

# TAG

EXPERIENCE MORE



# INVESTMENT MANAGEMENT TRAVEL

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# WELCOME

Thank you for your interest and for taking the time to learn more about TAG. I would like to take this opportunity to introduce you to our business, what I believe makes TAG so unique, and why I'm proud to be part of this special organisation.

We understand that when it comes to travelling for business, vast experience, delivering value, and exceptional service are everything. From the initial engagement right the way through to arriving home and beyond, you want to know and trust that every single detail has been taken care of. At TAG, we thrive on delivering outstanding expert service in this even more complex world of travel.

TAG's key values are Teamwork, Ambition, and being Genuine. Values are often a list of soundbites. They sound good. They look good from the outside. But all too often they are just words that are paid lip service to. At TAG our values are not simply words. Our values are an embodiment of our culture, something we live and breathe each and every day. Our values were chosen by our people to reflect them, our business, our supplier partners, and of course our valued customers.

Alongside our values, we have our brand promise, Experience More, which is supported by the three pillars of Trust, Insight, and Digital Technology. TAG is not only deliberately different but a shining example of how a solid vision and a real set of values can make you the best at what you do.

We hope to get a chance to demonstrate how we live and breathe these values which differentiate us in order to bring you countless benefits, effectively acting as not only travel consultants but your in-house travel consultancy.

We look forward to hearing from you.



— Steve Barrass —  
Chief Executive Officer



## ELEVEN GLOBAL OFFICES

LONDON • NEW YORK • LOS ANGELES • MIAMI • HONG KONG • SINGAPORE  
NASHVILLE • ATLANTA • MANCHESTER • MELBOURNE • SYDNEY



*“We thought our previous service was good until we tried TAG. It’s on another level, from the day-to-day service to the senior level support.”*

Matthew Gilbert,  
Assistant to CEO





# WELCOME TO TAG

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TAG is an award-winning travel and event management company, backed by thirty years experience.

Globally, we have specialist expertise across six divisions - Corporate, Investment Management, Production, Touring, Private Travel, and Events, providing comprehensive services tailored to you.

Whatever you need, whenever you need us, we are here for you – our dedicated professionals are available 24/7/365, from offices in the UK, US, and Asia Pacific.

# OUR VALUES

## TEAMWORK



We know that collaboration is essential to success. Within TAG we work across divisions and regions to bring you, our client, a seamless experience. By sharing knowledge, technology, and insight, we enhance the level of service available to you. We also strive to become part of your team, working closely with key stakeholders to become an essential part of your travel programme.

## AMBITIOUS



Our founders' vision was to create an industry-leading travel management company that put service and experience at its heart. They wanted to set the standard for the industry and by being deliberately different, ambitious, and passionate, we have done just that. Our ambition isn't just confined to TAG, but to the travel industry as a whole and to our clients, for whom we strive every day to make the impossible, possible.

## GENUINE



Creating a long-lasting and successful partnership requires openness and honesty. We are respectful and considerate to everyone within our team, never shying from the difficult conversations and approaching every task genuinely. With our clients we take the same approach, meaning you can be assured that we will always be acting in your best interests.



# LEADING THE WAY

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Established in 1988, TAG's founding principles were led by a requirement in the marketplace for a quality, exclusively high-end, high-touch, service-driven agency to meet the unique travel needs of the music and entertainment sectors.

Three decades on and TAG remains ahead of its competitors as a diverse, ethical, and sustainable company, who is not only influential amongst their peers, but well respected and trusted by some of the biggest names in the Entertainment business. Our deeply rooted Entertainment principals have also allowed us to apply these elevated service levels to all our Investment Management clients across the globe, alongside essential travel management services and expertise in the sector.

Today, we have dedicated specialist divisions with travel and event experts across the globe.





## STRATEGIC ACCOUNT MANAGEMENT

TAG provides each client with a Strategic Account Manager and access to Senior Leadership Sponsor to ensure goals are met and everything is running smoothly. They also look out for improvements to your programme, guide you through product and service updates, and ensure that you are getting the best value for your money.



## TAG ACADEMY

TAG Academy was launched in 2015 with the mission to educate and offer professional training to young individuals aiming to become expert Travel Specialists. We aim to fast track the careers of entry level candidates looking for their first steps towards a long-term career in travel by providing tailor-made work-based training programme - designed to equip members with the advanced skills and knowledge required to thrive in an increasingly complex travel logistics environment.



