

# FOCUS

CWT

## ON BUSINESS TRAVEL

UK & IRELAND EDITION



**ATMOSPHERIC EVENTS**  
Make the most of the fantastic array  
of upcoming events

**BETTER-VALUE VENUES**  
Create a hotel programme based on best-value rates

**POLISHED POLICIES**  
Travel down our road to a successful travel  
policy and make yours best-in-class



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## WELCOME

A fantastic array of events and occasions are happening during 2012 that small to medium-sized enterprises (SMEs) can use to their benefit. In addition to the promise of the Olympic and Paralympic Games, London and the surrounding area will host the Queen's Diamond Jubilee, WorldPride and the Farnborough Air Show. **Whether you're planning to soak up the atmosphere of the Games or avoid the capital altogether, our article on page 6 will provide advice on how to plan ahead and make the most of the upcoming opportunities.**

At Carlson Wagonlit Travel (CWT), we believe that all clients deserve the best service, regardless of size. In addition to the successful launch of our online booking tool – *CWT Connect Now* – we have increased the number of offline teams dedicated to SMEs in our service centres. **Turn to page 11 to meet the team at our Leeds branch and find out more about CWT Connect Now.**

Another big development is the launch of our new hotels initiative – *CWT Value Rates*. We recognise that independent companies may not have the volume required to qualify for reduced room rates. So, to overcome this, we've leveraged our buying power and negotiated great rates with top hotel chains on your behalf. **Breakfast, WiFi and a flexible cancellation policy are all included in the price – find out more on page 8.**

In addition to our bespoke products, there are also loyalty schemes specifically designed for the SME market by our suppliers. **All the information you need on how your business and employees can benefit from these fantastic programmes can be found on page 26.**

The Confederation of British Industry (CBI) released a report late in 2011 that recognised the importance of SMEs in relation to the UK economy; labelling them the 'forgotten army'. It called on the government to make it easier for these businesses to receive funding, support and advice to enable them to grow.

My team and I support the CBI's view that more needs to be done, and are working hard to assist SMEs in building a business armoury. The following articles form part of that mission:

- Learn how to create a successful travel policy on page 14.
- Find out about effective change management communication on page 23.
- Discover the link between your commercial goals and sustainable actions on page 29.

I hope you find this publication helpful. Please get in touch if you would like to find out more: [CWTUKSalesSupport@carlsonwagonlit.co.uk](mailto:CWTUKSalesSupport@carlsonwagonlit.co.uk).

# CURRENTLY TRENDING...

UNSURE OF WHAT TO DO ABOUT RISING TRAVEL COSTS? FOLLOW OUR MONEY-SAVING TIPS TO PROTECT YOUR COMPANY FROM HEIGHTENED PRICES.

"FUEL CARDS ARE ONE WAY OF MANAGING VOLATILE FUEL PRICES"

"CAREFUL PURCHASING WILL REAP REWARDS, SUCH AS BOOKING IN ADVANCE AND BUYING RESTRICTED AIR TICKETS"

As airline fares and other travel costs continue to rise, the beleaguered business traveller is feeling the pinch. OAG Aviation analysis reveals the knock-on effect of the EU emissions trading scheme (ETS), brought in at the start of 2012, increased passenger fares by up to 5.2% on key long-haul routes; while the rise in air passenger duty (APD) in April put further pressure on already stretched travel budgets.

A light at the end of the tunnel came in the form of the Government's plan to ban "excessive" fees for using a credit or debit card to buy items such as travel, although a small charge will be allowed to cover processing costs.

Looking forward, careful purchasing will reap rewards; booking as far in advance as possible and buying restricted air tickets are good starting points. "Our research shows that the price of an average air ticket rises by 2 per cent each day in the two weeks leading up to the date of departure," says Nigel Turner, director of programme management, Carlson Wagonlit Travel (CWT), UK & Ireland. "The savings on restrictive fares far outweigh the cost of changes or cancellation."

Meetings that start at 1pm instead of 10am allow off-peak travel and access to lower fares. Savings can also be made in hotels by avoiding premium Wednesday and Thursday nights. "If companies put people on to shoulder nights – the ones around the peak nights – they can negotiate far better rates, certainly in London, and probably make 15 to 20 per cent savings," says business sales director for Guoman and Thistle Hotels, Sean Philby.

Rail travel hit the headlines at the start of 2012, with 6% fare rises and the planned construction of HS2, the high-speed rail service from London to Birmingham. "One of the main reasons small

to medium-sized enterprises (SMEs) are not using rail are because it is seen to be exorbitant," says chief spokesman for the Federation of Small Businesses (FSB), Andrew Cave. "The second reason is that the rail network does not necessarily serve the parts of the country they want to get to: 72 per cent of small businesses say their car is crucial to their business.

"Many would rather see upgrades to local networks and, more crucially, repairs and upgrades to local road networks," he says. "The average member of the FSB operates in a local environment, within a 40-mile radius of the business, so they are more concerned about petrol prices, the state of the road network, congestion and the cost of vehicle insurance – and pot holes have a serious implication associated with that."

A three pence rise in fuel duty may have been postponed until the second half of 2012, but last year's volatility in fuel prices meant it was almost impossible to predict these costs three weeks in advance, making contract negotiations a lottery: on completion, businesses were operating at a loss because they had not been able to factor in the increase.

Fuel cards are one way of managing this, such as FSB's own, plus those from Shell, Esso, Texaco and Keyfuels. FSB members get free fixed price or pump price cards and account set-up, a consolidated HMRC approved VAT invoice for all fuel purchases, free online account management, and preferential prices on diesel, which can save an average of three pence per litre.

