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**BUSINESS
TRAVEL
SHOW
EUROPE**

2026

BY NORTHSTAR

AI SHOW AND TELL:

HOW TRAVEL MANAGERS ARE USING ARTIFICIAL INTELLIGENCE TODAY



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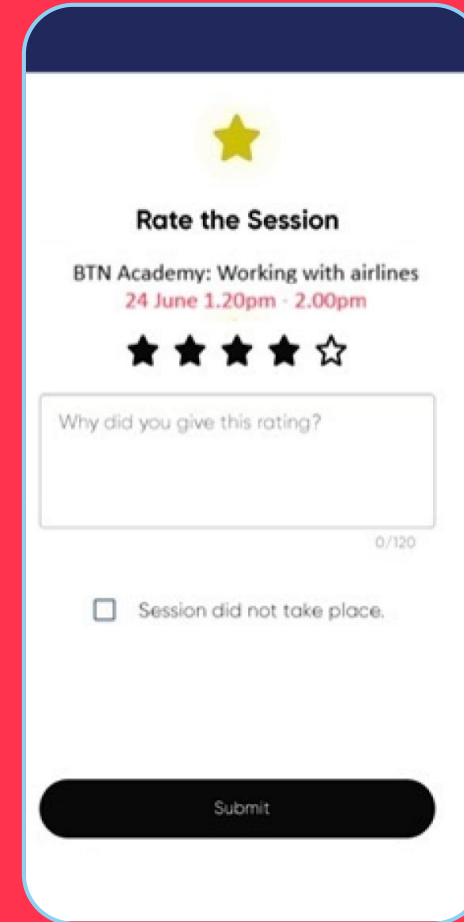
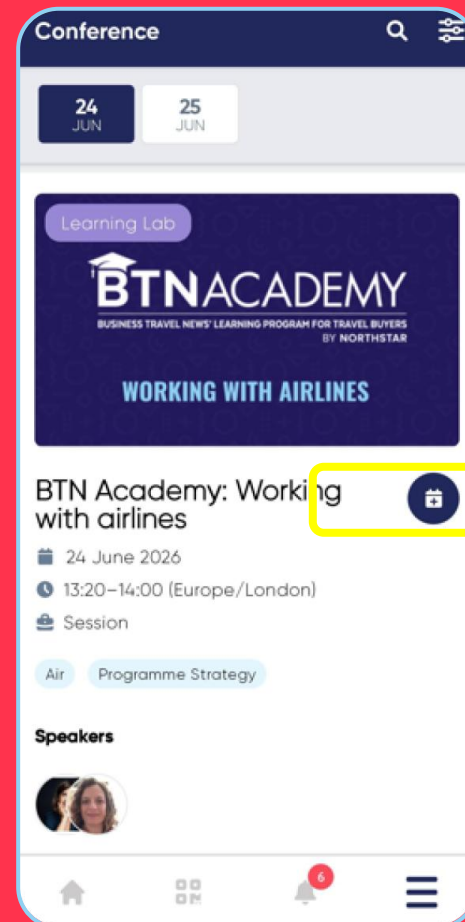
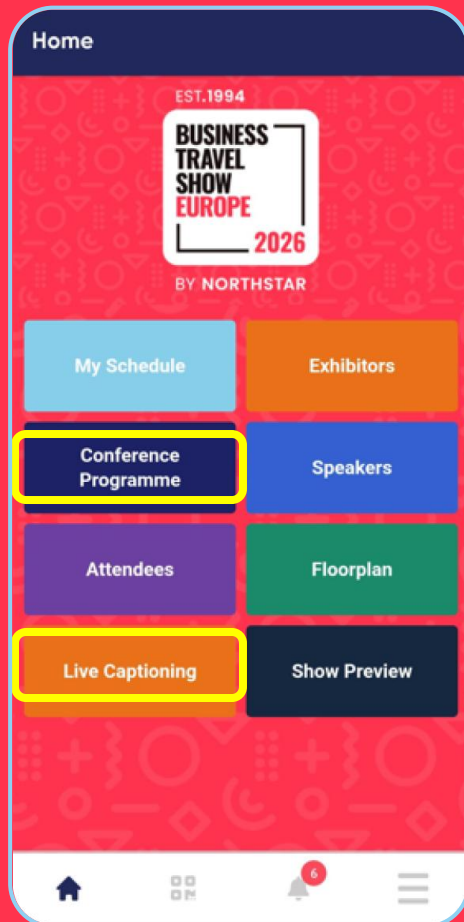
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SESSION ESSENTIALS



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AI & Managed Business Travel

Business Travel News' latest research on
artificial intelligence adoption maturity in
managed travel programs

Presented 24 June 2026
Elizabeth West, VP Editorial and Content, BTN
Business Travel Show Europe