## IN-HOUSE EMERGENCY TEAM

TAG24 is our global award-winning in-house emergency team, dedicated to assisting travellers in emergency situations outside of normal office hours. TAG24 operates on the same technology as your dedicated team which allows them to have full visibility of all travel reservations, passenger profiles, client travel policy, and client-specific corporate fares and rates.



## EXPERIENCE MORE

### TRUST

The safety of our partners and employees, accuracy of your bookings, and security of your information is our priority. We're not just a supplier, we're a trusted partner. We are experienced in building long term, transparent, and genuine relationships, placing our clients' wellbeing and safety at the centre of all we do.

### INSIGHT

Our origins in servicing high-profile tours for the world's most demanding artists means we are experts in managing complex requests and intricate itineraries. No matter the request we will have a creative solution for you. Our business is our people. We invest heavily in nurturing talent, providing ongoing learning, and development giving you access to the top Investment Management Specialists and the highest service levels in the industry.

### DIGITAL

We invest in technology which enhances the experience of our clients. In an industry that increasingly encourages self-service, we bring you the personal touch. Our partners will experience a level of service that truly goes above and beyond. Technology supports and elevates our people, allowing them to deliver the best service possible.

THESE PILLARS WOULD NOT SUPPORT THE BRAND PROMISE WITHOUT A STRONG FOUNDATION, OUR PEOPLE.



EXPERIENCE  
MORE



# WE EXCEED EXPECTATIONS

Our staff are not order takers, they are highly skilled Investment Management Travel Specialists, able to dissect the most complex of travel itineraries and offer alternative cost-effective but practical solutions, ensuring all elements of a trip are covered. They work with you as a team and become an extension of your business by taking every measure possible to ensure that they know each travellers' nuances and preferences. A team of champions that will never be faulted for not going above and beyond, but commended on their exceptional knowledge of booking Investment Management Travel, customer service, and ability to make the impossible, possible.

Global business travel is complex, fast-paced, and unpredictable. Itineraries and arrangements can change at the last minute, meaning you must be ready for anything. That's where TAG's Investment Management professionals come in.

From logistics to traveller security and cost control, our Investment Management Travel Specialist have the skills, knowledge, and connections to handle anything that comes our way. And you know we do not say this lightly. We have a proven track record that no request is too great or obscure, no detail left to chance, we really have seen it all when it comes to Investment Management Travel.



*TAG is committed to identifying and adopting global policies and initiatives to address equality, bias, equity and inclusion efforts for all TAG offices and their communities around the world. A driving force for inclusion and social justice, we will continue to utilize our TAG Academy to educate and offer professional training and further development opportunities to young individuals from all minority groups.*

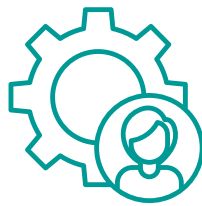
Gabrielle Carr,  
Chief Operating Officer



We are focused on delivering outstanding Investment Management Travel services and support – tailored to you. We have the global buying power and expertise to manage the needs of multinational companies – whilst also providing personalised service to small businesses. It’s all about taking the best care of our clients and travellers, giving you a seamless experience from start to finish.



Designated Investment Management Specialists



Strategic Account Manager



Online Booking and Expense Management



Investment Management Travel Programmes



Ground Transportation and Ancillary Travel



Enhanced Hotel Benefits

WE EXCEED EXPECTATIONS

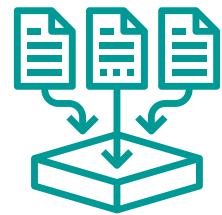
Our team will work above and beyond to support your travellers, providing them the service they need to be at the top of their game. We will provide you with innovative solutions, this is who we are and what we do. We will never waiver in being open, honest, and genuine with you. Our passion for travel and service will shine through in all that we do.