And finally, don't overlook the extent to which travel management companies can help SMEs too. Their buying power, gained through working with companies of all sizes, allows them to negotiate better rates for smaller businesses. ●

To find out more, visit CWT's website at [www.carlsonwagonlit.co.uk](http://www.carlsonwagonlit.co.uk).



# ON YOUR MARKS...

THE UK WILL BENEFIT FROM THE GAMES FOR YEARS TO COME, BUT HOW CAN YOUR BUSINESS MAXIMISE THE OPPORTUNITIES PRESENTED?

"WE SHOULD EMBRACE THE OLYMPICS, BUT ALSO RECOGNISE THAT THE ADDITIONAL DEMAND WILL AFFECT VENUE AVAILABILITY AND PRICING"

"SOME COMPETING CITIES MAY BE FEELING THE IMPACT OF LOSING BUSINESS TO LONDON AND WILL BE COMPETITIVELY PRICED TO ATTRACT BUSINESS"

The staging of the 2012 Olympic Games in London will not only have the effect of raising the city's profile worldwide for years to come, but the investment – including £20 billion in the London Underground, the extension of the Docklands Light Railway and nine new cycle routes – will ensure the infrastructure is modernised to complement the many new or updated hotels, spaces and locations our capital is benefitting from.

There will be a raft of new venues, as well as tried and tested ones, whose association with the Olympics will create a legacy that will endure long after the event. An appetite for the Games, and all things associated with them, is generating a lot of publicity for these venues.

"We should embrace the Olympics, because it will be a long time before there is anything comparable in the UK. However, it's important to recognise that all this activity will affect availability and pricing," warns *CWT Meetings & Events* and hotel programme director for Carlson Wagonlit Travel (CWT), UK & Ireland, Pauline Houston.

To try and offset inflated prices, it is worth identifying opportunities within your current programme to channel spend and improve the strength of your negotiations – approaching hotels that receive the most volume from you to leverage your lifetime value. "It will be worth comparing venues to find those that are more competitively priced," explains Pauline. "Remember that new hotels built for the Olympics that are opening in the first half of 2012 will dilute the market post-Olympics, so hotels should be keen to keep existing business happy. The Olympics will come and go, but the long term corporate customer will remain."

If London prices remain a barrier, there are plenty of other UK cities with excellent facilities and good connections that will fit the bill. "We are also advising that clients look at alternative dates or accommodation outside of the capital while the Games are on," says Pauline. "The city will be electric and it will be hard not to be pulled in, but we want to support our clients and provide the best events strategy for their business during 2012."

Bristol, Brighton, Bath, Cardiff, Oxford and Liverpool are all excellent choices, both during the event and after; and because Manchester and Glasgow will be hosting some Olympic events, they will have the twin advantage of non-London prices and venues sprinkled with Olympic dust.

Before and after the Olympic and Paralympic Games, the UK is hosting and celebrating a range of occasions, which will provide additional opportunities for generating and theming meetings. The Queen's Diamond Jubilee will be celebrated all year, while Royal Ascot, Trooping the Colour, Wimbledon and the Farnborough Air Show are all great prospects to base your events or meetings around.

"This is a dynamic and exciting year in the UK and companies can take advantage of what is happening here without having to shell out huge sums of money," says Pauline. *CWT Meetings & Events* can help businesses of all sizes investigate unusual options and deliver their creative vision. ●

#### Useful links

Visitlondon.com  
London2012.com  
tfl.gov.uk

**Contact CWT Meetings & Events for advice on how to make the most of the events of 2012. Email us at [events@carlsonwagonlit.co.uk](mailto:events@carlsonwagonlit.co.uk), or call +44 (0)20 3353 0274.**

# SAVVY VENUES, CWT STYLE

TO HELP YOU GET THE MOST FROM YOUR OVERNIGHT STAYS, MEETINGS OR EVENTS, HERE'S OUR PICK OF THE BEST VENUES AND OFFERS FROM OUR SUPPLIERS.

## CWT VALUE RATES

One of the ways we've leveraged the true potential of our aggregate buying power is through our *CWT Value Rates* programme. This initiative allows companies to create a hotel programme based on the best-value rates on the market.

"When booking *CWT Value Rates*, clients can be confident that internet access in the room is included, as well as breakfast, and that these rates will be extremely flexible," explains Clare Houlihan, global director hotel content, global customer product marketing, Carlson Wagonlit Travel (CWT).

With hotel guests paying an average of £18 for breakfast and £12.50 for 24-hours of Wi-Fi in central London, *CWT Value Rates* offer better value for the business traveller. Jury's Inn – along with other top hotel chains – have partnered with CWT for great rates without compromise.

**Find out more from your CWT representative.**

**SURPRISED BY THE COST OF HOTEL ROOM EXTRAS? WANT A GREAT RATE WITH A FLEXIBLE CANCELLATION POLICY? HELP IS AT HAND!**

## TURN PENNIES INTO POUNDS: STEPS TO SAVINGS

With travel prices in 2012 expected to rise because of increased demand and economic uncertainty, we've provided some tips to help you keep costs down.

1

BUY RESTRICTED RAIL TICKETS WHEN TRAVELLING BY TRAIN

2

BOOK AS FAR IN ADVANCE AS POSSIBLE

3

STICK TO PREFERRED HOTEL DEALS

4

BOOK THROUGH THE RIGHT CHANNEL, SUCH AS AN ONLINE BOOKING TOOL FOR SIMPLE ITINERARIES, OR A TRAVEL CONSULTANT FOR MORE COMPLEX ONES

5

HAVE CLEAR GUIDELINES ON THE CATEGORY OF HOTEL TRAVELLERS CAN BOOK – WHY PAY FOR A FULL-SERVICE HOTEL IF YOU'RE ONLY THERE FOR A SAFE AND RESTFUL NIGHT'S SLEEP?