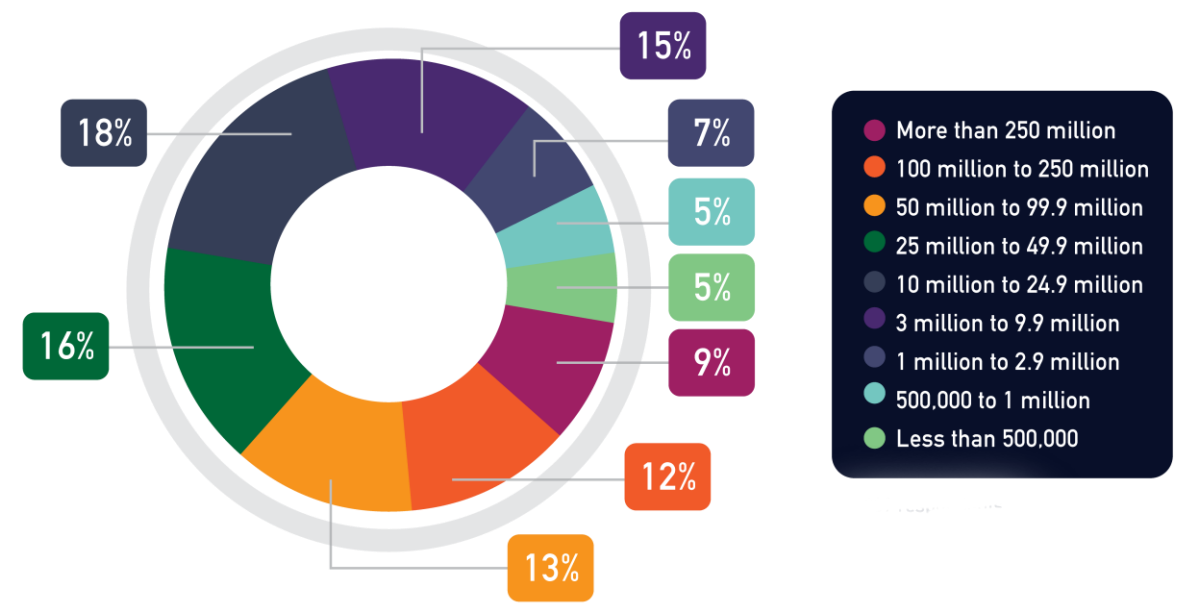
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Survey Methodology & Respondent Demographics

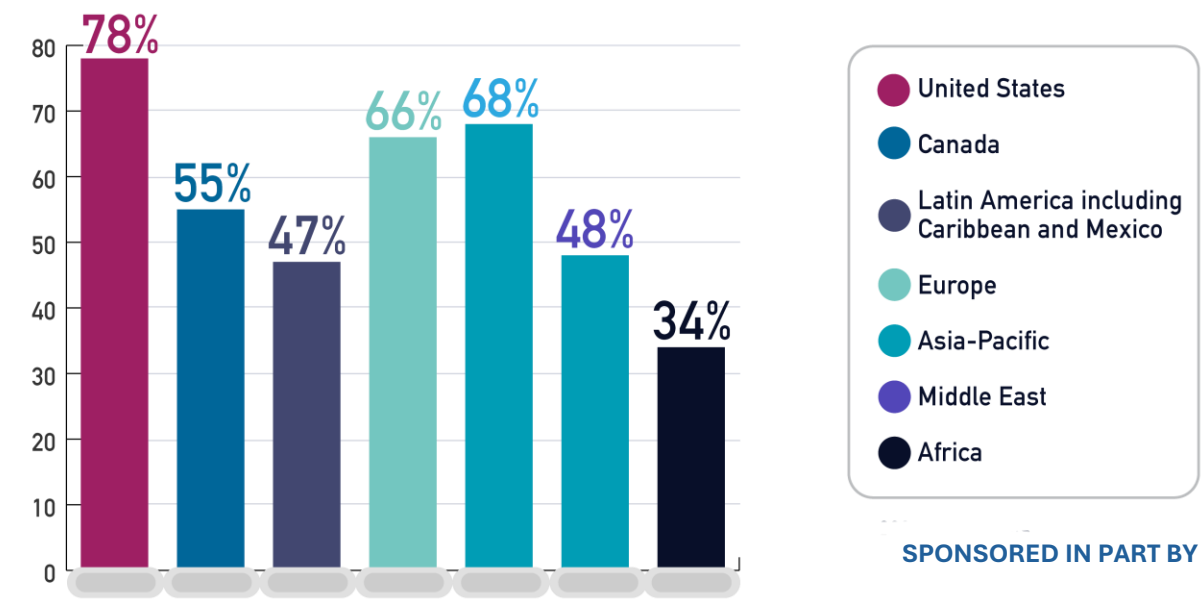
WHICH OF THE FOLLOWING BEST MATCHES YOUR COMPANY'S
TOTAL 2025 ANNUAL BUSINESS T&E SPENDING?*



289 respondents

* In U.S. dollars, euro or British pounds

FOR WHAT REGIONS ARE YOU RESPONSIBLE FOR TRAVEL MANAGEMENT SERVICES?



