



BUSINESS TRAVEL SHOW EUROPE 2022

SOCIAL MEDIA GUIDE FOR SUPPLIERS

WHICH CHANNELS SHOULD I USE?

For business to business communication, LinkedIn and Twitter are best suited to achieve your objectives

You can amplify your own social media campaigns by piggybacking on ours



www.twitter.com/btshoweu



<https://www.linkedin.com/groups/2048219>



www.Facebook.com/businesstravelshoweurope

TIPS FOR TOP TWEETING

Invest time to follow
and find new followers

1-3 tweets daily

Engage in conversation!

20% company news;
80% non company news

Like and retweet others'
tweets

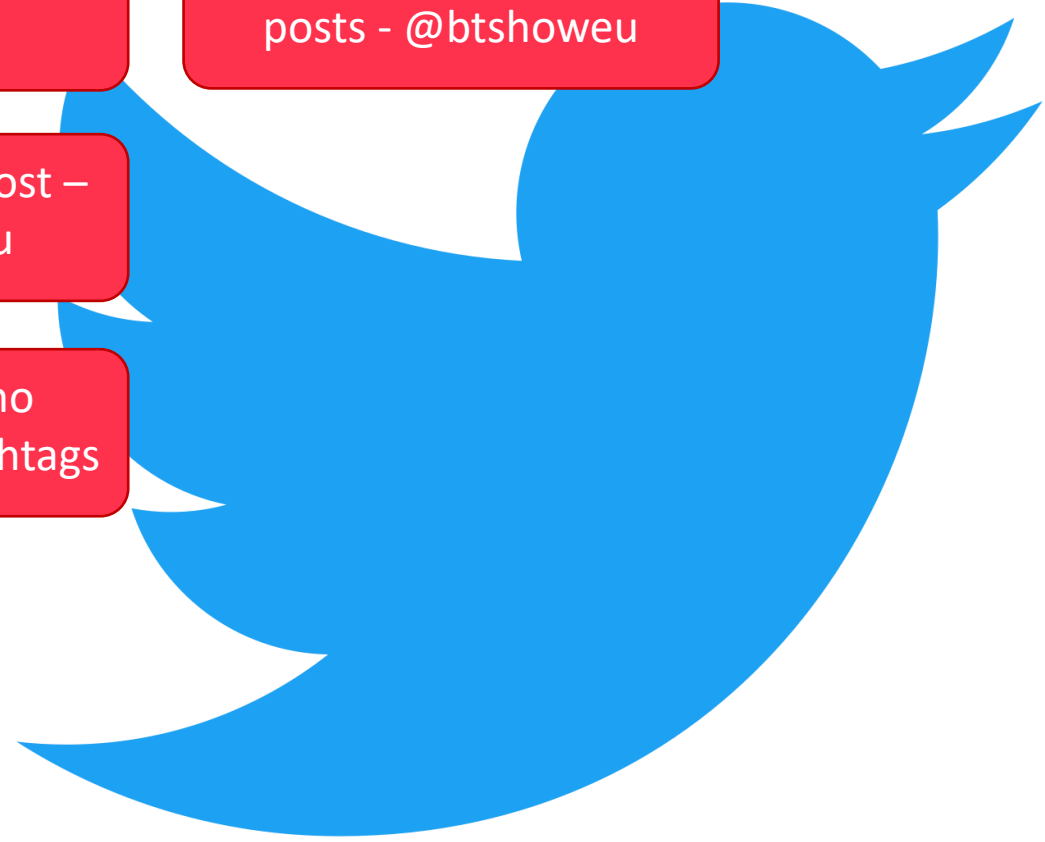
Tag twitter users in your
posts - @btshoweu

