

2024 Business Travel Awards Europe Submission Questions

- **Stage one entries close:** 12 April at 17:00 GMT
- **Finalists announced/Stage two entries open:** 13 May
- **Stage two entries close:** 28 June at 17:00 GMT
- The BTN Group has implemented a new awards platform this year. Please add btae@thebtngroup.com to your Safe Senders list to ensure receipt of all communications related to your submission.
- All information listed is required unless noted as optional.
- Full awards information is available at www.businesstravelawardseurope.com.
- **Questions?** Contact Jen Bankard (jbankard@thebtngroup.com)

2024 BUSINESS TRAVEL AWARDS EUROPE - CATEGORIES

1. Travel partner of the year - Hotel Brand
2. Travel partner of the year – Alternative Accommodation Operator
3. Travel partner of the year – European Short-haul Airline
4. Travel partner of the year – European Long-haul Airline
5. Travel partner of the year – Car Rental Provider
6. Travel partner of the year – Chauffeur or Taxi Provider
7. Travel partner of the year – Ground Transportation Platform
8. Travel partner of the year - Rail Operator
9. Travel partner of the year – Small TMC
10. Travel partner of the year - Medium TMC
11. Travel partner of the year - Large TMC
12. Travel partner of the year – Meetings & Events Agency
13. Travel partner of the year- Meeting & Events Venue
14. Technology innovation- Accommodation
15. Technology innovation – Traveller Experience (excluding corporate booking platforms)
16. Technology innovation – Corporate Booking Platform
17. Technology innovation – Data & Reporting Platform
18. Technology innovation – Meetings & Events
19. Achievement in Diversity, Equity and Inclusion
20. Account Management Team of the Year
21. Travel Buyer of the Year
22. Travel Team of the Year

TRAVEL PARTNER OF THE YEAR - HOTEL BRAND

This award goes to the hotel brand that has best demonstrated leadership, partnership and development throughout the last year. It is open to all hotel brands with more than ten properties in Europe.

STAGE ONE

1. Brand/company name
2. Number of markets in Europe:
3. Number of properties in Europe:
4. Approximate breakdown of your percentage of corporate, meetings and events, and leisure business.
5. Approximate percent growth of corporate volume since Q1 2023
6. Describe your business and its mission in the corporate travel market **(Maximum 250 words)**
7. What staffing changes have you made to support corporate clients in the last 12 months? **(Maximum 100 words)**
8. What products, services, policies, terms & conditions and/or innovations have you brought forward in the last 12 to benefit business travellers and corporate travel buyers? **(Maximum 500 words)**
9. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**
10. Finally, is there any other information in relation to business travel that you would like to add to support your entry? (optional) **(Maximum 100 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR- ALTERNATIVE ACCOMMODATION OPERATOR

This award goes to the operators of non-hotel accommodation offerings that has best demonstrated leadership, partnership, and development throughout the last year. It is open to all non-hotel operators with more than five properties in Europe. *It is NOT open to agencies.*

STAGE ONE

1. Company Name
2. Number of markets in Europe:
3. Number of properties in Europe:
4. Approximate breakdown of your percentage of corporate, meetings and events, and leisure business.
5. Approximate percent growth of corporate volume since Q1 2023
6. Describe your business and its mission in the corporate travel market **(Maximum 250 words)**
7. What staffing changes have you made to support corporate clients in the last 12 months? **(Maximum 100 words)**
8. What products, services, policies, terms & conditions and/or innovations have you brought forward in the last 12 months to benefit business travellers and corporate travel buyers? **(Maximum 500 words)**
9. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**
10. Finally, is there any other information in relation to business travel that you would like to add to support your entry? (optional) **(Maximum 100 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR – EUROPEAN SHORT-HAUL AIRLINE

This award goes to the airline that has best demonstrated leadership, partnership and development throughout the last year. It is open to airlines that serve 18 or more destinations within Europe.