Investment Management  
Benchmarking



Financial Roadshow  
Specialists



Complex Data Capture



Complete  
Risk Management



In-house 24-hour  
Emergency Department



PCI Compliant

WE MAKE INVESTMENT  
MANAGEMENT TRAVEL EASY

# BENEFITS FOR STAKEHOLDERS



## EXECUTIVE ASSISTANT

- Investment Management Specialists who have a deep understanding of the sector who thrive on complexity
- Work as an extension of your Executive Assistant team
- Award winning in-house 24-hour Emergency Team who have done and seen it all
- TAGgo – mobile & desktop technology so you can keep on top of all your travellers and disruption in one place



## ROAD WARRIOR

- Internal technology that continually looks for sold out seats and better value fares
- VIP upgrade and amenities – flights, hotels, and more...
- ‘Above & Beyond’ Investment Management Specialists are trained to seek added value adds including waivers and favours
- TAGgo – The essential travel companion with real-time access to all your travel information





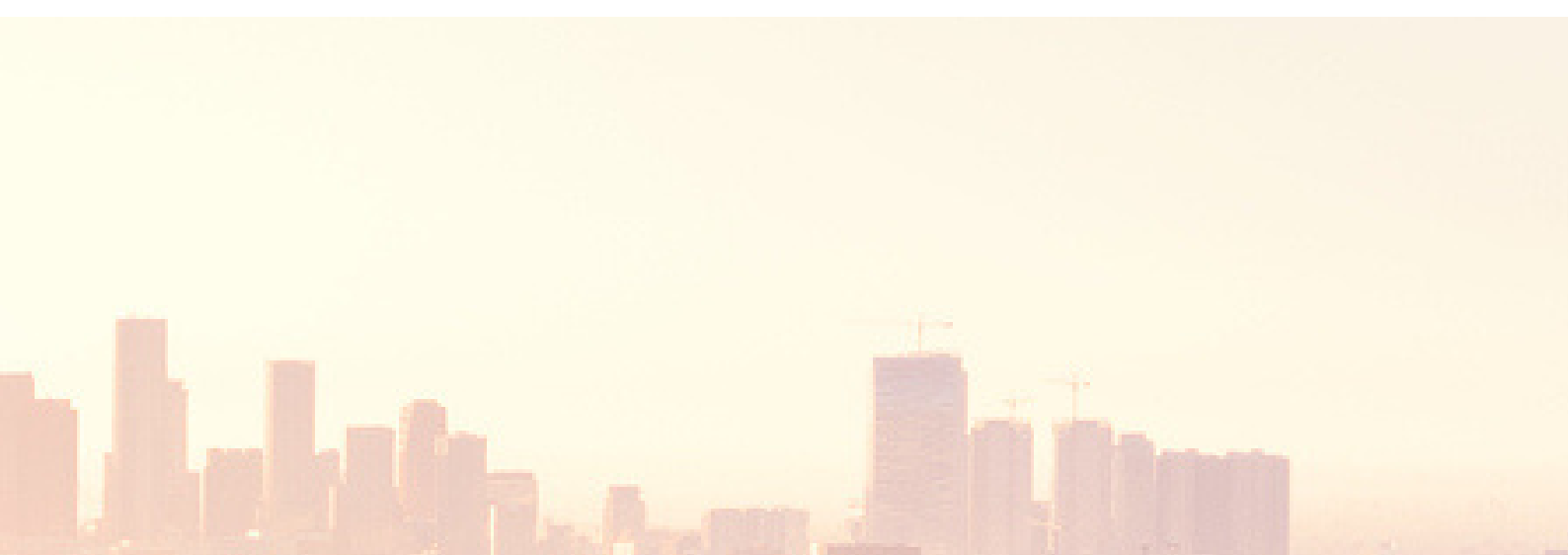
## PROCUREMENT

- Experienced Strategic Account Managers with Investment Management experience
- TAGanalytics+ online dynamic reporting with detailed information of travel spend and trends, including industry benchmarking data.
- Strategic global offices allowing for a one team approach with consistent experience
- Investment Management Travel Programme
- TAGsafeguard+ traveller tracking and security alerts



TAG strives for perfection and sets the standard for Investment Management Travel. On those rare occasions when they come up short, they own up, take appropriate steps and strive for continuous improvement. That is better than perfection.