**Contact your CWT representative for more money-savings tips.**

## BREAK THE MOULD: SERVICED APARTMENTS ARE THE IN THING

Serviced apartments are becoming increasingly popular among business travellers, offering value, flexibility and the comfort of home with the added benefits of housekeeping and 24-hour concierge services.

Available for bookings ranging from a single night to months at a time, they also help to keep employees within policy, as the usual temptations found in hotels – such as full-service laundry, room service or the mini-bar – are not available.

Standard offerings include:

- complimentary amenities on arrival
- weekly or bi-weekly housekeeping
- 24-hour guest services/concierge
- all utilities – cable/Sky TV and local phone service
- high-speed internet access/Wi-Fi (included in most locations)
- a manned reception (in city centre locations)

BridgeStreet, suppliers of serviced apartments, offer over 20,000 short-term apartments across 60 countries worldwide. Jo Layton, senior vice president, sales, BridgeStreet says: "We work alongside hotel programmes to offer an additional choice for the business traveller. If you are looking for space, flexibility of lifestyle, privacy and independence, then an apartment is a perfect alternative to a hotel. It allows you to enjoy the local culture and live as you would at home."

**Contact your CWT representative to learn more about the benefits of serviced apartments.**

*Pictured: BridgeStreet serviced apartments*



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Premium Economy cabin size varies by aircraft, with up to 10 rows of seats. Visit [virginatlantic.com](http://virginatlantic.com) for more details.

# ESPECIALLY FOR YOU

CWT CONNECT NOW PROVIDES THE BEST OF BOTH WORLDS – THE FLEXIBILITY OF ONLINE BOOKING ALONGSIDE THE SUPPORT OF AN OFFLINE TEAM.

**C**WT Connect Now is a bespoke service specifically designed for companies who have a smaller travel spend or who only need to book travel a few times a month.

While the tool is great for managing simple bookings, our offline teams are ready and waiting to help with more complex trips.

Natural cosmetics company Burt's Bees achieved savings of 31% on transaction fees through using CWT Connect Now. "The tool's ability to present best-value fares from agreed suppliers resulted in our high average adoption rate of 52%," explains Elizabeth Slade, office administrator at Burt's Bees. "The best bit is that all unavoidable surcharges are included in the price from the start. This means you don't find additional costs have been added on when you come to pay – something that often happens when using online sites."

## CWT CONNECT NOW – THE FACTS

- The online tool can be used for those simple trips. You can still apply your existing travel programme and will receive monthly management reports by email to track key targets and savings.
- It can be set up and ready to use in just five days. Tell us your objectives and we can customise the package to better suit your specific travel needs.
- You and your travellers will have full access to our emergency service centre for any problems before or during a trip 24/7, 365 days a year.\*

\*Fee applicable



"I love working for CWT because, although it's a cliché, I learn something new every day!"  
**Louise Pickard, business travel consultant**  
– Two and a half years at CWT

"I enjoy working for CWT, it is the first company I have worked for that really listens to you as an individual, and pushes you to excel in your role to provide the best service possible"  
**Catrina Nunns, senior business travel consultant**  
– Five years at CWT



"Working at the Leeds branch is great as we get to speak with lots of different people each day. Each account has its own distinct requirements, so we work to provide a bespoke, friendly service to each and every client"  
**Alison Dalton, senior business travel consultant**  
– Thirteen years at CWT



## INTRODUCING BUSINESS BESPOKE FLEXIBILITY WITHOUT THE FULL PRICE

With Business Bespoke you can enjoy discounted long haul fares with the flexibility to meet your travellers' ever-changing needs and schedules.

- enjoy savings in a wide range of long haul routes; for example, with Business Bespoke you can purchase a flexible London Heathrow to New York return flight, travelling in Club World (R class) from as little as £4052\*, a saving of over 36% compared to a full fare (J class) Club World ticket

\*Prices include taxes, fees and charges, correct as at 22 December 2011

- no advance purchase, no change fees and no refund fees

To take advantage of Business Bespoke, your company simply needs to be a member of the British Airways On Business programme or American Airlines Business ExtraAA® and your travellers simply need to be a member of British Airways, Iberia, American Airlines or Qantas' frequent flyer programmes – whichever suits their travel pattern best.

For more information please contact your local Carlson Wagonlit Travel office.

Terms and Conditions apply



## SIMPLY THE BEST BOOKING EXPERIENCE

Our ongoing global initiative – *CWT Operational Excellence* – is helping us to improve and continually evolve the service we provide to you.

More than a temporary initiative, *CWT Operational Excellence* ensures every branch continually reviews their processes, technology and people against an established set of service guidelines to ensure the most effective, consistent and pleasant experience is delivered to clients.

The collaboration of CWT employees has already brought tremendous results, with the UK securing no less than five site winners in the global *CWT Operational Excellence* results announced at the start of 2012.



## AT YOUR SERVICE – THE LEEDS BRANCH

Craig Hotchen, branch manager at our Leeds office, has been a CWT employee for 25 years. We caught up with him to learn about the bespoke services his offline team offers.