STAGE ONE

1. Airline name
2. Network reach
3. Hub cities (if applicable)
4. Top corporate routes
5. Approximate breakdown of your percentage of corporate and leisure business.
6. Describe your business and its mission in the corporate travel market **(Maximum 250 words)**
7. How has your distribution strategy evolved in the last 12 months to serve the corporate travel market? **(Maximum 250 words)**
8. What staffing changes have you made to support corporate clients in the last 12 months? **(Maximum 100 words)**
9. What product, services, network changes, policies, terms & conditions and/or innovations have you brought forward in the last 12 months to benefit business travellers and corporate travel buyers? **(Maximum 500 words)**
10. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**
11. Finally, is there any other information in relation to business travel that you would like to add to support your entry? (optional) **(Maximum 100 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR – EUROPEAN LONG-HAUL AIRLINE

This award goes to the airline that has best demonstrated leadership, partnership and development throughout the last year. It is open to airlines with either an origin or destination point within Europe that operated at least one service with a flight time of more than six hours.

STAGE ONE

1. Airline name
2. Network reach
3. Hub cities (if applicable)
4. Top corporate routes
5. Approximate breakdown of your percentage of corporate and leisure business.
6. Describe your business and its mission in the corporate travel market **(Maximum 250 words)**
7. How has your distribution strategy evolved in the last 12 months to serve the corporate travel market? **(Maximum 250 words)**
8. What staffing changes have you made to support corporate clients in the last 12 months? **(Maximum 100 words)**
9. What product, services, network changes, policies, terms & conditions and/or innovations have you brought forward in the last 12 months to benefit business travellers and corporate travel buyers? **(Maximum 500 words)**
10. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**
11. Finally, is there any other information in relation to business travel that you would like to add to support your entry? (optional) **(Maximum 100 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR – CAR RENTAL

This award goes to the car rental company that has best demonstrated leadership, partnership and development throughout the last year.

STAGE ONE

1. Brand/company name
2. Fleet size and types of vehicles
3. Number of locations in European markets
4. Describe your business, mobility offering and mission in the corporate travel market
(Maximum 250 words)
5. Approximate breakdown of your percentage of corporate and leisure business.
6. What investments have been made in your operations and/or distribution in the last 12 months? **(Maximum 250 words)**
7. What staffing changes have you made to support corporate clients in the last 12 months? **(Maximum 100 words)**
8. What product, services, strategic location changes, policies, terms & conditions and/or innovations have you brought forward in the last 12 months to benefit business travellers and corporate travel buyers? **(Maximum 500 words)**
9. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**
10. Finally, is there any other information in relation to business travel that you would like to add to support your entry? (optional) **(Maximum 100 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR – CHAUFFEUR OR TAXI PROVIDER

This award goes to the chauffeur or taxi provider that has best demonstrated leadership, partnership, and development throughout the last year. Entrants in this category must own and/or manage a fleet.

STAGE ONE

1. Brand/company name
2. Fleet size and types of vehicles
3. Number of locations in European markets
4. Describe the scope of your business and its mission in the corporate travel and meetings market **(Maximum 250 words)**
5. Approximate breakdown of your percentage of corporate and leisure business.
6. What investments have been made in your operations and/or distribution in the last 12 months? **(Maximum 250 words)**
7. What staffing changes have you made to support corporate clients in the last 12 months? **(Maximum 100 words)**
8. What product, services, strategic location changes, policies, terms & conditions and/or innovations have you brought forward in the last 12 months to benefit business travellers and corporate travel buyers? **(Maximum 500 words)**
9. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**
10. Finally, is there any other information in relation to business travel that you would like to add to support your entry? (optional) **(Maximum 100 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR – GROUND TRANSPORTATION PLATFORM

This award goes to the ground transportation platform that has best demonstrated leadership, partnership, and development throughout the last year. Entrants in this category must own and/or operate a travel mobility distribution platform.

STAGE ONE

1. Brand/company name
2. Number of vehicles in European markets
3. Describe the scope of your business and its mission in the corporate travel and meetings market. **(Maximum 250 words)**
4. Approximate breakdown of your percentage of corporate and leisure business.
5. What investments have been made in your technology and/or distribution in the last 12 months? **(Maximum 250 words)**
6. What staffing changes have you made to support corporate clients in the last 12 months? **(Maximum 100 words)**
7. What product, services, strategic location changes, policies, terms & conditions and/or innovations have you brought forward in the last 12 months to benefit business travellers and corporate travel buyers? **(Maximum 500 words)**
8. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**
9. Finally, is there any other information in relation to business travel that you would like to add to support your entry? (optional) **(Maximum 100 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR - RAIL OPERATOR

This award goes to the rail operator that has best demonstrated leadership, partnership and development throughout the last year. It is open to all rail operators from across Europe.

