



BTA

BUSINESS TRAVEL
ASSOCIATION

Who are we?

We represent and champion the UK's diverse travel management community, pushing for positive change together with our members.

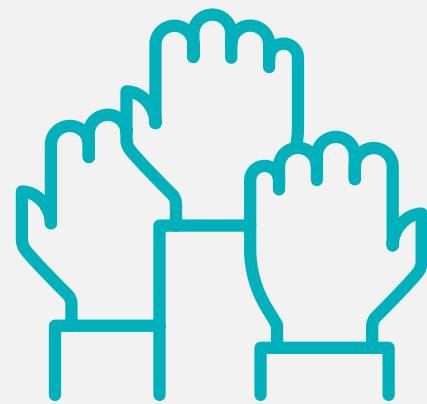
Through **collaboration, education, and advocacy**, our strong collective voice and expertise drives industry excellence and shapes the future of business travel.

Joining us unlocks powerful opportunities for your business to **connect with travel management companies, promote your products and share news and innovation** with our members. We organise high profile conferences and thought-provoking debates to cutting-edge educational sessions and invaluable networking events. Our vision is to create the spaces where innovation thrives, and progress accelerates.

As a not-for-profit organisation, our mission is clear: to support professionals at every level of the business travel sector. We champion diversity and inclusion, and so have a powerful, forward-thinking community where every voice is valued. We tackle industry challenges head on, and seize new opportunities together – because **the future of business travel belongs to all of us.**



BTA Values



Advocacy

Championing travel management companies and the value of business travel.



Collaboration

Shared insights, open dialogue and unparalleled networking opportunities.



Education

Comprehensive learning opportunities to build a stronger future for business travel.



Why join the BTA?

Advocacy & Industry Influence:

We amplify your voice, ensuring that every concern and best practice in business travel is heard, shaping the future with you at the forefront. With strong connections to key decision-makers, we actively **lobby local and national governments** to influence policy, champion the value of business travel and promote sustainability within the sector.

Promotion & Trust:

The BTA offers you and your company direct access and visibility to the all the **UK's leading TMCs** at multi levels, from the c-suite to the shop floor and everyone in between. We advocate for the importance of business travel – ensuring its value is recognised by the public and policymakers alike – and serve as a **mark of credibility** within the sector.

As part of the BTA community, you will have the opportunity to influence peers, customers and competitors, and **amplify your presence** among TMCs.

Product Marketing & Thought Leadership:

The BTA collaborates closely with Industry Partners to deliver in-depth research and exclusive insights across every facet of the business travel sector. From our **'In Conversation' podcast**, featuring interviews with senior leaders on key topics, to **thought leadership content, product showcases, webinars, newsletters, and government updates**. We proudly keep the industry informed on the latest trends and developments shaping business travel. These platforms also offer unique opportunities for Partners to **connect directly with TMC decision-makers**, enhancing **visibility and influence** within the community.

Networking & Community:

The BTA is a dynamic network of companies and individuals united by a common goal: to foster a successful, innovative business travel industry that keeps the customer at its core.

By joining our network, you'll gain access to and contribute to this extensive **community of TMCs**. You'll engage in key industry discussions and collaborate with TMC Members and other Industry Partners to share best practices for sustainable business travel.

BTA Partner Board:

The BTA's Industry Partner Board is the collective voice of the partnership, drawing on insight from technology, aviation, hospitality, and ground transportation. It plays a key role in guiding our priorities, helping to ensure the BTA focuses on the issues that matter most to the industry. Through collaboration, the board supports meaningful progress and strengthens the BTA's ability to advocate on behalf of the business travel sector.

Conferences & Events:

We believe that uniting the business travel community and maintaining open communication is essential for a thriving travel industry. That's why, as a valued Partner, you'll gain access to a dynamic calendar of exclusive events, conferences, and webinars designed to elevate your brand, spark meaningful connections, and shape the future of business travel.