VP Finance & Administration  
Mid-Market Private Equity,  
New York

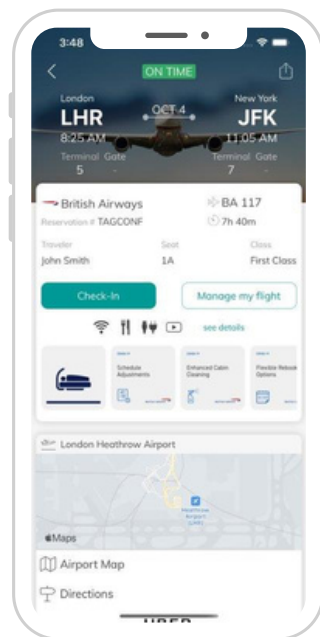
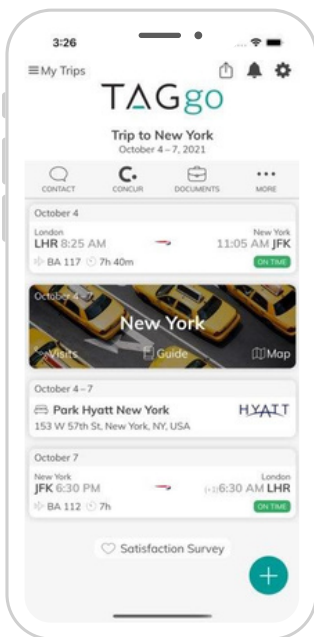


We believe technology should make lives simpler. Our suite of tech has been heavily invested in to bring you increased simplicity, ease, and confidence. Whether it is accessing your itinerary from your mobile or your dedicated team being alerted when your favourite aircraft seats come available, we can make life simpler, and the journey smoother, through TAGdigital.

Our client-facing technology means you always have access to all your travel information, traveler locations, budgets and reports, everything you need at your fingertips, easily accessible through our suite of tools.



The essential travel companion with real time access to all your travel information



Flight Disruption Notifications

Personalised Date/Time Zone and Currency

Visa Requirements

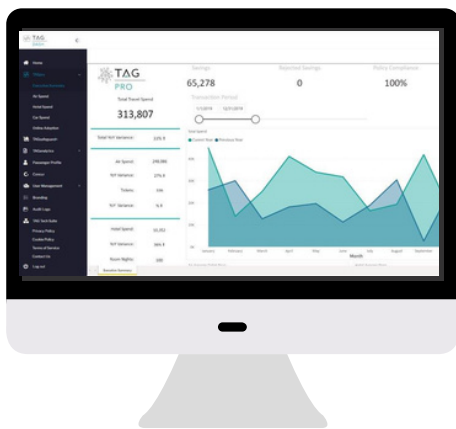
Flight Details and Mobile Check-in's

TAGDIGITAL

# TAGdash

An all-in-one online dashboard provides single access to the entire TAGdigital suite of tools

The dashboards all use the same consistent headline KPI's (Spend, Ticket/Nights, ATP/ADR, Policy Compliance, and Missed Savings) along the top, providing a quick and clear overview of the performance for the given product and reporting period.



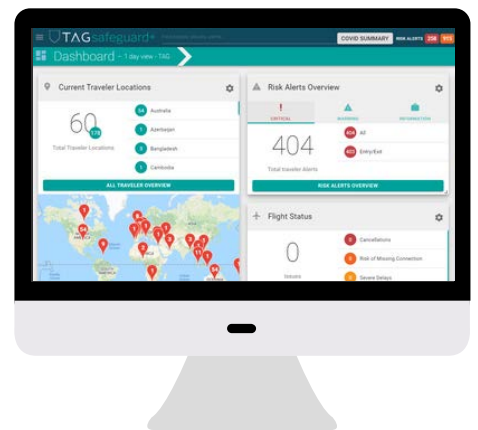
Compare Air, Hotel, and Car Spend

Dynamic Data and Reporting

Customisable and Automated Reporting

# TAGsafeguard+

Ensuring traveller safety and duty of care for your travellers has always been critical and now is even more vital given the current climate. Our TAGsafeguard+ tool allows you to track travellers, monitor and rate developing risks, and minimize the impact of disruption with real-time alerts.



TAG's Private Travel division provides luxury travel holidays and experiences with full concierge services. We create bespoke escapes for high net-worth individuals, celebrities, and VIPs – providing a personal service every step of the way.

Thirty years' experience gives us the expertise and connections to take care of every last detail, from discovering your ideal destination to booking a table at a Michelin-star restaurant.