288 respondents

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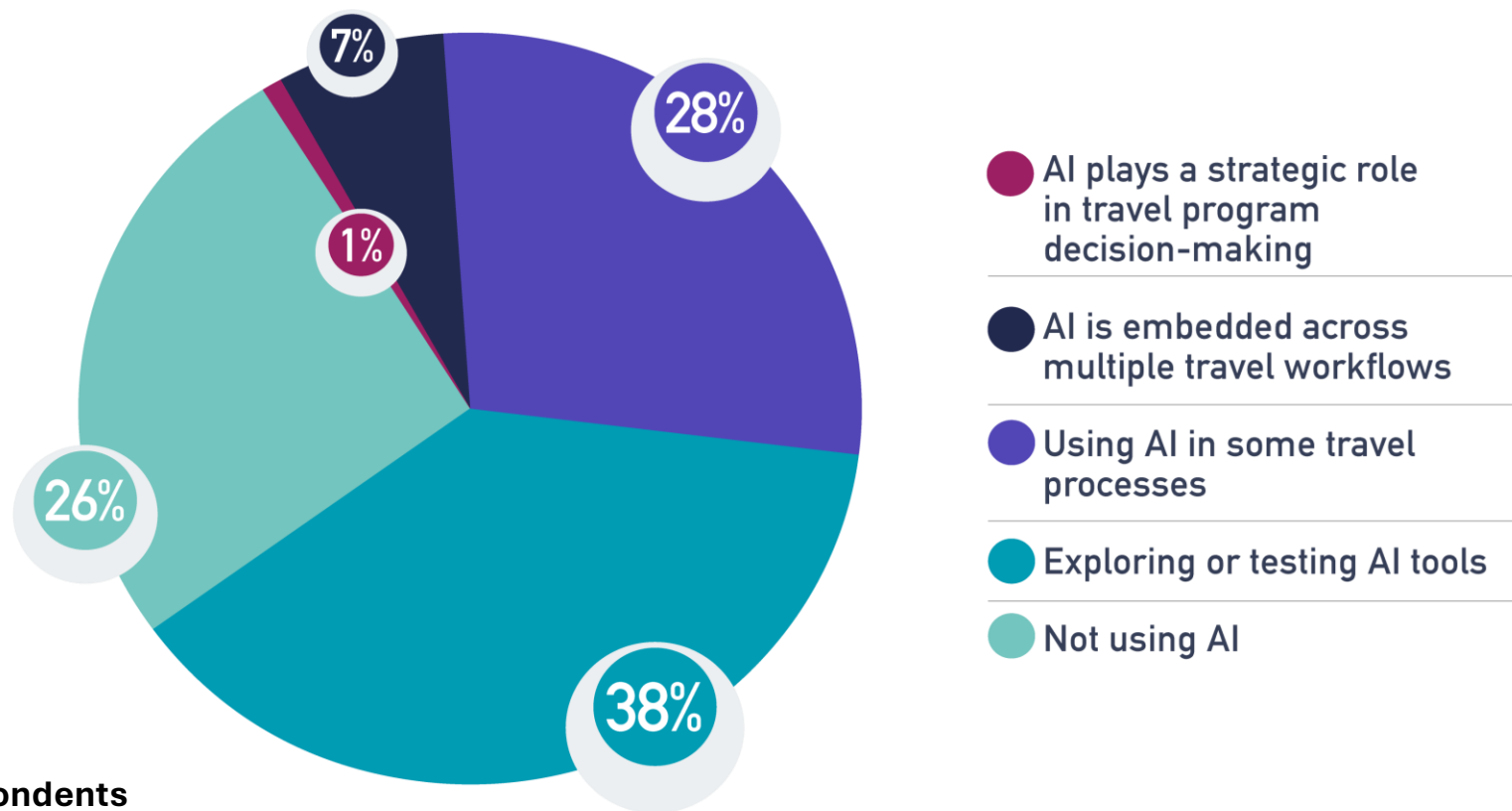
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Penetration of AI in Travel Programs

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ORGANIZATION'S
CURRENT USE OF **AI** IN TRAVEL MANAGEMENT?