STAGE ONE

1. Rail operator name
2. Network reach
3. Top corporate routes
4. Approximate breakdown of your percentage of corporate and leisure business.
5. Describe your business and its mission in the corporate travel market. **(Maximum 250 words)**
6. What staffing changes have you made to support corporate clients in the last 12 months? **(Maximum 100 words)**
7. What investments have been made in your operations or distribution in the last 12 months that impact business travel? **(Maximum 250 words)**
8. What product, services, policies, terms & conditions and/or innovations have you brought forward in the last 12 months to benefit business travellers and corporate travel buyers? **(Maximum 500 words)**
9. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**
10. Finally, is there any other information in relation to business travel that you would like to add to support your entry? (optional) **(Maximum 100 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR - SMALL TMC

This award goes to the travel management company headquartered in Europe that has best demonstrated leadership, partnership, and development throughout the last year. It is open to TMCs that had up to €250 million in 2023 annual sales.

STAGE ONE

1. TMC name
2. 2023 annual sales
3. Office locations and/or markets served in Europe
4. Client retention rate in the last 12 months
5. New business won in the last 12 months
6. Describe your TMC and any industry specialisms and its mission in the corporate travel market. **(Maximum 250 words)**
7. What actions has your organisation has taken to support changes in business travel volumes/patterns over the past year? (e.g. increased sales or executive/staff appointments, innovative commercial arrangements with corporate clients, innovative supplier relationships/deals) **(Maximum 250 words)**
8. What internal investments have been made to strengthen the business/operations in the last 12 months? **(Maximum 250 words)**
9. What customer facing investments have been made in new information products, resources, staffing and/or technology in the last 12 months? **(Maximum 250 words)**
10. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR – MEDIUM TMC

This award goes to the travel management company headquartered in Europe that has best demonstrated leadership, partnership, and development throughout the last year. It is open to TMCs that had €251 million to €750 million in 2023 annual sales.

STAGE ONE

1. TMC name
2. 2023 annual sales
3. Office locations and/or markets served in Europe
4. Client retention rate in the last 12 months
5. New business won in the last 12 months
6. Describe your TMC and any industry specialisms and its mission in the corporate travel market. **(Maximum 250 words)**
7. What actions has your organisation has taken to support changes in business travel volumes/patterns over the past year? (e.g. increased sales or executive/staff appointments, innovative commercial arrangements with corporate clients, innovative supplier relationships/deals) **(Maximum 250 words)**
8. What internal investments have been made to strengthen the business/operations in the last 12 months? **(Maximum 250 words)**
9. What customer facing investments have been made in new information products, resources, staffing and/or technology in the last 12 months? **(Maximum 250 words)**
10. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR - LARGE TMC

This award goes to the travel management company that has best demonstrated leadership, partnership, and development throughout the last year. It is open to TMCs that had €750+ million in 2023 annual sales booked in Europe.

STAGE ONE

1. TMC name
2. 2023 annual sales
3. Office locations and/or markets served in Europe
4. Client retention rate in the last 12 months
5. New business won in the last 12 months
6. Describe your TMC and any industry specialisms and its mission in the corporate travel market. **(Maximum 250 words)**
7. What actions has your organisation has taken to support changes in business travel volumes/patterns over the past year? (e.g. increased sales or executive/staff appointments, innovative commercial arrangements with corporate clients, innovative supplier relationships/deals) **(Maximum 250 words)**
8. What internal investments have been made to strengthen the business/operations in the last 12 months? **(Maximum 250 words)**
9. What customer facing investments have been made in new information products, resources, staffing and/or technology in the last 12 months? **(Maximum 250 words)**
10. How has your organisation stood out as an advocate and/or leader of the travel Industry? **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR – MEETINGS & EVENTS AGENCY

This award goes to the meetings & events agency that has best demonstrated leadership, partnership, and development throughout the last year.