Use pictures and video
as often as possible

1-2 hashtags per post –
use #BTShowEu

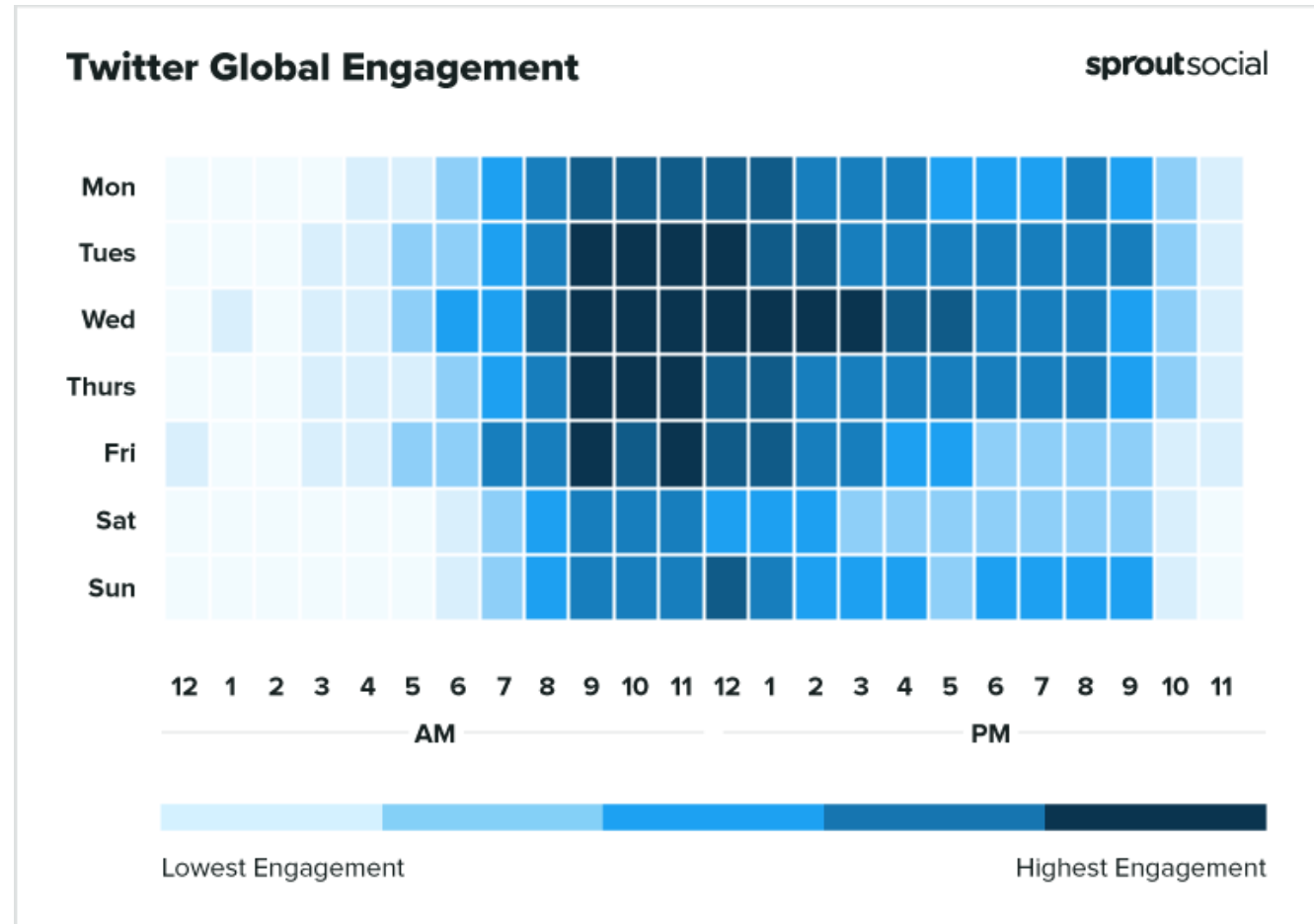
Have fun with your
followers and yourself

280 characters no
longer includes hashtags



TIPS FOR TOP TWEETING

What are the best times to post on Twitter?



TWEET TEMPLATES BEFORE THE SHOW

29/5/22: One month to go until @btshoweu, buyers can book free tickets now at <https://bit.ly/3LqqBkK> and visit us on stand (INSERT NUMBER) #BTShowEu

May: "We're launching (insert your show news) @btshoweu next month. Visit us on stand (INSERT NUMBER) Registration is open now - <https://bit.ly/3LqqBkK> "

Early June: "Visit us at #BTShowEu and you could win (insert comp prize) just by dropping off your business card at stand (INSERT NUMBER) #businesstravel"

June: "To find out more about (what you do), don't miss us @btshoweu, we're on stand (number) Buyers register free - <https://bit.ly/3LqqBkK>"

15/6/22: Just 2 weeks to #BTShowEu - we can't wait to see you at the show – buyers can register now for free tickets <https://bit.ly/3LqqBkK>

22/6/22: We're at #BTSEurope in a week - follow what's going on @btshoweu

BUSINESS TRAVEL SHOW EUROPE

29 - 30 JUNE 2022
EXCEL, LONDON

#twitterinspo

CWT @my_CWT · Sep 29, 2021
The early bird catches the worm - or in this case - guarantees a meeting with our experts at [#BTSEurope](#).
Be that bird - pre-book your meeting now: ow.ly/ps8o50GhSPi

[#TravelReunited](#) [#BusinessTravel](#)



American Express GBT @amexgbt · Sep 21, 2021
[#BTSEurope](#) is less than ten days away. Don't miss out on the chance to meet team GBT - book your slot to meet either in-person or virtually at stand BTSC120 and get ready to get [#BackToBlueSkies](#): bit.ly/3hS6JuS



CMAC Group @CMACgroupUK · Sep 29, 2021
@BTShowlondon starts tomorrow!