PERSONAL TRAVEL  
ADVISORS



CONCIERGE  
SERVICES



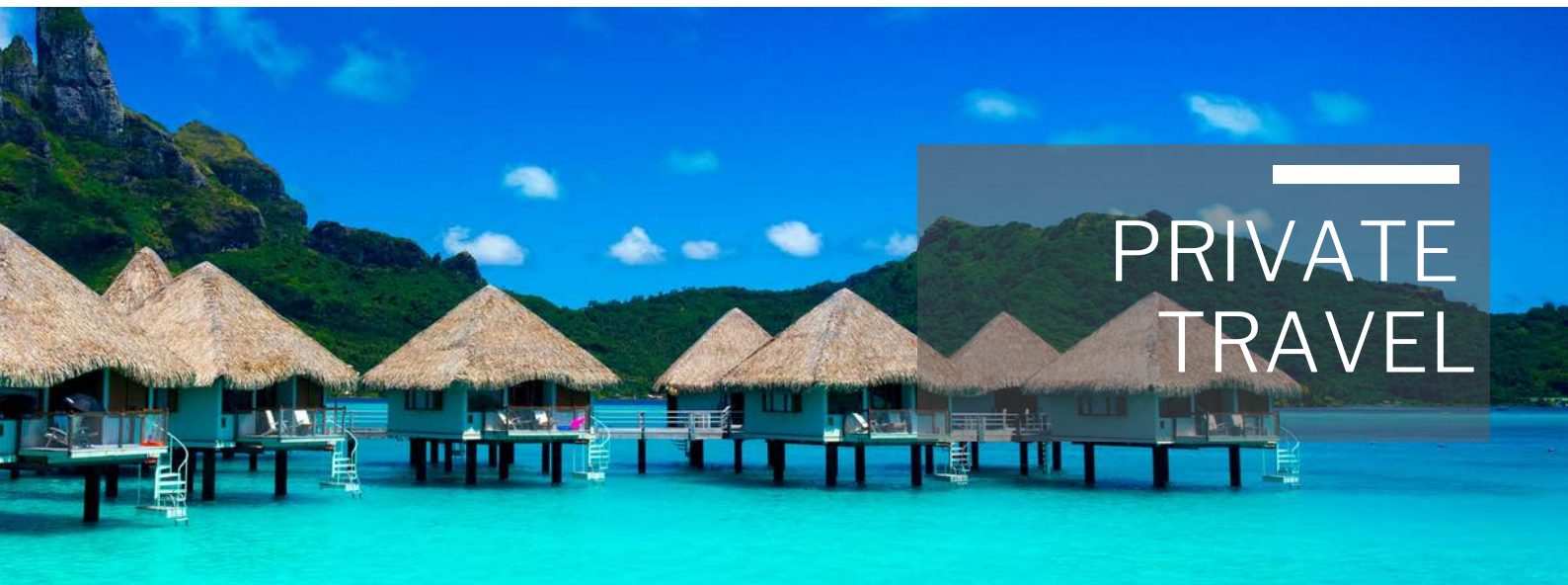
VIP TREATMENT



EXCLUSIVE  
BENEFITS



HIGHLY  
DISCREET



PRIVATE  
TRAVEL



We collaborate with you to co-create remarkable events that achieve your business goals. Our experts are trusted by the world's biggest brands to deliver curated brand experiences, inspirational incentives, and so much more – it's all about creating a real connection with your audience.

Whatever you need, our team has the global reach, local knowledge, and smart technology to take care of every last detail.

## THINK

Research and analyse to develop insights, strategy, and creative solutions.

## ACT

Plan, design, scope, and budget events that deliver return on investment and return on experience.

## GENERATE

Engagement, passion, action, performance, loyalty and transformation – and it's all measurable.



# EVENTS

# SUSTAINABILITY REPORTING

Managing your company's environmental and social impact through carbon reporting, analysis and offsetting

- Travel emissions directly contribute to climate change
- Carbon reporting, analytics, footprint reduction, and travel CSR solutions
- Our partner provides an in-depth analysis of your CO2 emissions
- We can offset these omissions through environmental projects
- Balancing out your own carbon footprint
- Environmental projects such as clean energy technologies, purchasing carbon credit, and tree planting



## ENVIROMENTAL



- Carbon offset quote offered on all bookings
- TAG business Carbon Neutral operation by 2022
- Recycling facilities in each location
- Company wide energy saving policy (water/electric)
- Green credentials support Supplier Selection

## SOCIETY



- Equal Opportunities Employer
- Mental Health & Wellness supported by Employee Assistance Programme
- Biannual Engagement Surveys
- Charitable 'Entertainment Industry' Support
- D&I weighted approach to TAG Academy candidates