- **How does the team at the Leeds branch ensure the service meets the needs of our *CWT Connect Now* customers?**

We have organised the branch into sections, with the team allocated to our *CWT Connect Now* customers known as Leeds Select. The consultants who work on this section have an average of five years service with CWT and 14 years experience within the travel industry. Each account can have complex processes and different ways of operating, so we ensure the Leeds Select team is trained and ready to provide a first-class service at all times.

- **What processes has CWT implemented to provide a better service?**

An automated email system has been introduced to record levels of service in CWT branches, monitoring the response time of our consultants. When a client requests a booking via email, the message is immediately sent to the next available CWT consultant, ensuring an efficient service is given at all times.

- **How do you and the team make sure you know about the latest offers and products from suppliers?**

We take part in regular supplier training sessions and our key coordinator collates messages from CWT's head office and industry suppliers regarding the latest offers on flights or hotels.

- **How has the introduction of *CWT Connect Now* improved the booking experience for clients?**

The tool creates a flexible online booking facility that results in lower service fees for clients, while providing 100% support through the availability of an offline team. ●



For more information about the services available, please contact your CWT representative.

# TIPS OF THE TRADE

A SUCCESSFUL TRAVEL POLICY IS WHAT EVERY TRAVEL MANAGER STRIVES FOR, READ ON TO MAKE YOURS BEST-IN-CLASS.

## Know where you're going

By understanding the needs of your business you can tailor your policy to ensure problem areas are addressed and successful ones are maintained. CWT recommends that your policy addresses the following areas:

- Booking processes
- Payment procedures
- Costs
- Service delivery
- Reputation management
- Risks
- Carbon reduction targets

In addition, Turner says: "You may want to benchmark your current policy against others within your business sector, to understand if your conditions of employment are similar." This will ensure that your policy is as efficient as possible for your organisation, by meeting specific needs common to your industry.

## Avoid pot holes and detours

When you are shaping your policy it is worth considering these key questions:

- Are there clear traveller and booker guidelines?
- Does it work offline and online?
- Do links provide detailed information where needed?
- Is stakeholder buy-in secured?
- Have you taken regional variations into account?
- Will you ensure that communication is regular and relevant?
- Is there a structured monitoring and review process in place?

Now that you have your guidelines in place, why not take a journey along our road to a successful travel policy? We guarantee a successful end destination. ●

# THE ROAD TO A SUCCESSFUL TRAVEL POLICY

## START

## SET GENERAL GUIDELINES

- Design booking processes (how to book/ amend/cancel, out of hours)
- Set up payment terms
- Issue expense guidelines (link to full T&E guidance)
- Determine approval processes
- Decide cash advance procedures
- Create traveller profiles
- Set out non-employee travel guidelines (contractors, interviewees, relocation, clients, spouse/family)
- Decide if personal/leisure travel bookings are in scope
- Consider business travel insurance
- Check health requirements (vaccinations etc)
- Include country security/safety guidance
- Establish key contacts
- Embed sustainability goals

## AIR

- Class of service criteria
- Preferred vendors v mandated carriers
- Rules (same carrier for return leg, split ticketing, restricted v unrestricted tickets)
- Flight selection criteria (time window, lowest logical fare, lowest fare on the day, specific carriers)
- Revenue v non-revenue generating travel
- Insurance/risk management (numbers/ levels of employees per flight)
- Weekend travel
- Additional costs (baggage, seat allocation, priority boarding)
- Upgrades
- Regional guidance



## REVIEW

## RAIL & GROUND TRANSPORTATION

- Class of service (domestic, international)
- Booking procedures
- Seat reservations
- Eurostar/regional variations
- Airport rail v ground transportation
- Use of taxis/black cars/public transport (home, airport, destination)
- Personal car use (mileage rates, insurance etc)



## CAR RENTAL

- Preferred suppliers
- Car class eligibility
- Refuelling
- Insurance
- CDP and other code identifiers
- Booking direct v via TMC
- Vendor gold card/privilege memberships



## HOTEL

- Hotel selection criteria (hotel programme, hotel brands/chains, hotel classification, distance from destination, total cost of trip)
- Link to hotel directory = manage deals/ costs/satisfaction/risk
- Non-preferred properties (per diem, expense guidelines)
- Long-term stays (corporate apartments, specific hotels)
- Day rooms
- Cancellation policy
- Weekend stays
- Incidental expenses (laundry etc)
- Alternatives (stay with friend)



## FINISH

You have a successful policy!

Whether you're an experienced, full-time travel manager, or managing your company's travel as part of a larger role, creating or updating a travel policy can be a daunting prospect.

To help you on your way, Carlson Wagonlit Travel (CWT) has developed some helpful tips to help you arrive at a successful travel policy.