Improve your business travel strategy with CMACs unrivalled transport & accommodation solutions.

Join us to learn how you can protect your travellers, business & reputation.

Register now: bit.ly/BTS-CMAC

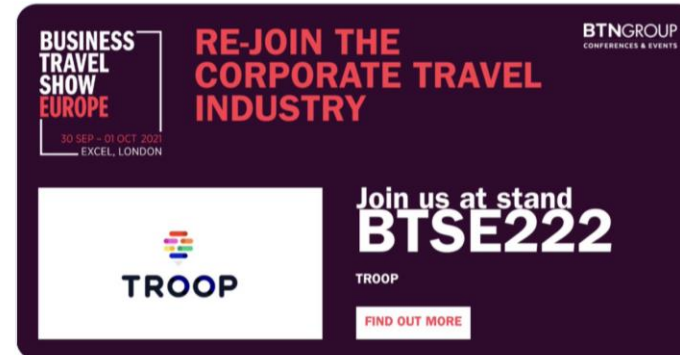
[#BTSEurope](#) [#BTSEurope2021](#)



trooptravel @trooptravel · Sep 23, 2021
Come and meet the TROOP team and hear how companies like @MDLZ are using TROOP to plan safe, sustainable, and cost-effective meetings.

Book now a slot to meet in-person or virtually at stand BTSE222:
ow.ly/kUiv50GeyZi

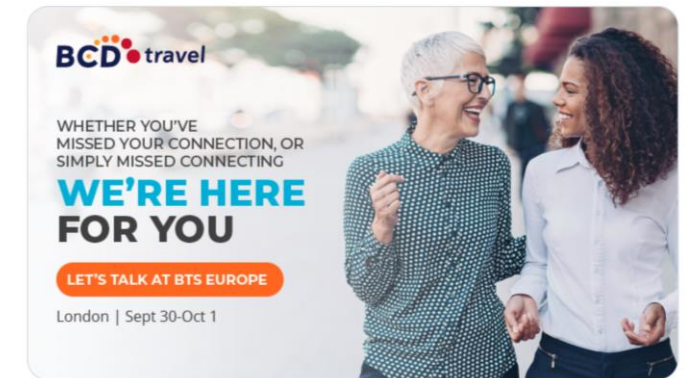
[#btseurope](#) [#travelreunited](#)



BCD Travel @BCDTravel · Sep 21, 2021
Have you missed connecting in person as much as we have? Let's book a date at @BTShowlondon and meet at our booth BTSE120:
ow.ly/Hgs230rUCc0

Haven't registered yet? Do it here: ow.ly/SIqK30rUCc4

[#BTSEurope](#) [#TravelReunited](#)



DON'T FORGET

Use #BTShowEu and we will retweet your news and show tweets

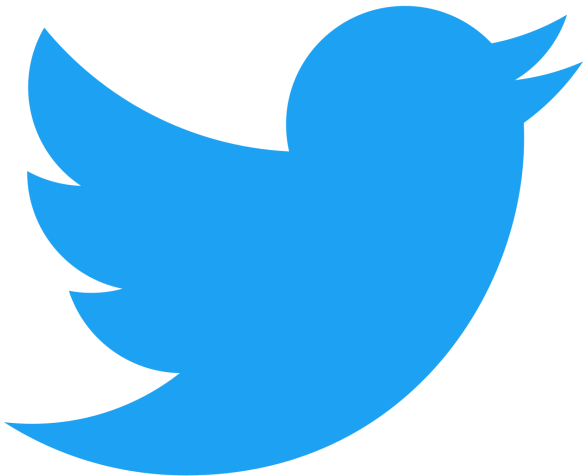
We will post one tweet on day 1 – don't forget to include your stand number!