286 respondents

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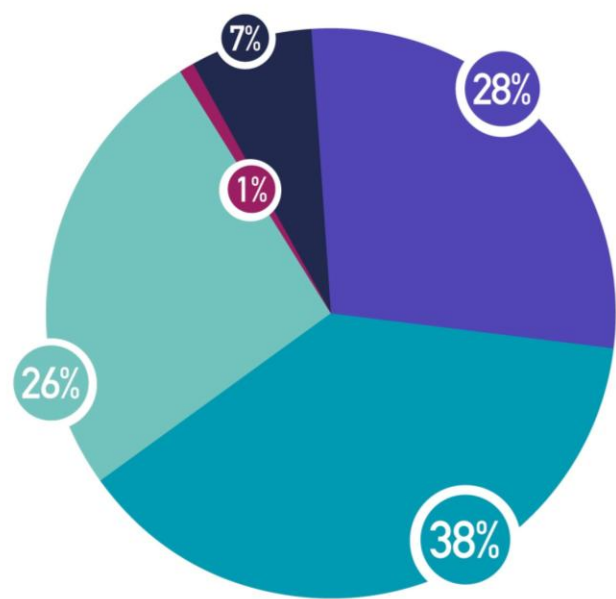
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Penetration of AI in Travel Programs

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ORGANIZATION'S
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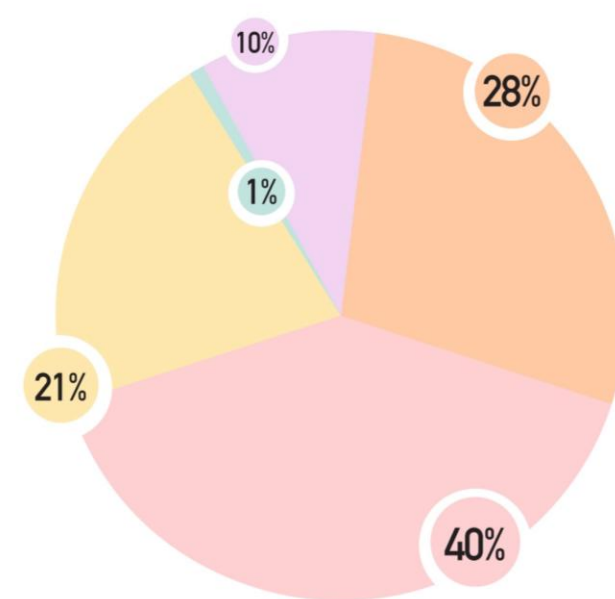
TOTAL DATA SET



286 respondents

- AI plays a strategic role in travel program decision-making
- AI is embedded across multiple travel workflows
- Using AI in some travel processes
- Exploring or testing AI tools
- Not using AI

BUYERS WITH EUROPE REMIT



185 respondents

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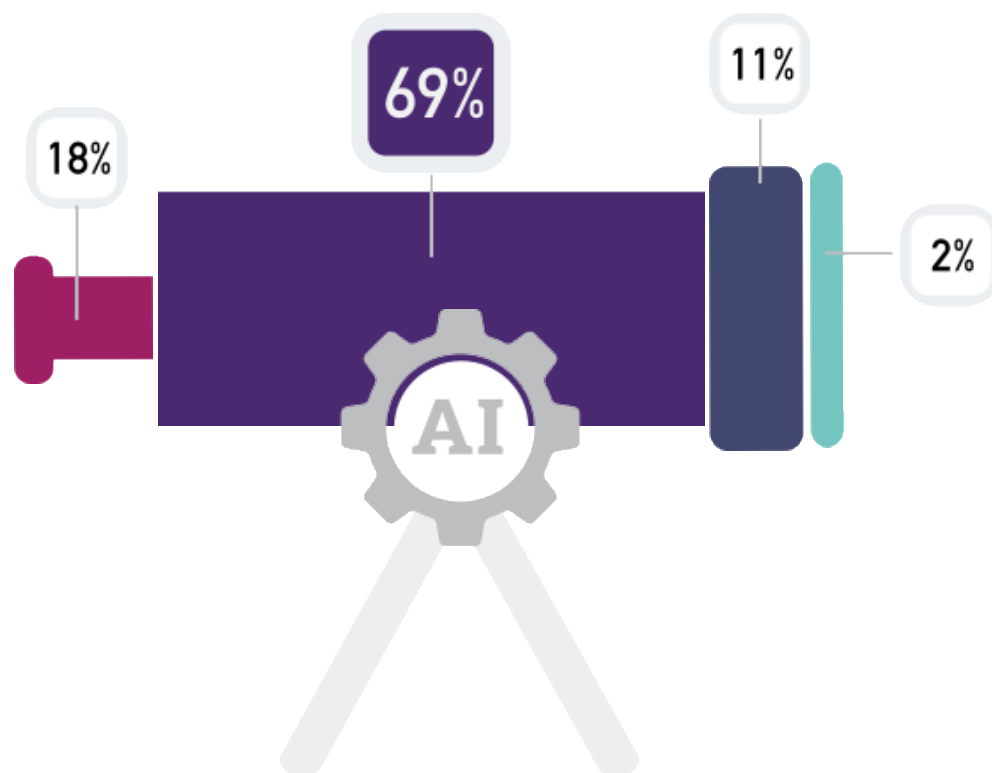
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Great Expectations?