## Before you start...

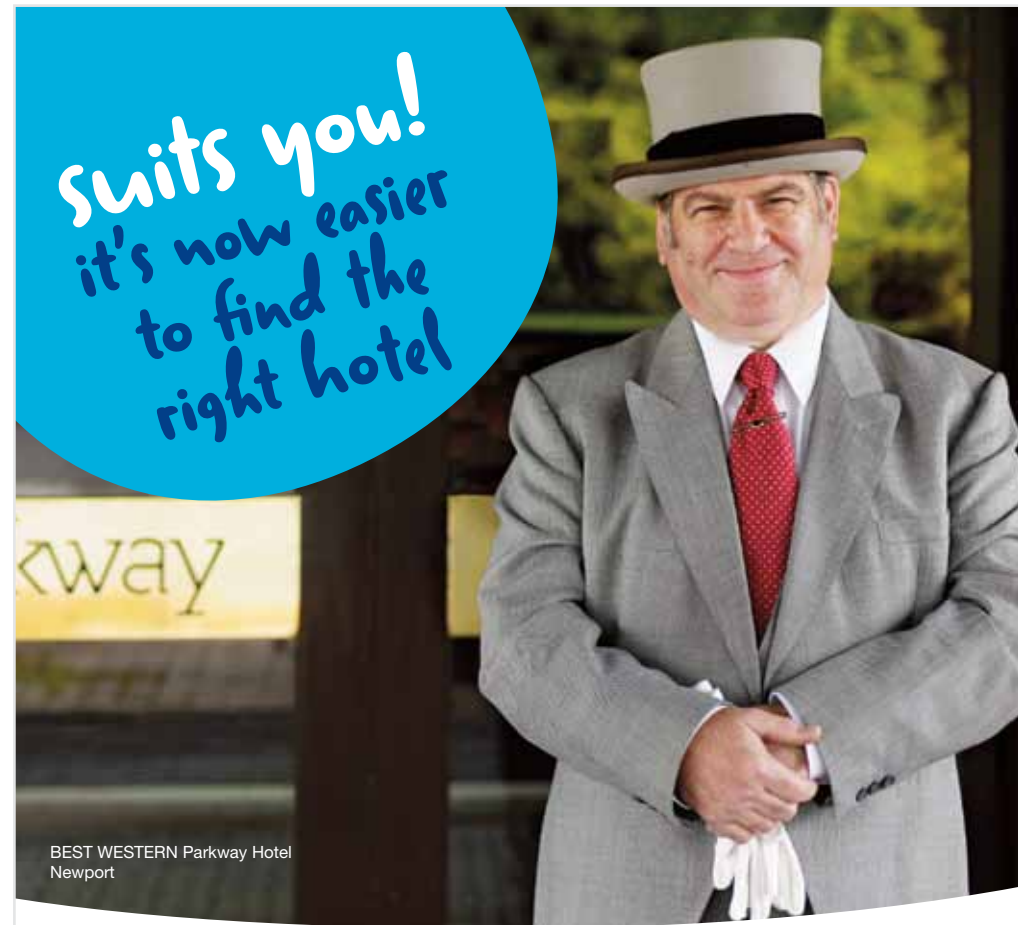
To begin with, ask yourself the following questions to determine the areas you would like to focus on when creating your policy:

- Is my current travel programme performing as I would like it to?
- Is it meeting my company's objectives (savings, sustainability, satisfaction)?
- How does it compare to those of my peers?
- Is a business case needed for change?

Nigel Turner, director of programme management, CWT, UK & Ireland, explains: "You need to understand what your organisation wants to achieve from its travel programme first, ie X amount of savings, a carbon reduction of Y, risk avoidance, common personnel standards". Once you know how your organisation is performing you will be able to pinpoint the areas of your policy that need stricter guidelines.



# THE ROAD TO A SUCCESSFUL TRAVEL POLICY



BEST WESTERN Parkway Hotel  
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Hotels with personality

Welcome to Best Western, we're here to help. With three tiers and over 270 personality-packed hotels in Great Britain to choose from, we're ready to open the door to extra special stays that are tailored to you. BEST WESTERN, BEST WESTERN PLUS and BEST WESTERN PREMIER make it even easier for you to find the right hotel at the right time. From a tip of the hat to welcoming smiles at reception, you'll be able to find the perfect hotel to suit every stay.

For more information please contact  
Carlson Wagonlit Travel



## LET'S GET TOGETHER

MAKE THE MOST OF YOUR LIVE EVENTS, WITH A LITTLE HELP FROM  
CWT MEETINGS & EVENTS.

Meetings and events are a valuable communication tool for companies, whether they are aimed at an internal audience, customers or partners in a supply chain. Jane Baker, business development manager, *CWT Meetings & Events*, UK & Ireland, explains: "Small to medium enterprises (SMEs) are often successful because they have great products or services and they are led and staffed by talented and passionate people. Live events and face-to-face meetings can be a really effective way to show off these assets and deliver key messages quickly and effectively."

However, finding the time to organise meetings and events can be a challenge because there is often no one primarily dedicated to arranging them. "It is easy to use *CWT Meetings & Events* as an extension of your team. Our experts are available whenever you need them, so they don't incur an annual salary and there is no HR implication. By outsourcing this planning, you can concentrate on your customers and the bottom line, while we make sure you get a smoothly managed meeting or event, as well as the best value from your spend." ►►

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For more information or to book your next flight contact your local Carlson Wagonlit Travel office.

JET AIRWAYS 

With experience of working with clients of varying sizes, *CWT Meetings & Events* ensures the desired result is achieved without incurring a huge price tag. "An event needs to deliver against objectives and reflect your brand in order to get the best return on investment (ROI), just as if you are running a sales promotion or advertising campaign," Jane adds.

The structuring of an event is important to create a successful outcome. You need to think about what you want to say, how you are going to say it and who you want to say it. This is where CWT's expertise comes in. "We can work with you to create tailored creative concepts based on your

sales and marketing objectives and come up with content that is interesting and valuable to your customers," says Jane. "That might include speaker coaching, presentation development or video creation."

Organising a meeting or event tends to look quite simple until it comes to doing it – then it becomes apparent exactly how many strands need to be pulled together to run it in a professional fashion and make it a success. By using CWT's specialists, you have access to the industry's best talent at a fraction of the cost and with the knowledge that you are in safe hands. ●

For more information, contact  
*CWT Meetings & Events* at  
[events@carlsonwagonlit.co.uk](mailto:events@carlsonwagonlit.co.uk),  
or call 020 3353 0274.





