



Navigating the (ever) changing role of the Travel Manager Caroline Strachan, Festive Road





MACRO TRENDS X BUYER SKILLS



#MACRO 1
FUTURE OF WORK:
DISPERSED BUT NOT
FORGOTTEN →



STRATEGIC THINKING

#MACRO 2
ESG AT THE
PURPOSEFUL CORE →



STAKEHOLDER ENGAGEMENT

#MACRO 3
IT WAS ALWAYS ABOUT
THE MEETING →



DEMAND MGMT

#MACRO 4
THE WHOLE TRIP
EXPERIENCE (AT LAST) →



SERVICE DESIGN

#MACRO 5
DYNAMIC CONTENT,
THE TRUE KING →



SUPPLY MGMT

#MACRO 6
API EXPLOSION
BRINGS BUYER
EMPOWERMENT →



TECH KNOW HOW

#MACRO 7
HAIL TO THE
STORYTELLERS →



COMMUNICATION

#MACRO 8
TAKE THE LEAD OR
BE DIRECTED →



LEADERSHIP

WHICH MACRO TREND IS MOST IMPORTANT TO YOUR COMPANY?



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Which macro trend is most important to your company?

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BUYERS: WHICH IS YOUR STRONGEST SKILL?



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Which of these skills is your strongest?

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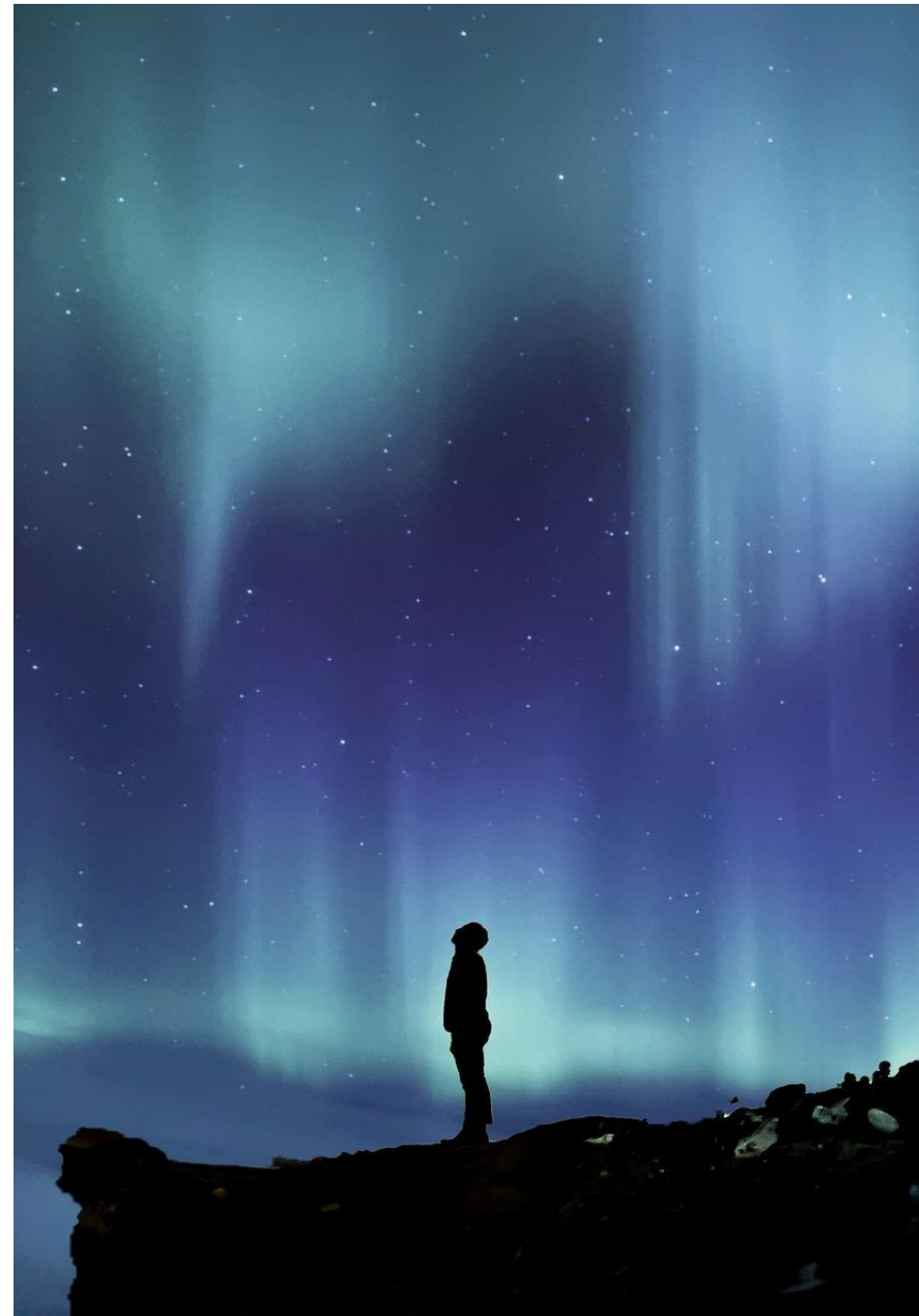
Let's discuss