IN 2026, WHAT ARE YOUR EXPECTATIONS FOR
AI USE IN YOUR TRAVEL PROGRAMS



- Increase dramatically
- Ramp up gradually
- No change
- Don't know

166 respondents whose organizations use AI in their travel programs

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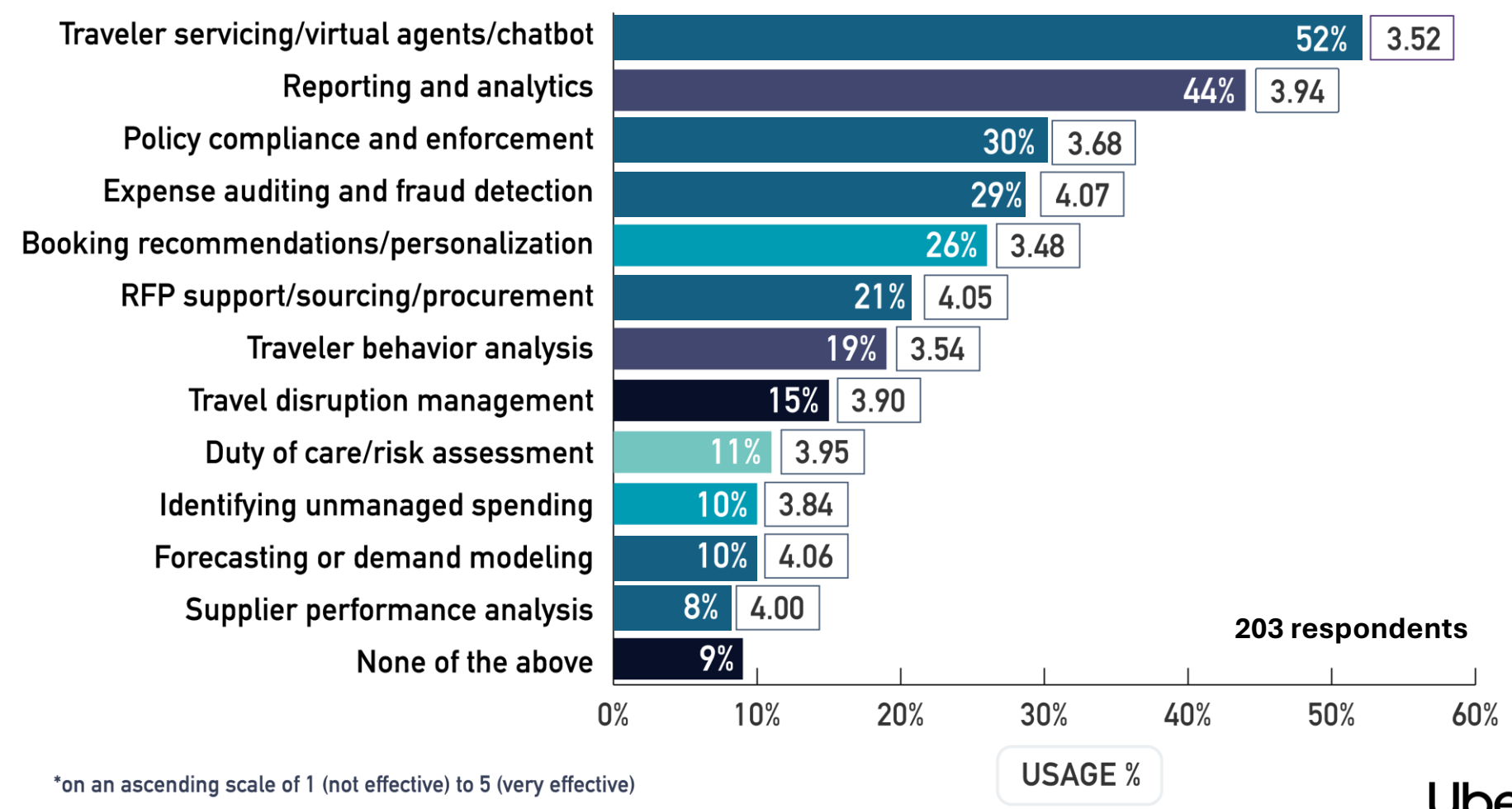
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AI In Action Now

