AM

REGISTRATION AND HOT CONTINENTAL BREAKFAST

8:00-8:15 AM

WELCOME ATTENDEES

8:15-9:00 AM

GENERAL SESSION #1 - GBTA UPDATE

SPONSORED BY: FOX WORLD TRAVEL

Speaker: Christle Johnson, GBTA President and 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 AM

BREAK

9:15-10:15 AM

GENERAL SESSION #2 - OVERCOMING RESISTANCE TO CHANGE

SPONSORED BY:

Speaker: Jerry Jellison, University of Southern California Psychology professor, 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

10:15-10:25 AM

BREAK/NETWORKING (ALL ATTENDEES)

10:25-11:30 AM

GENERAL SESSION #3 - TRAVEL PAYMENT SYSTEMS

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. Jeff will talk about overcoming this challenge.

11:30 AM -1:00 PM

LUNCH - SPONSORED BY ENTERPRISE HOLDINGS

Sponsor Presentation

12:15 PM - GBTA- Wisconsin Business Meeting

1:00-2:00 PM

GENERAL SESSION #4 - TRAVEL JEOPARDY - SPONSORED BY AMEX Interactive test of attendee's travel knowledge.

Prizes will be awarded!

2:00-2:10 PM

BREAK/NETWORKING ALL ATTENDEES

2:10-3:10 PM

SEPARATE ROUND TABLE DISCUSSIONS

Direct Members Session, Hosted by Amy Sipsma, GBTA-Wisconsin Direct Director

Topic: Travel Policy and other industry trends

Allied Members Session, Hosted by Raymond Cyris, Allied Members Director

Speaker: Sue Gresham, the "LinkedIn Lady"

Topic: Building and Branding Relationships Using LinkedIn

3:10-3:20 PM

BREAK/NETWORKING ALL ATTENDEES

3:20-4:20 PM

GENERAL SESSION #5 - CHANGING TRAVELER BEHAVIOR

SPONSORED BY:

Speaker: Ellen Terlizzi, Rocketrip

How do you get travelers to see the value of your managed travel program?

4:30-4:30

PRIZE DRAWINGS & CLOSE ADJOURNMENT (ALL ATTENDEES)



Pfister Parking & Lodging Information:

Parking is \$20 for overnight and \$10 for the day

*\$129/night Standard Single/Double Occupancy
and \$169/night for a Salon Suite.*

*Reservations: 1-414-935-5942 under Wisconsin
Business Travel Association Guest Room Block.
The block is open until 12/29.*