Stage One

1. Brand/company name
2. Key offices in Europe
3. Client retention rate in the last 12 months
4. New business won in the last 12 months
5. Approximate percent growth of corporate meetings & events volume since Q1 2023
6. Describe your business and its mission in the corporate meetings and events market
(Maximum 250 words)
7. What actions has your organisation has taken to support changes in meetings/events volumes/patterns over the past year? (e.g. increased sales or executive/staff appointments, innovative commercial arrangements with corporate clients, innovative supplier relationships/deals) **(Maximum 250 words)**
8. What internal investments have been made to strengthen the business/operations in the last 12 months? **(Maximum 250 words)**
9. What customer facing investments have been made in new information products, resources and/or technology in the last 12 months? **(Maximum 250 words)**
10. How has your organisation stood out as an advocate and/or leader of the corporate meetings and events Industry? **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL PARTNER OF THE YEAR – MEETINGS & EVENTS VENUE

This award goes to the hotel group or venue group that has best demonstrated leadership, partnership, and development throughout the last year. *Submissions should not come from individual properties unless they are NOT part of a hotel/venue group.*

Stage One

1. Brand/company name
2. Number of venues
3. Key locations in Europe
4. Approximate breakdown of your percentage of corporate meetings & events vs. leisure group business/other
5. Approximate percent growth of corporate meetings & events volume since Q1 2023
6. Describe your business and its mission in the corporate meetings and events market **(Maximum 250 words)**
7. What actions has your organisation has taken to support changes in meetings/events volumes/patterns over the past year? (e.g. increased sales or executive/staff appointments, innovative commercial arrangements with corporate clients, innovative supplier relationships/deals) **(Maximum 250 words)**
8. What internal investments have been made to strengthen the business/operations in the last 12 months? **(Maximum 250 words)**
9. What customer facing investments have been made in new innovations, products, resources and/or technology in the last 12 months? **(Maximum 250 words)**
10. How have your policies, terms & conditions changed in the last 12 months to support corporate meetings buyers/organisers? **(Maximum 250 words)**
11. How has your organisation stood out as an advocate and/or leader of the corporate meetings and events Industry? **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TECHNOLOGY INNOVATION- ACCOMMODATION

This award goes to the accommodation provider, brand, agency or technology provider that has successfully solved a market challenge for corporate travel buyers, business travellers and/or industry partners. This solution could be technology-, service- or product-based that has tangible, demonstrated results beyond a pilot or beta phase.

STAGE ONE

1. Company/brand
2. Product name (if different from above)
3. Commercial model e.g., direct to traveller, direct with corporate, via TMC or other.
4. Primary user e.g., traveller, buyer, TMC, travel supplier
5. Number of markets covered in Europe
6. Describe the gap in the market or obstacle this solution sought to overcome.
(Maximum 250 words)
7. What is the unique value proposition of the innovation? **(Maximum 100 words)**
8. Describe the solution and who it is aimed at. **(Maximum 250 words)**
9. Describe the timeline of development and industry engagement (e.g. advisory feedback or pilot programs) in its development. **(Maximum 250 words)**
10. Describe the market uptake and response. **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit customer/partner testimonials expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TECHNOLOGY INNOVATION – TRAVELLER EXPERIENCE (EXCLUDING CORPORATE BOOKING PLATFORMS)

This award goes to the company that has best demonstrated the development and delivery of a solution to enhance traveller experience. It is open to all suppliers and intermediaries excluding booking tool platforms. This category can include specific desktop or mobile apps for travellers, AI-augmented solutions at the agency level, behind-the-scenes profile or data-sharing innovations that drive smoother traveller experiences. Other examples include, but are not limited to innovative payment, expense, duty-of-care or traveller well-being solutions that have tangible, demonstrated results beyond a pilot or beta phase.

STAGE ONE

1. Company/brand
2. Product name (if different from above)
3. Commercial model e.g., direct to traveller, direct with corporate, via TMC or other.
4. Primary user e.g., traveller, buyer, TMC, travel supplier
5. Number of markets covered in Europe
6. Describe the gap in the corporate traveller experience this solution sought to overcome. **(Maximum 250 words)**
7. What is the unique value proposition of the innovation? **(Maximum 100 words)**
8. Describe the solution and how it enhances the traveller experience. **(Maximum 250 words)**
9. Describe the timeline of development and industry engagement (e.g. advisory board feedback or pilot programs) in its development. **(Maximum 250 words)**
10. Describe the market uptake and response. **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit customer/partner testimonials expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TECHNOLOGY INNOVATION – CORPORATE BOOKING PLATFORM

This award goes to the company that has best demonstrated the development and delivery of a technology solution to enhance the booking of business travel that has tangible, demonstrated results beyond a pilot or beta phase. It is open to TMCs, travel suppliers and technology providers.