AI TOOLS CURRENTLY BEING USED IN TRAVEL PROGRAMS, AND THEIR EFFECTIVENESS*



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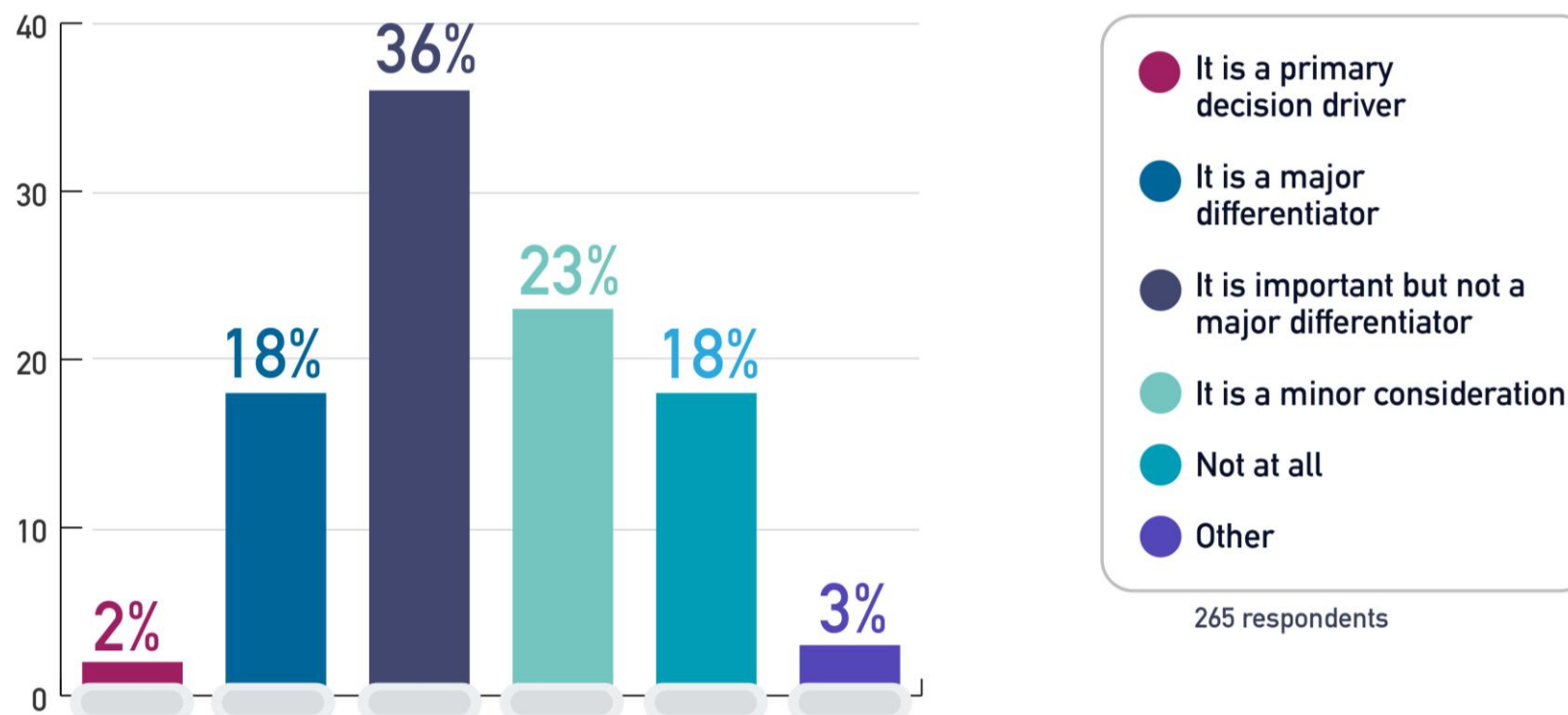
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Banking on the AI Future

DO YOU TAKE SUPPLIERS' **AI** INITIATIVES INTO ACCOUNT DURING THE SUPPLIER SELECTION OR RFP PROCESS?