Questions welcome



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- Mette Bank, Regional Travel Manager for Lego
- Eija Kurttila, Global Travel Manager for Telia Company
- Trine Kittang Bakke, Global Travel Manager, Odfjell Drilling and Odfjell Technology
- Mia Andersson, Head of Global Travel Management, Scania



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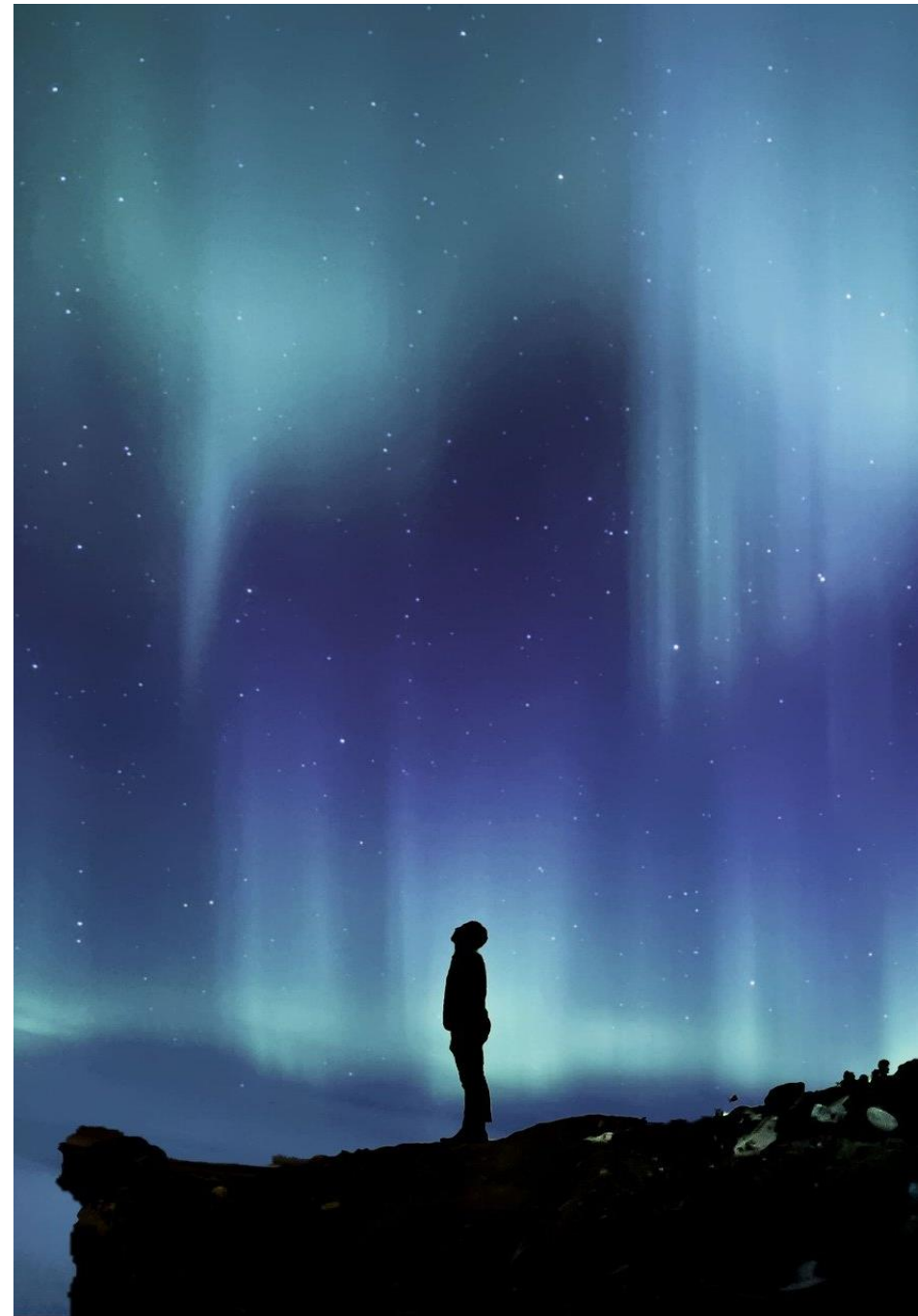


Everyone: Which skill do you need the most help with? (ideally one word, e.g. Strategy or Communication or Technology etc)

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THANK YOU!