- **Autumn Conference (Flagship Event):** Our premier overseas gathering offers two immersive days of strategic insights, forward-thinking discussions, and unrivalled networking opportunities.
- **The BTA Spring Conference:** A key platform bringing together TMC senior decision-makers, industry partners, and experts for impactful knowledge-sharing and strategic collaboration.
- **Sector Conferences and Subject Matter Forums:** Focused deep-dives into priority topics shaping the business travel landscape. Led by industry experts, these sessions offer peer-to-peer learning and thought-provoking dialogue across the entire ecosystem.
- **Online Partners Meetings:** Regular virtual meetings offering a space to exchange ideas, tackle industry challenges, and engage directly with the BTA team and Partner Board.

Sponsorship Opportunities:

Unlock powerful brand visibility with BTA's bespoke sponsorship packages – designed to leave a lasting impact and connect you with our vibrant community. Here's how your brand benefits:

- **Seamless Brand Integration:** Naturally embed your brand into our events and stay top of mind.
- **Immersive Experiences:** Engage audiences with interactive touchpoints they'll remember.
- **Product Spotlight:** Showcase your latest innovations and generate real buzz.
- **High-Value Networking:** Connect with influential industry leaders, TMCs and like-minded peers.
- **Social Media Amplification:** Expand your reach through our dynamic digital presence.
- **On-Site Activation:** Create lasting brand moments at the heart of the action.
- **Thought Leadership Opportunities:** Position your brand as a key voice through expert panels and talks.

Our flexible, collaborative approach ensures your sponsorship aligns seamlessly with your brand goals. Please ask for more information about the exciting Sponsorship Opportunities available to you.

Testimonials

The BTA has proven itself to be the leading voice of the business travel community, and our partnership with them has gone from strength to strength over the past few years. Our business has really benefitted from being a member, not least because the association offers great values for money and a clear return on investment. There are so many activities and events you can participate in throughout the year, that I'm still in awe at how they manage to pull it all off.

British Airways

Our partnership with the BTA not only enhances our credibility and visibility within the travel industry but also equips us with critical resources that enhance our service delivery. The BTA's dedication to advocating for the travel sector resonates deeply with our own commitment to providing innovative and efficient travel solutions.

Through engaging in BTA events and forums, we connect with industry leaders and peers, exchanging insights and adopting best practices that drive our business forward. The BTA's extensive research and up-to-date reports on travel trends and policies keep us well-informed, ensuring that we adapt swiftly to meet our clients' changing needs. We at arrangeMY are excited to continue collaborating with the BTA to shape the future of business travel.

arrangeMY

The BTA plays a vital role in shaping the future of business travel, their findings provide us with invaluable industry insights and a powerful network that helps us navigate the ever-evolving travel landscape with confidence. Having a member of my team on the BTA Generation Board has been so beneficial, not only for her professional growth but for our entire Partnership team. The exposure to industry-leading discussions, collaboration with peers and access to mentorship have enabled her to bring back valuable knowledge, insights and innovative ideas that help shape our approach to client management.

The BTA's advocacy is so vital and so often it's a driving force for progress in our industry, we are very proud to be a part of it.

ATPI

"I've been attending BTA events regularly since January 2018. I find the quality and depth of the information sharing at these meetings to be essential to help drive and shape the future direction in my business. This is not only from BTA Suppliers and Industry experts, but also my peers at other TMC's.

The BTA also champions new suppliers to our industry and gives them exposure to the TMC community, thereby accelerating adoption and helping them gain valuable insight into developing value-added products and services that benefit our industry. In addition, I applaud The BTA's position on critical industry subject areas like NDC, IATA and Aviation Strategy to be vital for the UK TMC community speaking as one voice."

Gray Dawes Group

How to join us!

Join the BTA as a Partner and benefit from invaluable industry connections, exclusive opportunities to elevate your business, and stay ahead in the ever-evolving world of business travel.

Ready to get started?

Contact us today to learn more and take the next steps to becoming a BTA Partner.

thebta.org.uk/bta-team