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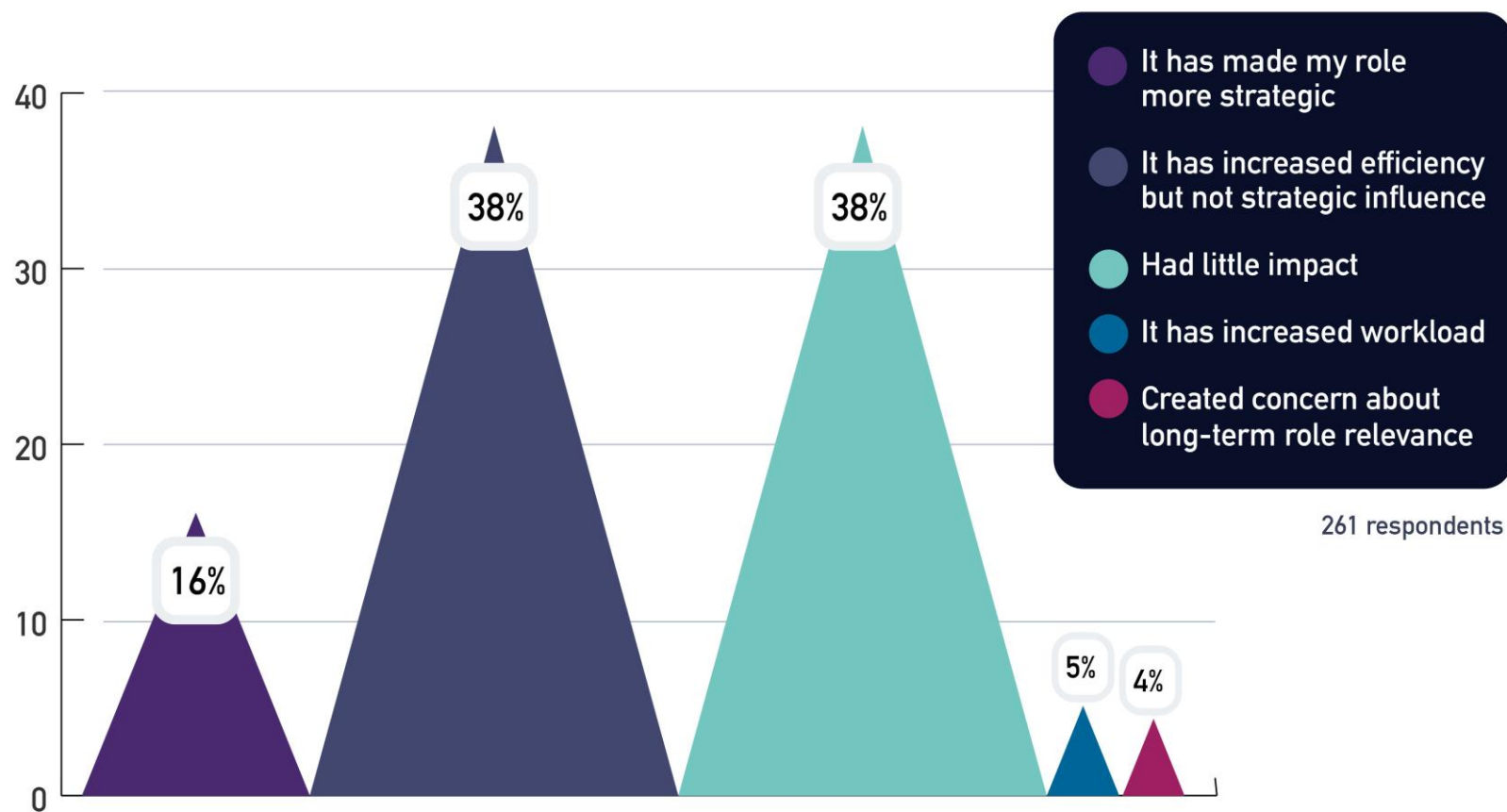
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AI & The Travel Manager Role

WHICH OF THE FOLLOWING BEST DESCRIBES HOW **AI** HAS AFFECTED YOUR ROLE
IN CORPORATE TRAVEL MANAGEMENT?



AI & Managed Business Travel

BTN Intelligence – BTN’s research division – continues to conduct non-biased industry surveying.



Read it here

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PAULA PREJS
Global Category Manager,
Travel & Expense,
Signify

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Why did we create Travel and Expense Chatbot?

Challenge:

-  70+ countries supported globally
-  1 Global Travel and Entertainment Policy – with local regulations (per diems, mileage reimbursement etc.)
- Many repetitive questions

The idea:

- What if employees could ask questions and get an immediate policy-based answers?

How did we build T&E Chatbot?



Developed in Microsoft Copilot



Supporting FAQs and T&E guidance documents (internal procedures, country-specific information etc.) stored on internal SharePoint



Clear communication and active promotion to drive adoption and user engagement

Procurement Digitalization
Travel Procurement Team
P2P T&E Team



T&E Chatbot

What can T&E Chatbot do?

I got a fine for parking charged to my corporate credit card. Can I reimburse it?

Signify Travel and Expense Cha AI generated 6:11 PM



✓ **Based on official sources (Global Travel & Entertainment Policy)**

No, you **cannot claim reimbursement for parking fines or traffic violations**, even if the charge was made on your corporate credit card.

- **Reason:** Fines and penalties are explicitly listed as **non-reimbursable expenses**.
- You must **mark the transaction as "Personal – Do Not Reimburse"** in Concur and settle it directly with the credit card provider.
- Applies to **business meals only**.
- A **detailed receipt** must be provided (credit card slips alone are not valid).
- If a **per diem** applies in your country under local law, then no individual meal costs can be claimed.