STAGE ONE

1. Company/brand
2. Product name (if different from above)
3. Commercial model e.g., direct to traveller, direct with corporate, via TMC or other.
4. Primary user e.g., traveller/travel booker, buyer, TMC/agent etc
5. Number of markets covered in Europe.
6. Describe the gap in the corporate booking process or experience this solution sought to overcome. **(Maximum 250 words)**
7. What is the unique value proposition of the innovation? **(Maximum 100 words)**
8. Describe the solution and how it improves the booking process or experience. **(Maximum 250 words)**
9. Describe the timeline of development and industry engagement (e.g. advisory board feedback or pilot programs) in its development. **(Maximum 250 words)**
10. Describe the market uptake and response. **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit customer/partner testimonials expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TECHNOLOGY INNOVATION – DATA & REPORTING

This award goes to the company that has best demonstrated the development and delivery of a data and reporting platform to improve the management of corporate travel and expense data that has tangible, demonstrated results beyond a pilot or beta phase.

STAGE ONE

1. Company/brand
2. Product name (if different from above)
3. Commercial model e.g., direct to traveller, direct with corporate, via TMC or other.
4. Primary user e.g., traveller/travel booker, buyer, TMC/agent etc
5. Number of markets covered in Europe
6. Describe the friction in the data and reporting process this solution sought to overcome **(Maximum 250 words)**
7. What is the unique value proposition of the innovation? **(Maximum 100 words)**
8. Describe the solution and how it improves the data and reporting process or experience. **(Maximum 250 words)**
9. Describe the timeline of development and industry engagement (e.g. advisory board feedback or pilot programs) in its development. **(Maximum 250 words)**
10. Describe the market uptake and response. **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit customer/partner testimonials expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TECHNOLOGY INNOVATION – MEETINGS & EVENTS

This award goes to the company that has best demonstrated the development and delivery of a technology solution to improve the booking and management of meetings and events in a live or virtual environment that has tangible, demonstrated results beyond a pilot or beta phase.

STAGE ONE

1. Company Name
2. Product name (if different from above)
3. Commercial model e.g., direct to bookers, organiser, venue
4. Primary user e.g., bookers, organiser, venue, attendee
5. Number of markets covered in Europe
6. Describe the gap in the event planning or management or attendee experience this solution sought to overcome. **(Maximum 250 words)**
7. What is the unique value proposition of the innovation? **(Maximum 100 words)**
8. Describe the solution and how it improves event planning/management or the attendee experience. **(Maximum 250 words)**
9. Describe the timeline of development and industry engagement (e.g. advisory board feedback or pilot programs) in its development. **(Maximum 250 words)**
10. Describe the market uptake and response. **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit customer/partner testimonials expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

ACHIEVEMENT IN DIVERSITY, EQUITY AND INCLUSION

This award goes to the company that has demonstrated dedication to diversity, equity and inclusion within its organisation. It is open to business travel industry suppliers and intermediaries.

STAGE ONE

1. Company name
2. What does diversity, equity and inclusion mean to your organisation and what are your objectives and commitments in this area? **(Maximum 250 words)**
3. What organisational structures are in place to promote diversity, equity and inclusion? **(Maximum 250 words)**
4. What internal investment has taken place in the last 12 months to advance your commitment? **(Maximum 250 words)**
5. How are you measuring and reporting your progress and how do you communicate this information both publicly and with clients? **(Maximum 250 words)**
6. What tangible results have you achieved in the last 12 months? **(Maximum 250 words)**
7. How has your organisation stood out as an advocate and/or leader in diversity, equity and inclusion? **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit additional information expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

ACCOUNT MANAGEMENT TEAM OF THE YEAR

This award goes to the supplier account management team that has best demonstrated partnership, dedication and service to their corporate customers. It is open to all business travel industry suppliers and intermediaries.