And one on day 2 – we will try our best to post at the time that works best for you

Send us your show tweets by Friday 24 June 2022

Add us to your press lists – we can tweet your news, too

Email tweet content, links and images to btse@bigtop-pr.co.uk



LINKEDIN TOP TIPS

Invest time to
encourage followers

Send email invites
through LinkedIn

The ideal time to post is Tues/Thurs
9am-12pm & Wed 9am-2pm

Send weekly
announcements

Link to your blog
content

Follow industry groups
and post in them

Use pictures and video
as often as possible

Use Canva to create free
graphics

Repost industry news

Create branded graphics
with the BTSE URL

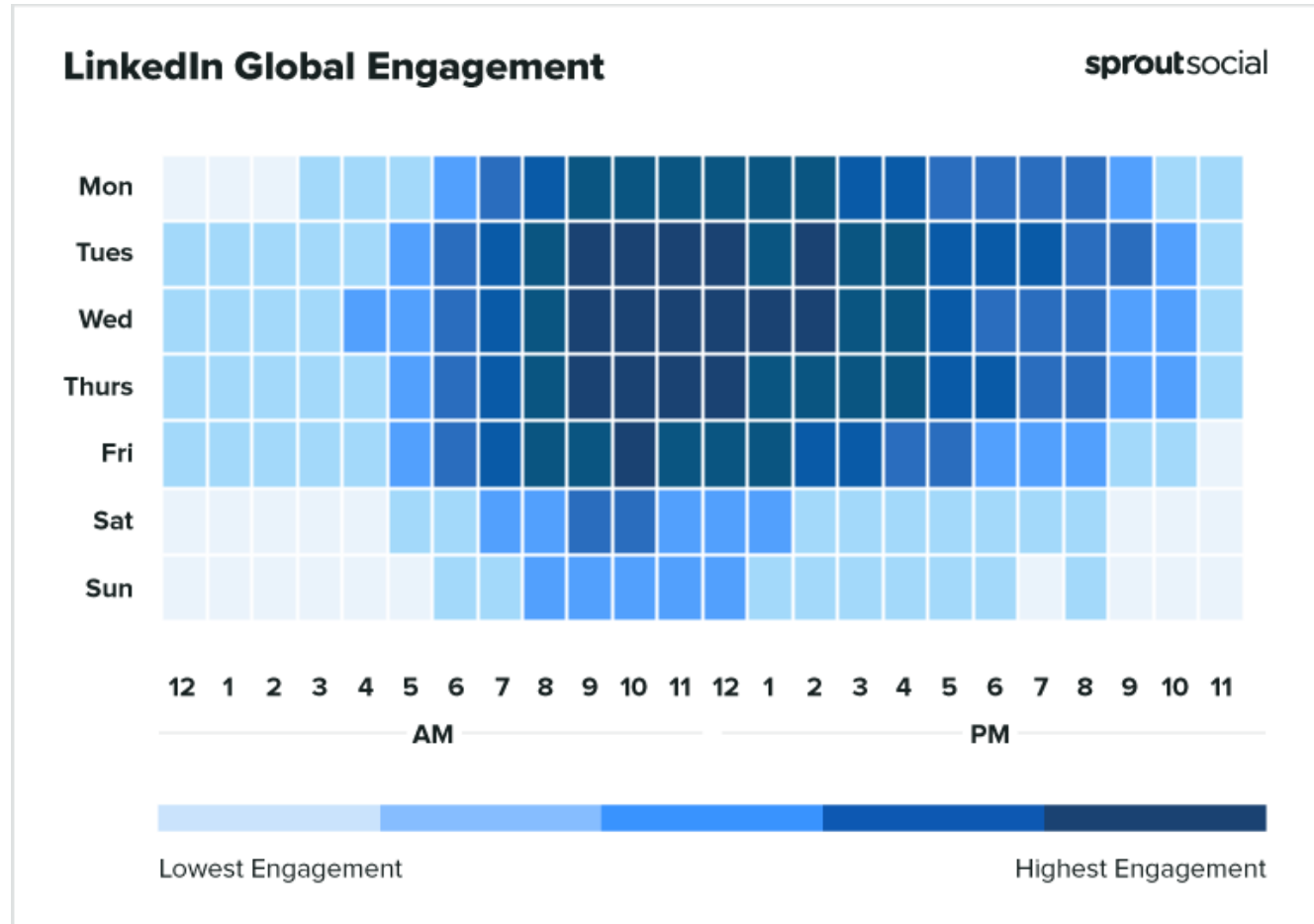
Create branded graphics
with your stand number

Post daily but only if you
have something to say



LINKEDIN TOP TIPS

What are the best times to post on LinkedIn?



