

Generation BTA LIVE

BUSINESS TRAVEL CAREERS EVENT · BIRMINGHAM

“FOR THE NEXT GENERATION, BY THE NEXT GENERATION”

DATE

Thursday 19 November 2026

LOCATION

UCB McIntyre House, Birmingham

WHO IT'S FOR

BTA Members & Industry Partners

REGISTER YOUR INTEREST →

WHY GET INVOLVED

WHAT IS GENERATION BTA LIVE?

THE INDUSTRY'S CAREERS EVENT, BUILT TO BE SEEN.

Generation BTA LIVE brings students face to face with BTA Member Travel Management Companies (TMCs) and industry partners, all under one roof, for a full day built around two live showcase sessions — one for Higher Education students (18+) in the morning, one for Further Education students (16–18) in the afternoon — plus an all-day careers fair running throughout.

Most students arrive having never heard of a TMC. Business travel sits behind some of the world's biggest sports teams, entertainment tours, NGOs and global brands, and this event exists to make that visible, connecting the industry directly with the talent it needs next.

Following a hugely successful debut in Manchester, Generation BTA LIVE returns this November in Birmingham, hosted at UCB McIntyre House — with up to 500 students expected across the two showcase sessions and 2,000+ through the Careers Fair.

AT A GLANCE · BIRMINGHAM

Date	Thu 19 Nov 2026
Venue	UCB McIntyre House
Showcases	HE (18+) 11:00-13:00 · FE (16-18) 14:00-16:00
Showcases open to	TMCs only
Careers Fair open to	TMCs & Partners
Careers Fair	11:00-16:00, all day
Cost to take part	Free
Sponsor	British Airways
Register	ASAP - places limited

PROVEN IN MANCHESTER

WHAT THE FIRST GENERATION BTA LIVE DELIVERED

Eccles Sixth Form College, April 2026 — the blueprint Birmingham is building on.

210+

STUDENTS ATTENDED

11

TMCS REPRESENTED

8

SUPPLIER PARTNERS

5+

SHOWCASE SESSIONS

WHY GET INVOLVED

WHAT MEMBERS AND PARTNERS GAIN FROM BEING IN THE ROOM

01

Direct access to your talent pipeline

Meet motivated students at the very start of their careers, before other industries reach them, and turn conversations into real recruitment and work experience opportunities.

02

Visibility alongside the industry's biggest names

Showcase your organisation next to fellow BTA Members and event sponsor British Airways, in front of an audience that rarely gets to see what business travel really involves.

03

Help close the awareness gap

Most students arrive not knowing what a TMC is. Being part of Generation BTA LIVE directly tackles the industry-wide challenge of attracting the next generation of talent.

WAYS TO TAKE PART

A FULL DAY, TWO WAYS TO BE INVOLVED

TMCS ONLY

SHOWCASE SESSIONS · HE (18+) 11:00–13:00 & FE (16–18) 14:00–16:00

TAKE THE STAGE

Reserved for TMCs. Deliver a short, interactive session — live Q&A, polls, quizzes or a ‘guess the role’ game, not slides — to our Higher Education (18+) audience, our Further Education (16–18) audience, or both. Popular themes include AI in business travel, media & entertainment, sport and corporate travel.

TMCS & PARTNERS

CAREERS FAIR STAND · ALL DAY FROM 11:00

MEET STUDENTS FACE TO FACE

Open to TMCs and industry partners alike. Meet students one-to-one throughout the day, share your entry routes — apprenticeships, graduate schemes, work experience — and take part in our passport prize draw that sends students to every stand.

Setup from 10:00 · free to take part · please register your interest as soon as possible, as places are limited — a small number of showcase slots may also be available to partners on request.

Business travel offers a huge range of exciting career opportunities, but it's still not widely visible to many young people. Events like this are about changing that.

Andrew Whitaker · Chair, Generation BTA Board

It was brilliant to see over 200 attendees engaging so enthusiastically, asking questions, making connections. After taking my learners to two other careers fairs this year already, this was by far the best.

Hayley Haslam · Business Teacher, Eccles College

BE PART OF GENERATION BTA LIVE BIRMINGHAM

Register your interest as a Member or Partner and the Generation BTA Board will be in touch with everything you need to take part on Thursday 19 November 2026. Please register as soon as possible — places are limited.

SUBMIT AN EXPRESSION OF INTEREST →

#GenBTALive