STAGE ONE

1. Company Name
2. Team / Division name
3. Number of team members
4. Key roles and structure of your account management team? **(Maximum 100 words)**
5. Corporate client retention rate in the last 12 months.
6. New corporate business won in the last 12 months.
7. Approximate percent growth in corporate travel volumes since Q1 2023.
8. What was the team's major success, achievement or milestone over the last 12 months and why was it important in the context of the overall success of your business? **(Maximum 250 words)**
9. What key account management services are provided to your corporate clients and how did they contribute to the success outlined above? This should include any reporting and tools offered. **(Maximum 250 words)**
10. What communication strategy or other extraordinary efforts have you executed over the last 12 months to support business travel clients and contribute to the success outlined? **(Maximum 250 words)**
11. How have staffing shortages impacted your customer SLA's and how did you manage through this to achieve the milestones and successes outlined above? **(Maximum 250 words)**
12. What has been the organization's biggest challenge in winning new business and what strategies were applied to overcome them? **(Maximum 250 words)**

Please note: *If you are a finalist in this category, you will have 7 weeks to submit a short case study expanding further on your entry allowing judges to decide an overall winner. At this stage you will also be able to upload supporting evidence and videos if necessary.*

TRAVEL BUYER OF THE YEAR

This award goes to an individual who not only excels in the innovative work they have done for their organisation, but also has exerted an influence on the industry. The individual may be a pioneer who leads the industry in a particular practice or has led an industry innovation. ***Self-nominations, as well as nominations from supplier partners are encouraged!***

1. Buyer name
2. Job title
3. Company name
4. No of travellers in the programme
5. Regions managed (Europe, Middle East, Africa, Asia/PAC North America, South America)
6. Describe this travel buyers leading practices and/or industry influence. **(Maximum 100 words)**
7. What was this travel buyers extraordinary achievement in the last 12 months **(Maximum 100 words)**
8. What was the objective of the achievement **(Maximum 250 words)**
9. How was this achievement innovative? **(Maximum 250 words)**
10. How did the buyer demonstrate strategic collaboration and engagement within their organisation? **(Maximum 250 words)**
11. How did the buyer demonstrate strategic collaboration and engagement with their external travel partners and/or how were supplier practices changes as a result of the influence of this buyer? **(Maximum 250 words)**
12. How did the buyer engage with travellers to develop and deliver on this objective? **(Maximum 250 words)**
13. What challenges did the buyer over come to deliver this objective? **(Maximum 250 words)**
14. How does this achievement create an opportunity for other travel buyers to pursue? **(Maximum 150 words)**
15. Provide a statement about the character of the travel buyer in terms of travel management, the drive to innovate, leadership qualities, team orientation, industry advocacy, etc. **(Maximum 250 words)**
16. If named a winner, the buyer/buyer company agrees to coverage by Business Travel News Europe.
17. The winner agrees to serve as a judge for the 2025 Business Travel Awards Europe.
18. Supporting files (optional): You may attach up to 3 files of supporting material of no more than 2 pages each. This may include any relevant supporting material - testimonials, research, performance analysis, collateral, screen grabs, pictures, etc. Attached files must be no larger than 2 MB each, documents must be in .pdf or .doc (word) format, images must be in .jpg or .gif format. Please use the following naming convention: ***InsertNameofCompany_SupportingEvidence1, InsertNameofCompany_SupportingEvidence2, etc.***
19. Video (optional): Insert YouTube or Vimeo link. Maximum length is 3 minutes.
20. Company profile **(Maximum 100 words)**

21. Company logo: Upload as high-resolution EPS file. This is the logo that will be used by the BTN team for any collateral used for the awards. If your logo changes between the time of submission and the event, please send your updated logo to jbankard@thebtngroup.com.

Please Note: If you are named as a finalist, our editorial team will conduct extensive interviews with you and any key suppliers that have supported your efforts.

TRAVEL TEAM OF THE YEAR

This award goes to a travel team that has demonstrated outstanding commitment to the evolution and enhancement of their travel programme and has led the industry in a particular practice or had led an industry innovation. ***The submission can be made by a corporate buying team, or a corporate buying team and their supplier, such as their TMC.***