BUSINESS TRAVEL SHOW EUROPE

29 - 30 JUNE 2022
EXCEL, LONDON



Jack Dow • 1st

Award-winning startup founder | AI technology to optimise traveller engage...
4mo • 🌐

Looking forward to a real life in-person event tomorrow at [ExCeL London](#) for the [Business Travel Show Europe](#)!

If you are attending, please pop by to the [Grapevine](#) stand (BTSE110) in the Innovation & Faceoff Zone. We'd love to tell you how we're helping TMCs drive [#engagement](#) and [#increaserevenue](#) per trip. We're also featuring in the Innovation Faceoff, so do check out our pitch! Looking forward to seeing you there

[#innovation](#) [#businesstravel](#) [#increaserevenue](#) [#ai](#) [#personalisation](#)



#LinkedInspo



ATPI
14,291 followers
6mo • Edited • 🌐

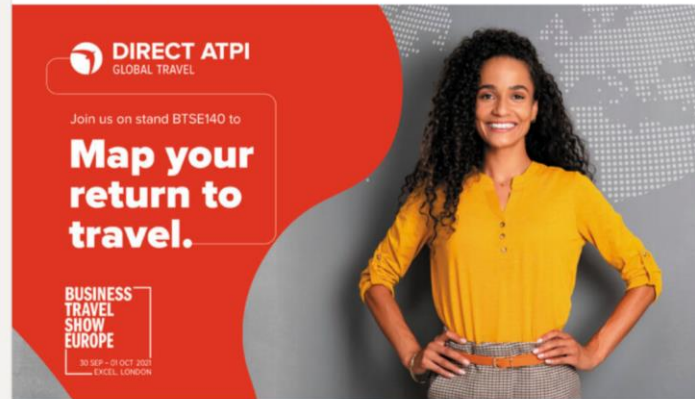
+ Follow ...

We're excited to be back at the [Business Travel Show](#) next month and to see many of you face to face. Join us on stand BTSE140 to talk to the Direct ATPI team about how best to map your organisation's return to business travel. Our experts will be providing free consultancy and strategy advice on the future of your corporate travel programme.

Schedule a meeting with one of the Direct ATPI team now and we'll offset your travel to the show.

<https://hubs.ly/H0VT0pH0>

[#BTSEurope](#) [#BusinessTravel](#) [#CorporateTravel](#)



CMAC Group
2,131 followers
4mo • 🌐

+ Follow ...

Get ready... [Business Travel Show](#) starts tomorrow!

Improve your business travel strategy with CMACs unrivalled transport and accommodation solutions.

Join us face to face as we reveal how to upgrade your business travel plan so you can protect your travellers, business and reputation.

Don't miss out!

Register now: <https://bit.ly/BTS-CMAC>

[#BTSEurope2021](#) [#BusinessTravelShow2021](#) [#BusinessTravelShow](#)
[#BusinessTravel](#) [#CorporateTravel](#) [#BusinessTravelSolutions](#)
[#BusinessTravelShowEurope](#) [#TravelIndustry](#) [#CorporateTransport](#)