# FAST-TRACKED BOOKINGS

## CLIENT SUCCESS STORY

CWT CONNECT NOW WORKS TO STREAMLINE THE TRAVEL BOOKING PROCESS, GIVING COMPANIES GREATER FLEXIBILITY WHILE HELPING TO ACHIEVE INCREASED SAVINGS.

When Mapfre Assistance – the UK arm of Mapfre Group – saw employee travel had increased in recent years, they contacted Carlson Wagonlit Travel (CWT) to discuss how to make the travel booking experience as easy as possible for their staff. After reviewing the available options, *CWT Connect Now*, an online booking tool (OBT) specifically designed for companies with a smaller travel spend, was chosen for its ability to provide increased flexibility and cost savings.

### Saving time

A series of launch communications and a bespoke training session attended by Mapfre Assistance bookers enabled the tool to be successfully implemented, achieving an incredible air adoption rate of 67% within six months. Danielle Lansley, PA to the head of e-Commerce, believes the tool has helped make the booking process more efficient: "Booking travel used to mean a lot of searching for deals online to try and save money. Now that we have the OBT we have all of the options in one place, which saves you time when you're busy or making an urgent booking."

### Cost reductions

In addition to enhancing booking experience, Danielle explains: "It also keeps you within policy by only offering approved options, unlike online sites." Through only booking approved options, unexpected costs can be avoided. "The prices listed in *CWT Connect Now* appear similar to other online deals. However, the latter do not always include costs such as internet or breakfast, making the final total more than expected," she says. Through the tool restricting options to approved suppliers, Mapfre Assistance's average ticket price has decreased by 21.5% since *CWT Connect Now* was implemented, from £564.00 to £464.00.

### Heightened traveller safety

In addition to savings, traveller safety is enhanced when bookings are made via *CWT Connect Now*, when compared with online sites. Before a booking can be made, each traveller needs to have completed a *CWT Portrait* profile, which contains important personal information that links into *CWT Connect Now*. Caroline Oxtoby, Mapfre Assistance's account manager at CWT explains: "When booking with an autonomous online site you don't get the benefit of traveller tracking. If something happens that requires the evacuation of travellers from a country, you need to be able to pinpoint an employee's location to get them home safely, which *CWT Connect Now* allows you to do."

### Day-to-day delivery

Not only do the traveller profiles increase employee safety, they also help the day-to-day booking process through traveller information being readily available. "*CWT Portrait* stores our travellers' details, from passport number down to whether they prefer a window seat. Having this information already stored and linked into *CWT Connect Now* makes everyday bookings for other people much easier as I don't have to enter the information each time or contact the traveller for missing information," explains Danielle.

### Every little helps

Should the need arise for a little human help, Mapfre Assistance's designated travel team, based at CWT's Leeds branch, remains the first point of contact. Something that serial online-bookers like Danielle still appreciate. "I make all of my bookings online, however I will call one of the CWT team if an alteration is needed or a last-minute booking becomes complicated; it's still nice to have someone at the end of the phone!" ●

**Contact CWT to find out how an OBT could save your company money and simplify bookings.**

CLIENT: MAPFRE ASSISTANCE  
SECTOR: FINANCIAL (INSURANCE SERVICES)  
PERIOD: 2005 – PRESENT



"BOOKING TRAVEL USED TO MEAN A LOT OF SEARCHING FOR DEALS ONLINE. NOW THAT WE HAVE THE OBT WE HAVE ALL OF THE OPTIONS IN ONE PLACE"



# MILLENNIUM & COPTHORNE HOTELS



Millennium & Copthorne Hotels offer you 200 meeting rooms and over 5,000 bedrooms located in key cities across the UK and Europe.

Each hotel is conveniently located only a short distance away from direct transport links, places of interest and attractions.



For more information, please contact your local Carlson Wagonlit Travel office.

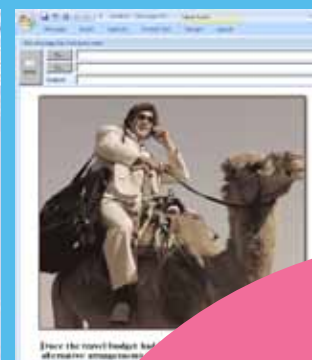


Millennium & Copthorne Hotels operates a portfolio of more than 100 hotels worldwide.

# SPREAD THE WORD

CARLSON WAGONLIT TRAVEL (CWT) PROVIDES ACCESS TO APPROVED SUPPLIERS AND GREATER TRAVELLER SAFETY AND SECURITY – BUT TO WHAT EXTENT ARE YOUR TRAVELLERS AWARE OF THIS SERVICE?

## BESPOKE COMMUNICATION



A timeline of personalised emails provide travellers with essential information about their new travel management company (TMC). They are also useful for ongoing communications should there be changes or upgrades to systems.

## 24-HOUR CARDS



Provide your travellers and bookers with wallet-sized cards containing policy information, and the telephone numbers and email addresses of their CWT team. It is important to let your travellers know assistance is only a call away, especially in an emergency. ►►

Managing how your employees book travel can be a challenge. To ensure your travellers are making full use of the services available to them, and are aware of the reasons why it is important to book through one channel, CWT has a range of materials that work to raise policy compliance and online adoption rates.