1. Team Name
2. No of travellers in the programme
3. Regions managed (Europe, Middle East, Africa, Asia/PAC North America, South America)
4. Corporate team members name and role
5. Supplier partner team members name and role (if applicable)
6. Describe this travel teams leading practices and/or industry influence. **(Maximum 100 words)**
7. What was this travel team extraordinary achievement in the last 12 months? **(Maximum 200 words)**
8. What was the objective for the buyer team? **(Maximum 100 words)**
9. What was the objective for the supplier partner? (if applicable) **(Maximum 100 words)**
10. How was this achievement innovative? **(Maximum 250 words)**
11. Describe how the team integrated their efforts to achieve their objectives and overcome any challenges **(Maximum 350 words)**
12. How did the team engage with travellers or other internal stakeholders to develop and deliver on this objective? **(Maximum 250 words)**
13. What were the tangible results? **(Maximum 250 words)**
14. How does this achievement create an opportunity for other travel teams to pursue? **(Maximum 200 words) words**
15. If named a winner, the travel team/ travel team company agrees to coverage by Business Travel News Europe.
16. One member of the travel team agrees to serve as a judge for the 2025 Business Travel Awards Europe.
17. Supporting files (optional): You may attach up to 3 files of supporting material of no more than 2 pages each. This may include any relevant supporting material - testimonials, research, performance analysis, collateral, screen grabs, pictures, etc. Attached files must be no larger than 2 MB each, documents must be in .pdf or .doc (word) format, images must be in .jpg or .gif format. Please use the following naming convention: ***InsertNameofCompany_SupportingEvidence1, InsertNameofCompany_SupportingEvidence2, etc.***
18. Video (optional): Insert YouTube or Vimeo link. Maximum length is 3 minutes.
19. Company profile **(Maximum 100 words)**
20. Company logo: Upload as high-resolution EPS file. This is the logo that will be used by the BTN team for any collateral used for the awards. If your logo changes between the time of submission and the event, please send your updated logo to jbankard@thebtngroup.com.

Please Note: If you are named as a finalist, our editorial team will conduct extensive interviews with you and any key suppliers that have supported your efforts.

2022 BUSINESS TRAVEL AWARDS EUROPE – STAGE 2 ENTRY CRITERIA

PARTNERSHIP CATEGORIES

- Hotel
- Alternative Accommodation Provider
- Car Rental Provider
- Chauffeur/Taxi Provider
- Ground Transportation Platform
- Rail Operator
- European Short-Haul Airline
- European Long-Haul Airline
- Small TMC
- Medium TMC
- Large TMC
- Meetings & Events Agency
- Meetings & Events Venue
- Account Management team

To help the judges decide upon an overall winner, we are asking all finalists to expand on their initial entry and provide an example or case study that demonstrates how you collaborated with a corporate customer to target certain goals, and the results/outcomes you achieved. Case study submissions should focus on a customer headquartered in Europe or describe efforts that support the European region of a global travel programme.

Your case study should include the customer/partnership name. Please note that entries will remain confidential and accessed only by the judges and will not be made public. If your customer does not want to be named, you can make them anonymous and refer to them as customer x. However, please confirm the customer's name and details to Jen Bankard (jbankard@thebtngroup.com) to verify. The judges will then be notified that the anonymous customer has been checked and verified.

1. Customer Name, Title and Company
2. Provide a background on the partnership or collaboration with a corporate customer to target certain goals, and the results/outcomes you achieved. **(Maximum 250 words)**
3. Summarize why this partnership should win this award. **(Maximum 250 words)**
4. Include any research, evidence, strategies and/or feedback that corroborate the above. **(Maximum 250 words)**
5. Explain how the customer and key stakeholders have benefitted from the partnership or collaboration. **(Maximum 250 words)**
6. Include details of any innovations that have overcome barriers beyond traditional service models. **(Maximum 250 words)**
7. Explain how the outcomes of this partnership benefit other clients. **(Maximum 250 words)**
8. Supporting files (optional): You may attach up to 3 files of supporting material of no more than 2 pages each. This may include any relevant supporting material - testimonials, research, performance analysis, collateral, screen grabs, pictures, etc.

Attached files must be no larger than 2 MB each, documents must be in .pdf or .doc (word) format, images must be in .jpg or .gif format. Please use the following naming convention ***InsertNameofCompany_SupportingEvidence1, InsertNameofCompany_SupportingEvidence2, etc.***

9. Video (optional): Insert YouTube or Vimeo link. Maximum length is 3 minutes.
10. Company profile **(Maximum 100 words)**
11. Company logo: Upload as high-resolution EPS file. This is the logo that will be used by the BTN team for any collateral used for the awards. If your logo changes between the time of submission and the event, please send your updated logo to jbankard@thebtngroup.com.

INNOVATION CATEGORIES

- Accommodation
- Traveller Experience
- Corporate Booking
- Data and Reporting
- Meetings & Events

To help the judges decide upon an overall winner, we are asking all finalists to expand on their initial entry and provide a series of testimonials that provide evidence of the effectiveness of the innovation. Testimonials should be from a customer headquartered in Europe or focus on how the innovation benefits the European region of a global travel programme.