## GOVERNANCE

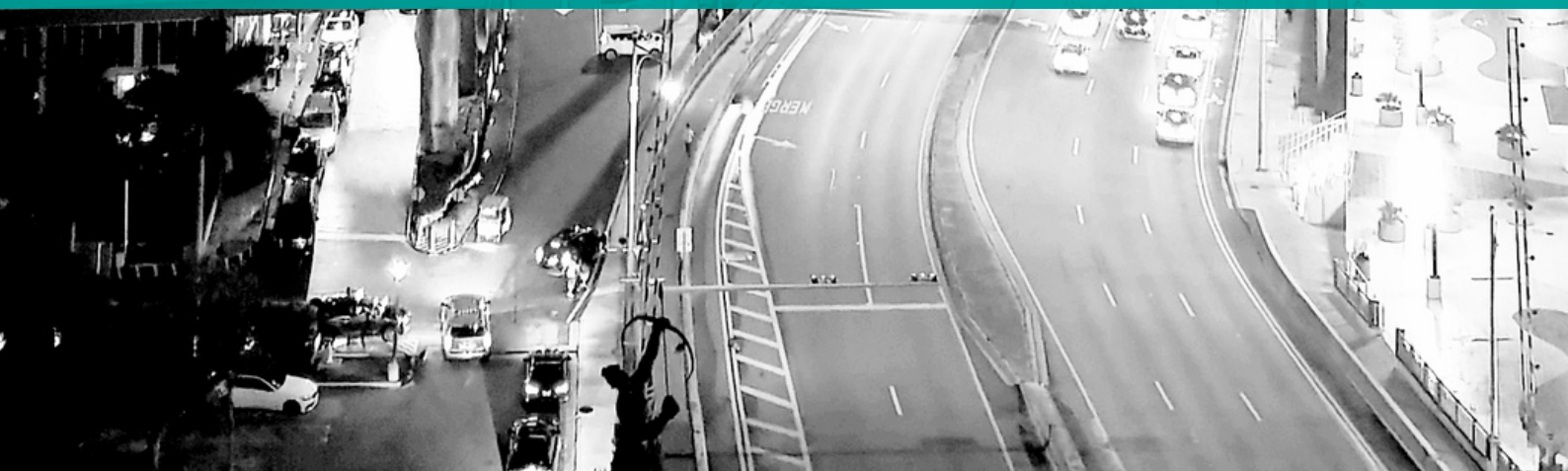


- Leadership Team Diversity
- IFRS Accounting Standards
- PCI Compliance and Information Security (attain ISO 27001)
- Whistle blower scheme initiated



“TAG provides us with the highest levels of service regarding our Corporate Travel arrangements. Their attention to detail is second to none, and they are absolute experts at getting us out of challenging situations. As our travel profile is very demanding, we require the services of someone who is able to cope with the flexibility we require and can handle our last-minute changes. TAG does this skillfully and often manages to get us complimentary hotel upgrades in the process. We are very happy with them.”

Office Manager,  
Pamplona Capital Management



## EXPERIENCE THE IMPOSSIBLE

What sets us apart is our ability to make the seemingly impossible, possible. Over 30 years of delivering high-touch concierge travel to some of the world's most demanding travellers has equipped us with the skills and contacts to make even the most complex of requests achievable. Our relationships with airline and hotel suppliers gives us access to exclusive enhanced rates, upgrades and availability, all to the benefit of your travellers.

## EXPERIENCE MORE

Traveller experience is at the heart of everything we do. Our white-glove service ensures that every detail is taken care of – from confirming your preferred seat to ensuring your favourite wine is stocked in your hotel room – your travellers will arrive at their destination happy and refreshed and able to focus on the task at hand. We take the pain out of booking travel.

## EXPERIENCE EVEN MORE

Business travel isn't just about getting your travellers seamlessly from A to B. It's the whole end-to-end process. With our award-winning Account Management Team, we'll help you strategically manage your travel programme, from assisting with travel policy to enhanced management information, cost saving strategies, and benchmarking. For us, travel is a comprehensive range of services and we will ensure that every partner working with TAG experiences only the best.





Our promise to you is that TAG's deliberately different approach means you experience travel management like never before. If you would like to learn more about our Investment Management travel strategy, please feel free to contact us and we can arrange a consultation.

Experience More.

[Info.IM@tag-group.com](mailto:Info.IM@tag-group.com)



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