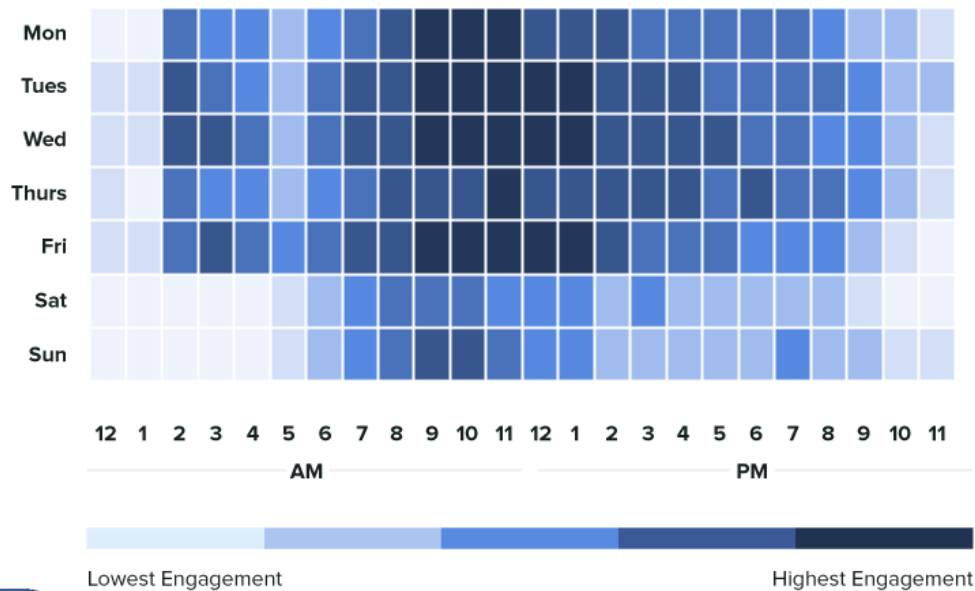
Linked

FACEBOOK & INSTAGRAM

As more B2B brands are using traditionally consumer-facing platforms, we thought you might find it useful to see when's the best time to post on Facebook and Instagram.

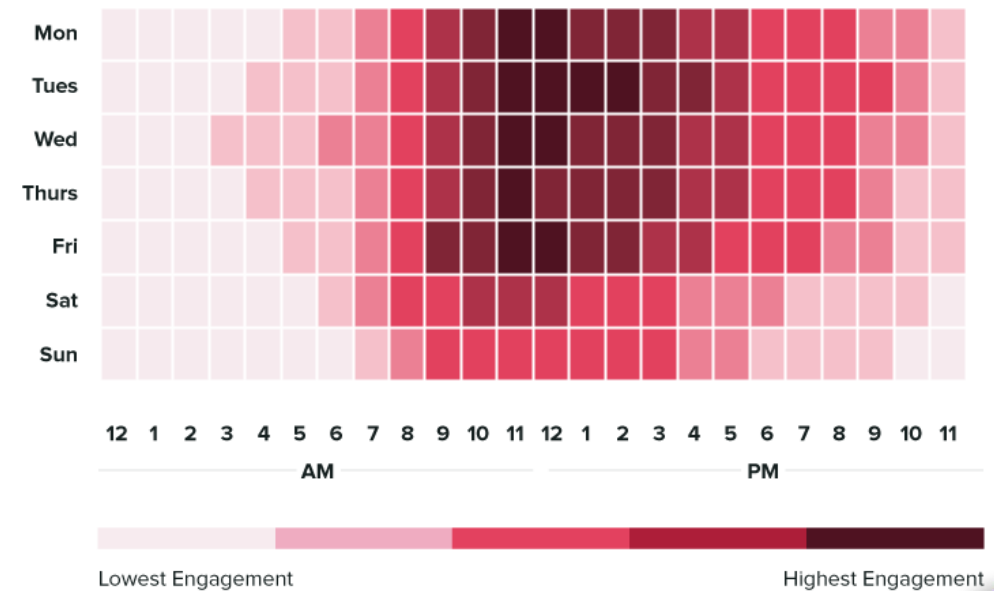
Facebook Global Engagement

sproutsocial



Instagram Global Engagement

sproutsocial



BLOG FOR US – HERE ARE THE RULES

The blog can be viewed in the Media Hub on the Business Travel Show Europe website <https://www.businesstravelshoweurope.com/media-hub>

Be informative. Write what buyers will want to read. We can't use sales copy.

Blogs can be as wordy as you wish, though we only need around 300 words.

Write in the first person.

Include stats if possible with sources.

Include images, keywords, hyperlinks and consider SEO.

Include a line at the end saying who has written the blog, her/his job title, company name and link to your website.

ABOUT THE BLOG

Our blog has been viewed over 191,000 times.

You can send as many as you like as long as they meet the criteria outlined in the previous slide.

There are no deadlines, but the sooner you send them the better as the blog gets very busy one month prior to the show and we post one per day.

You can upload your blog in the e-zone. Please follow the instructions in the blog guidelines;

https://www.dropbox.com/s/04dl9eh677ciosu/BTSE22_BTSBlogGuidelines.pdf?dl=0

Find examples in the archive at <http://businesstravelshow.blogspot.co.uk/>

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SUCCESSFUL BLOG POSTS

Blog

Ready, tech, go... the road back to travel is digital

— BCD Travel | Stand: BTSE121



If 2020 taught the business travel industry anything, it's that getting back to travel will require flexibility, ingenuity, and technology, plenty of technology.

Staying connected to travellers. Monitoring risk. Navigating digital health passes. Tracking carbon footprints. Providing anytime access to content and information for travel teams. Making sourcing more dynamic. The solutions to all are digital.