Finding a four-leaf clover  
won't get your company free tickets.  
*BlueBiz will.*

#### ■ Rely on BlueBiz. The easiest way to reward your company.

BlueBiz is offered to you by Air France, KLM, Delta and Alitalia and is the joint programme for companies that regularly book flights with Air France, KLM, Delta, Alitalia and our other partner airlines. Sign up for free and start earning Blue Credits on every flight. You can use Blue Credits to buy free flights for anyone in your company. What's more, Flying Blue members earn Miles on top of Blue Credits. BlueBiz also comes with timesaving online tools and a Corporate Recognition\* system that ensures hassle-free journeys for your business travellers – even in the event of delays or cancellations. For more information please contact your local Carlson Wagonlit Travel office.

\*Applicable on Air France and KLM operated flights.

**BLUEBIZ**



## ADVERTS, POSTERS AND E-POSTCARDS



Keep travellers updated with frequent communications, which can be placed on your internal website or produced as posters. These inform your travellers about how and why to book travel through the company's preferred supplier.

## ONGOING COMMUNICATION IDEAS INCLUDE:

- ▶ A slot on the internal monthly newsletter
- ▶ A section on the internal website, featuring regular posts
- ▶ Recurring focus groups for travellers/bookers to ask questions and learn about new services
- ▶ Supplier bulletins and meetings to learn about the best fares and products available
- ▶ Additional training on the online booking tool (OBT)
- ▶ Ongoing communication emails that provide top tips and information on products
- ▶ Meetings between CWT branch members and travellers to build familiarity and trust

## A SUCCESS STORY



With a large travel spend and almost 2,500 travel transactions a year, leading international engineering firm, Doncasters, needed to ensure travel costs were being kept under control. However, upon taking over the account, Lisa Mair, CWT programme manager, found low OBT adoption rates and few calls being made to CWT branches, causing missed savings. "Greater levels of awareness regarding CWT's existence were needed in order to take advantage of the negotiated deals available from preferred suppliers," explains Lisa.

Doncasters' travel manager, the travel bookers and Lisa worked together to create a frequently

asked questions (FAQ) document that focused on the issues Doncasters employees were experiencing. Refresher training on the OBT was provided to heighten adoption levels, and a meeting between the Doncasters travel bookers and their CWT branch was arranged to foster familiarity between the two teams.

Following the availability of the FAQ document, the branch meeting and additional OBT training, adoption figures increased by 16% in just one quarter. ●

**Talk to your CWT representative about creating an effective communication strategy.**



# BUYING POWER

ENSURE YOUR COMPANY AND EMPLOYEES AREN'T MISSING OUT ON REWARDS. GET THE LOWDOWN ON SUPPLIER LOYALTY PROGRAMMES!

**D**id you know that some airlines have dedicated loyalty programmes for small to medium-sized enterprises (SMEs)? These specially designed programmes allow you to collect points that can be redeemed against flights and other services, with points from business travel also redeemable against personal trips.

## No strings attached

There is typically no joining fee and members of the airlines' frequent traveller programmes also earn personal points from their trips. Because of this, the schemes could help to manage traveller behaviour and bring the benefits of the travel spend back into the company.

## Star Alliance Company Plus

The only alliance scheme for SMEs is Star Alliance Company Plus, made up of 13 airlines who cover 500 destinations – Air Canada, ANA, Austrian, Blue1, bmi, Brussels Airlines, Continental Airlines, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Swiss, TAP Air Portugal and United.

Each flight taken earns PlusPoints, which are valid for three years and can be exchanged for flights, upgrades, airport parking, limousine

transfers, cashback, and even awards such as hotel accommodation and carbon offsetting from partners. In addition, a welcome bonus of up to 1,500 points is enough for an upgrade to business class.

Once you have registered one or more credit cards for ticket purchase, you will start earning points on expenditure on those cards. If you don't use a card, you can upload the ticket numbers online. The minimum requirement for membership is just one flight per year.

## On Business

British Airways' (BA) SME programme, On Business, awards points on all qualifying flights worldwide, including selected services operated by Qantas, Comair, American Airlines and Iberia. A minimum of two members is required and points can be redeemed once your On Business number is registered and you have flown with BA.

Points can be redeemed against flights, flight upgrades and Marriott hotel accommodation, and members earn triple points on the first six flight sectors flown within the first 12 months of joining.

## BlueBiz

Also clubbing together to provide benefits for SMEs are Air France, KLM, Alitalia and Delta Air Lines, whose BlueBiz members earn Blue Credits on each flight. These are valid for three years and can be redeemed against tickets or upgrades.

## Qbiz

Companies have to be registered as a private corporation in the country of application to earn QMiles on employees' travel through Qbiz from Qatar Airways and travellers must be a member of Qatar's frequent flyer scheme Privilege Club. Miles can be redeemed against flights and upgrades.

## Flying Co

Virgin Atlantic's Flying Co rewards your company with points that can be cashed in for flights, upgrades, transfers and lounge invites, plus hotel accommodation, car rental, rail travel, airport parking and more through programme partners. Employees have to be members of Virgin's loyalty programme Flying Club and will also earn miles for personal use.

These are just some of the ways businesses can mitigate ever increasing costs. Don't miss out on valuable loyalty points, start making your business travel pay for itself – even if you don't have a corporate deal with an airline or hotel. ●

## CWT FARES: BETTER THAN THE PUBLISHED PRICES, BY MILES!

**C**arlson Wagonlit Travel (CWT) has negotiated exclusive prices on hundreds of flights, ensuring you receive the best possible rates. John Priestley, manager, fares support, CWT UK & Ireland explains: "Major savings can be made by taking advantage of CWT's vast database of specially negotiated airfares. Our global distribution systems hold over 750,000 fares from 66 major airlines to more than 900 destinations." Fares are available in all classes, giving possible savings of up to 70% in some cases.