Please note that entries will remain confidential and accessed only by the judges and will not be made public. If your customer does not want to be named, you can make them anonymous and refer to them as customer x. However, please confirm the customer's name and details to Jen Bankard (jbankard@thebtngroup.com) to verify. The judges will then be notified that the anonymous customer has been checked and verified.

1. Customer #1 name, title, company
2. What was the challenge being addressed? **(Maximum 150 words)**
3. How was the innovation applied? **(Maximum 150 words)**
4. What were the documented results? **(Maximum 150 words)**
5. Customer #2 name, title, company
6. What was the challenge being addressed? **(Maximum 150 words)**
7. How was the innovation applied? **(Maximum 150 words)**
8. What were the documented results? **(Maximum 150 words)**
9. Customer #3 name, title, company (optional)
10. What was the challenge being addressed? (optional) **(Maximum 150 words)**
11. How was the innovation applied? (optional) **(Maximum 150 words)**
12. What were the documented results? (optional) **(Maximum 150 words)**
13. Partner name, title, company (optional)
14. Development partners role **(Maximum 150 words)**
15. Effectiveness of the innovation **(Maximum 150 words)**
16. Impact on the business travel Industry **(Maximum 150 words)**

17. Supporting evidence (optional) – You may upload sales/marketing collateral to support your entry. Maximum 2 files no more than 2 pages each. Attached files must be no larger than 2 MB each, documents must be in .pdf or .doc (word) format, images must be in .jpg or .gif format. Please use the following naming convention:
InsertNameofCompany_SupportingEvidence1,
InsertNameofCompany_SupportingEvidence2, etc.
18. Presentation (optional) –You may upload a single presentation file that is no larger than 2 MB each. Document must be in .pdf or .doc (word) format, images must be in .jpg or .gif format. Please use the following naming convention:
InsertNameofCompany_Presentation
19. Video (optional): Insert YouTube or Vimeo link. Maximum length is 3 minutes.
20. Company profile **(Maximum 100 words)**
21. Company logo: Upload as high-resolution EPS file. This is the logo that will be used by the BTN team for any collateral used for the awards. If your logo changes between the time of submission and the event, please send your updated logo to jbankard@thebtngroup.com.

ACHIEVEMENT IN DIVERSITY, EQUITY & INCLUSION

To help the judges, decide upon an overall winner, we are asking all finalists to expand on their initial entry and provide details of your diversity, equity & inclusion initiatives.

Please note that entries will remain confidential and accessed only by the judges and will not be made public. If your customer does not want to be named, you can make them anonymous and refer to them as customer x. However, please confirm the customer's name and details to Jen Bankard (jbankard@thebtngroup.com) to verify. The judges will then be notified that the anonymous customer has been checked and verified.

1. How has your initiative has positively impacted either your organisation or your industry and created long term change and outline your future DE&I goals and milestones? **(Maximum 350 words)**
2. Employee #1 name, title
3. What impact has your organisation's DE&I strategy has on your career trajectory?
(Maximum 150 words)
4. Employee #2 name, title
5. What impact has your organisation's DE&I strategy has on your career trajectory?
(Maximum 150 words)
6. Employee #3 name, title (optional)
7. What impact has your organisation's DE&I strategy has on your career trajectory?
(optional) **(Maximum 150 words)**
8. Customer name, title, company
9. How has the impact of the organisation's DE&I strategy has deepened their relationship with you? **(Maximum 150 words)**
10. Supporting files (optional): You may attach up to 3 files of supporting material of no more than 2 pages each. This may include any relevant supporting material - testimonials, research, performance analysis, collateral, screen grabs, pictures, etc. Attached files must be no larger than 2 MB each, documents must be in .pdf or .doc (word) format, images must be in .jpg or .gif format. Please use the following naming

convention *InsertNameofCompany_SupportingEvidence1*,
InsertNameofCompany_SupportingEvidence2, etc.

11. Video (optional): Insert YouTube or Vimeo link. Maximum length is 3 minutes.
12. Company profile (**Maximum 100 words**)
13. Company logo: Upload as high-resolution EPS file. This is the logo that will be used by the BTN team for any collateral used for the awards. If your logo changes between the time of submission and the event, please send your updated logo to jbankard@thebtngroup.com.