Impact and Next Steps

What We Achieved

- ✓ Instant access to Travel & Expense guidance
- ✓ Reduced dependency on the Travel Team for routine questions
- ✓ Improved employee self-service experience

What We Learned

- 💡 AI is only as good as the content behind it
- 💡 Clear ownership of policies and knowledge is essential
- 💡 Start with a focused use case and build from there

Looking Ahead

- 🚀 Expand knowledge sources
- 🚀 Enhance user experience
- 🚀 Continue improving answer quality based on feedback

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Anna Kirakosian
Manager, Corporate Travel
Program Management
EPAM Systems

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T&E BUSINESS
SOLUTIONS

Grace Helper

AI Travel Support That Delivers

Meet Grace Helper – an AI-powered assistant in Microsoft Teams, designed to help EPAMers quickly answer Travel & Expense questions.



Proven Impact

Delivered results
since June 2024



Secured & Trusted

Grounded entirely on
verified internal knowledge



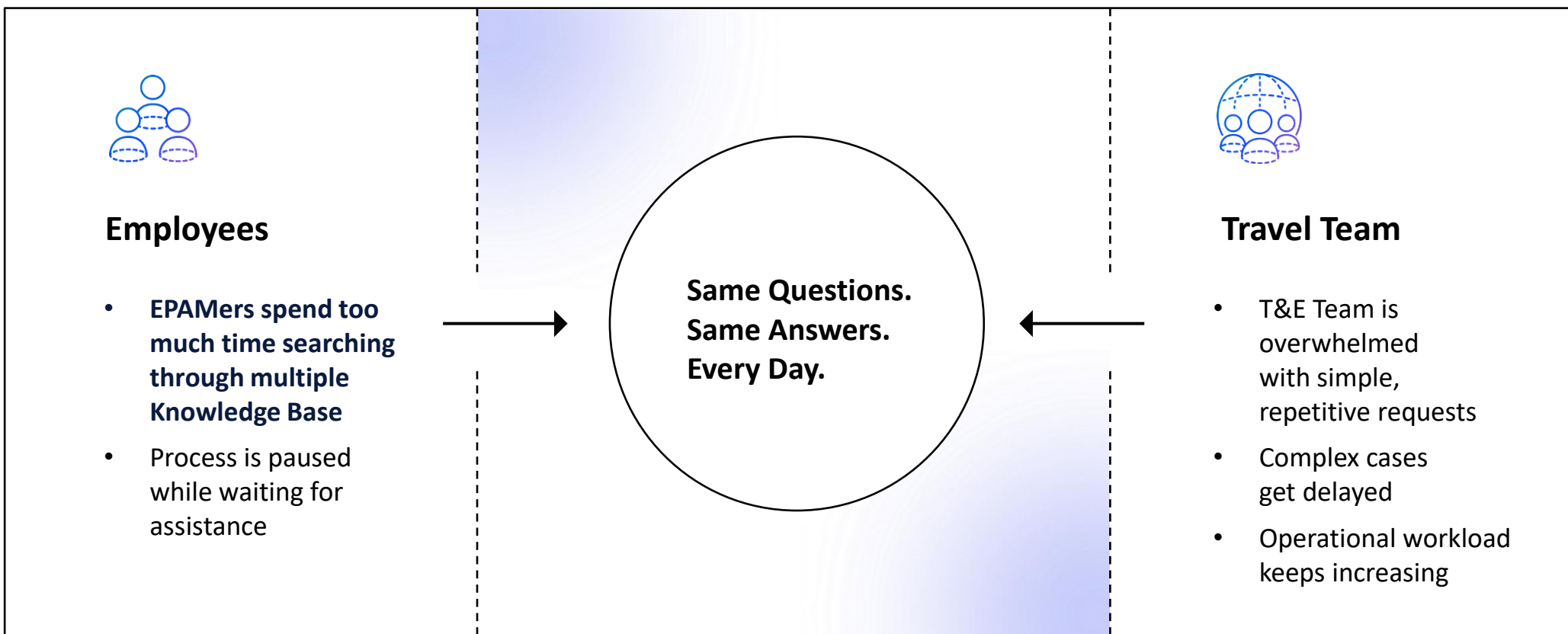
T&E Team Empowerment

Created to support
– never to replace





Challenges to Solve



Grace Helper's Impact

No1

Most-Used Chatbot
Assistant at EPAM

02

Years of
Dedicated Work

10,600+

Questions Answered

4,400+

Times Grace Contacted
Travelers to Offer Support

02

Hours Each EPAMer
Saves Monthly

85%

Questions Resolved
Successfully