CWT client Analysys Mason achieved savings of 36% on total travel spend in 2011, a 3% increase on the previous year. Half of these savings were a direct result of using *CWT Fares*.

Karen Westdijk, executive assistant at Analysys Mason, explains: "*CWT Fares* have become an integral part of our travel programme, helping us to keep costs down without our travellers having to compromise on levels of service."

**Contact your CWT representative  
to learn more about *CWT Fares*.**





## Whether you're travelling for business or pleasure, with Hertz® you'll always find your way

**Hertz is your perfect partner for the journey ahead. With more cars and more choice at over 8,500 car rental locations across 147 countries, you'll find us closer to home as well as at major airports.**

We've got fun cars, small cars, prestige cars, family cars, green cars, 4WD cars and rent-by-the-hour cars. We've even got vans and electric bikes.

The Hertz #1 Club Gold® loyalty programme ensures a faster, more personal service, as well as time-saving counter bypass at many locations.

We can give you what you need. We're there for you, worldwide. And we've got the experience to make your journey even greater.

Everyone's journey is different. Whatever your preference, we've got your perfect partner.

For more information please contact your local Carlson Wagonlit Travel office.



# SUSTAINABLE SAVINGS

SUSTAINABLE BUSINESS PRACTICES ARE A POSITIVE STEP, NOT JUST FOR THE ENVIRONMENT BUT ALSO FOR YOUR CORE BUSINESS.

Many companies subscribe to the myth that the tough economic conditions rule out a sustainability agenda because it requires financial investment, according to senior director of programme management and sustainability for Carlson Wagonlit Travel (CWT), Sandy Moring. "In reality, organisations that are watching costs are also engaging in sustainable practices – they go hand-in-hand," she says.

By considering these four key areas, companies can focus on reducing the environmental impact of their company's journeys at the same time as achieving commercial goals:

- 1. Supplier selection** – Choosing suppliers who employ sustainable business practices is the first step in improving your travel programme in this area.
- 2. Traveller choices** – Educating travellers about the environmental impact of their travel choices and highlighting suppliers with a lower environmental impact will help to engage their support in your company's environmental efforts.
- 3. Measurement** – Environmental reporting is a critical element that lets you conduct an initial assessment of your company's environmental impact, providing information to measure your success by .
- 4. Reductions and offsets** – Offsetting helps neutralise the environmental impact of travel for a period of time; partnering with an emissions management company can heighten the success of your efforts in this area. »







CWT continually works to develop sustainable products and practices that help improve the environmental impact of both their clients' and their own actions.

#### **Should I take the train or fly?**

CWT's Total Impact Report compares air and rail journeys in the UK by looking at number of trips and average ticket prices on relevant routes. "London to Newcastle is the threshold. It is the longest economical distance that works on a daily commute to conduct a business meeting," says Sandy. "Scotland is too far by train unless staying overnight is a planned part of the itinerary. One easy way to save is by planning ahead. The further you book from the date of travel, the greater the savings."

#### **Efficient energy**

But cost is only part of the picture. "Once you go through security at an airport there is little time before boarding the plane. You are also not allowed to use electronic equipment until the aircraft reaches cruising height." This affects traveller productivity. "In comparison, those who take the train get on and off in the city centre and can work on board, so the journey becomes genuine working time," says Sandy.

#### **More eco-friendly engines**

CWT also helps clients reduce the environmental impact of their car journeys by sourcing suppliers that have more eco-friendly vehicles and reducing allowable CO<sub>2</sub> emissions by mandating the grade of car.

CWT has achieved ISO14001, an internationally recognised environmental management accreditation. "As part of our ISO14001 role, we give advice on best practice to our customers," says Sandy. "We can provide access to offset programmes, and through our online *CWT Programme Management Centre* we can generate management information that reports on travel patterns.\* These can be run against the Defra 2011 calculations, which measure CO<sub>2</sub> output per transaction," says Sandy. ●

**For more information on how CWT can help you build a more sustainable travel programme, email [sustainability@carlsonwagonlit.co.uk](mailto:sustainability@carlsonwagonlit.co.uk).**

\* CWT Connect Now customers may have full access to their data held online in CWT Programme Management Centre for an additional fee – CO<sub>2</sub> reporting can be provided as a regular report free of charge.

STAR ALLIANCE  
THE WAY THE EARTH CONNECTS

## STAR ALLIANCE COMPANY PLUS

The fastest growing travel incentive programme for companies

powered by  **Lufthansa**



### One of the best business decisions you'll ever make for your company

Airline travel can be a big cost for small and medium-sized businesses. If you join Star Alliance Company Plus your company will earn PlusPoints every time your employees fly with any of the thirteen member airlines to over 500 destinations worldwide.

Unlike most other corporate loyalty programmes we reward your business even if you and your employees only travel infrequently.

PlusPoints are valid for three years and can be exchanged for free flights, upgrades, hotel stays, airport parking, cashback and a wide range of awards from a growing list of partners.

With a welcome bonus of up to 1,500 PlusPoints, enough to earn you a Business Class upgrade, Star Alliance Company Plus cuts your corporate travel cost from the very first flight. Joining is free. It really is that simple.

AIR CANADA 

ANA 

Austrian 

Blue 

British Midland International 

brussels airlines 

Continental Airlines 

LOT POLISH AIRLINES 

 **Lufthansa**

SAS Scandinavian Airlines 

SWISS 

TAP TAP PORTUGAL 

UNITED 

For more information please contact your local Carlson Wagonlit Travel office