Digital provides opportunity for us to reduce costs, encourage policy compliance, provide travellers faster service and assure their well-being, no matter where they are. Soon, more and more travellers will untether themselves from Zoom meetings and desktops – and technology will help us to anticipate the ways they'll want to consume information – whether agents assist them or they self-serve.

Over the past several years, BCD has invested in an open platform infrastructure to support the unique needs of our customers and scale for the evolving demands of the industry. When COVID-19 introduced a new and peculiar set of demands to our business last year, that was a great test of our ability to adapt our digital strategy to meet the needs for where our customers were and where we hoped they'd return to.

Even with the disruptions of recent times, we are in the midst of a massive technology shift that will transform corporate travel forever. Innovations in blockchain, machine learning, digital health pass systems, and artificial intelligence are barreling down on us. And here's the thing—we can do better at identifying related opportunities so our industry can turn outlandish ideas into concrete ways to solve problems.

Four areas likely to grow in importance as business travel recovers from the pandemic are: evolving delivery models, fragmented distribution, data driven innovation and the simplified digital experience that travellers expect. The far future is actually at our door.

Technologies like machine learning, blockchain, chatbots, the Internet of Things and virtual/augmented reality are already delivering better and faster business intelligence. But they will do more. In the future, expect them to continuously monitor and assess program performance, and automatically adjust policy rules and supplier agreements in real time to achieve smarter outcomes. The result? Better run travel programs where travel teams perform more effectively against key goals like cost reduction, risk management and employee satisfaction.

Technology that makes policies invisible can resolve major pains for travel managers. Business travelers increasingly ignore fixed rules because they don't see the benefit of following them. But tech can be leveraged for influence, to promote quality service, consistency and even traveller wellness: automate behaviour management to reduce program costs, and not only build and integrate rules invisibly into a booking tool but also learn from traveller behaviour and automatically offer them the most relevant offers based on that learning.

Finally, we can't ignore technology's value as a safe-keeper and security force. Keeping business travellers safe means keeping them informed and connected to their company and duty of care team. Messaging technologies, mobile apps and data analytics tools will bridge the duty of care gap: anticipate trouble before it happens, and save precious time when it does.

This blog was written by Will Pinnell, Vice President Digital Strategy and Advancement at BCD Travel. BCD will be exhibiting at Business Travel Show Europe on stand BTSE121. Register for FREE access [now](#).

GUEST BLOG The research is here. Why you cannot afford to ignore business traveller wellness



There has been a lot of news and research in the last few years about the effects of frequent business travel and I am sorry to say that the majority of it is not good. At first a job that includes travel may seem glamorous and enviable, but when you look at the facts it is clear that business travellers are facing challenges to their health and wellbeing with every trip they take. As more people recognise the need for consistent healthy routines and balance for their mental and physical health, it is simply not good enough to say business travellers have to sacrifice that when travelling for work.

The business travel industry is set to grow to 3.6 trillion this year and it shows no signs of slowing down, which is no surprise as companies that invest in business travel continually see a significant return on business travel and face to face meetings. The fact is that frequent travel is good for business but bad for the travelling employee and that needs to change.

Studies show the most prevalent problems facing business travellers today are:



Figure 4 Source: <https://www.smartmetricinstitute.com/news/travel/21638/2/business-travelers-struggle-to-sleep-hotel-helps>



Figure 3 Source: <https://www.smartmetricinstitute.com/news/travel/21638/2/business-travelers-struggle-to-sleep-hotel-helps>



Figure 2 Source: <https://travelbalance.net/>



Figure 1 Source: <https://www.smartmetricinstitute.com/news/travel/21638/2/business-travelers-struggle-to-sleep-hotel-helps>

So, the research is here, there is no denying it. You can no longer ignore traveller wellness if you want to keep healthy, happy and productive employees in your organisation. You may be wondering how you can help your employees to travel well? Taking some simple steps can make a huge difference.

Make wellness part of your travel policy

A corporate travel policy lists a set of guidelines for business travel. They focus on flights, accommodation, expense guidelines and security. Health and wellbeing initiatives are often forgotten. Corporate wellness programmes save (and continue to save) a huge surge in the last few years and companies that successfully implement them are reaping the benefits. Wellness is not just for in the office, you need to take care of your travelling employees too. Include wellness initiatives in your travel policy to show your employees that their health and wellbeing are a priority and help them to create healthy routines while on the road.

