



GENERATION BTA LIVE

Inspiring the next generation of business travel

Generation BTA LIVE brought 210+ students together with employers from across business travel at Eccles Sixth Form College, Manchester.

210+

students

11

TMCs

8

supplier
partners

48

industry
representatives

5+

showcase
sessions

THE CHALLENGE

Business travel is still an unknown career path for many young people.

Generation BTA LIVE set out to change that – showcasing real careers, different routes into the industry and the opportunities available.

THE SOLUTION

A full day of live showcases and a Careers Fair gave students direct access to employers across travel management, aviation, technology, entertainment and humanitarian travel.

THE IMPACT

Students left with a clearer understanding of the industry, new employer connections and greater awareness of the careers available.

For BTA Members and Partners, the event created direct access to the next generation of talent.

“After taking my learners to two other careers fairs this year already, this was by far the best.”

Hayley Haslam,
Business Teacher, Eccles College

WHAT'S NEXT?

Build on the
Manchester blueprint.

Reach more
students.

Create more
connections.

Grow the future
talent pipeline.