Help your travelling employees plan ahead

A little planning can go a long way. Travel managers should take the time to plan trips with their travelling employees and identify and gaps in wellness. Perhaps your employee has a few hours to spare before they catch a flight that they could spend at the gym. Or perhaps knowing where the healthiest places to eat at the airport would help them stick to their healthy routines.

Invest in travel wellness programs

The best way to help your travelling employees to stay healthy on the road is to invest in travel wellness programmes and apps and provide access to those on the road. Sanctifly is a great option for frequent travellers. Members get access to leisure, relaxation and fitness facilities worldwide, all within 5 miles of the airport. With Sanctifly, members can spend their layover in the pool or working out at the airport hotel gym or visit one of our 250 lounges and freshen up with a shower before their next flight. Another great digital option is Timeshifter, the jet lag app. Manage jet lag and help your employees stay productive on the road with a Timeshifter subscription.

There are lots of options out there to help travelling employees to Travel Well. Don't ignore the research, your travelling employees need help to create healthy travel routines today.

This blog was posted by Maeve Power, Digital Marketing & Customer Experience Executive, Sanctifly, who are exhibiting at the Business Travel Show on Feb 26-27. Please register for your free visitor pass at www.businesstravelshow.com

GUEST BLOG 3 ways to jump-start travel programme sustainability



Managing corporate travel to increase sustainability has rapidly morphed from a feel-good nicety to an absolute necessity.

Seven in 10 travel managers in Europe now think it's important to give travellers sustainable choices, according to recent research from the Global Business Travel Association and SAP Concur.

At BCD Travel, we see green travel gaining momentum in 2020 and beyond. But our commitment to sustainability has been embedded in our business practices for more than a decade. We're proud of our leadership role in the industry and the work we do every day to help companies of all sizes reduce the environmental impact of business travel. We encourage travel buyers to get started by applying proven programme management strategies to their sustainability goals. Here are three ways you can do just that—ordered by level of effort.

1. Factor sustainability into supplier selection.

This is the easiest to-do because you probably already consider sustainability when evaluating agency, air, hotel and car-hiring partners. But plan to expand: Three-quarters of travel managers say they'll focus even more on sourcing with eco-minded suppliers over the next two years, according to the GBTA-SAP Concur research.

Your challenge is to look beyond table-stakes qualifications, like hotels that ask guests to reuse linens. To make real progress, you'll need to seek out suppliers with innovative approaches to reducing environmental impact. A recent favourite of mine was Dutch airline KLM's centennial anniversary "Fly Responsibly" campaign, which offered concrete ways to reduce the environmental impact of flights.

Ask your travel management company what they're seeing in the marketplace that's new and next when it comes to sustainability.

2. Guide travellers toward more sustainable choices.

Using Traveler Engagement™ tactics to boost sustainability is simple because your business travellers want to reduce their impact. Over the past year, 58% of travel managers received traveller requests for more eco-friendly trip options, according to GBTA and SAP Concur.

Plus, you've got more ways than ever to reach your travellers right as they're making trip decisions with environmental consequences. Use merchandising via your online booking tool to guide travellers toward lower-impact (and often lower-cost) options. Mobile apps like TripSource® allow you to remind travellers to make sustainable choices, like taking public transportation.

3. Leverage collaboration technology to reduce nonessential trips.

Video-enabled collaboration tools are getting better and more ubiquitous every day. In 2020, try incorporating them into your programme as non-travel offerings in ways that won't hurt your bottom line.

Here's the rationale. In-person pitching is 34 times more likely to seal the deal, as the Harvard Business Review reports. So, your salespeople will always need to go on business trips. But internal meetings are ripe for reduction that won't harm revenue. A directed virtual collaboration strategy for internal meetings enabled one of our clients to significantly reduce environmental impact by avoiding over 900 trips. The company also saved US\$5.5 million and boosted productivity by redirecting over 15,000 hours of employee travel time.

At BCD, we're incorporating supplier sustainability, eco-oriented engagement strategies and virtual collaboration tools into our newly launched Sustainable Collaboration offering. It also provides solutions for more complex areas, such as measuring and reporting on sustainability and implementing a carbon-offsetting programme.

I'd love to talk more about Sustainable Collaboration and hear how you're enabling conscious travel at the upcoming Business Travel Show, 26-27 February 2020, at the Olympia London. Register for a free visitor pass at www.businesstravelshow.com and please stop by Booth B320 for a chat. See you there!



FOR MORE INFORMATION, PLEASE CONTACT

BIGTOP

BTSE@BIGTOP-PR.CO.UK