

EST.1994

**BUSINESS
TRAVEL
SHOW
EUROPE**

2026

BY NORTHSTAR

MEASURING WHAT MATTERS:

HOW CORPORATE TRAVEL SHOULD MEASURE AI IMPACT

SPONSORED BY

OVERSEE



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Manager of Customer
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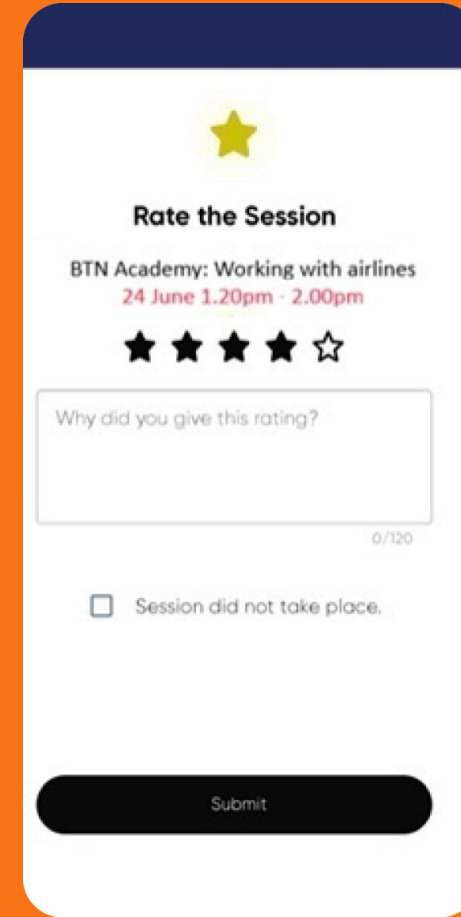
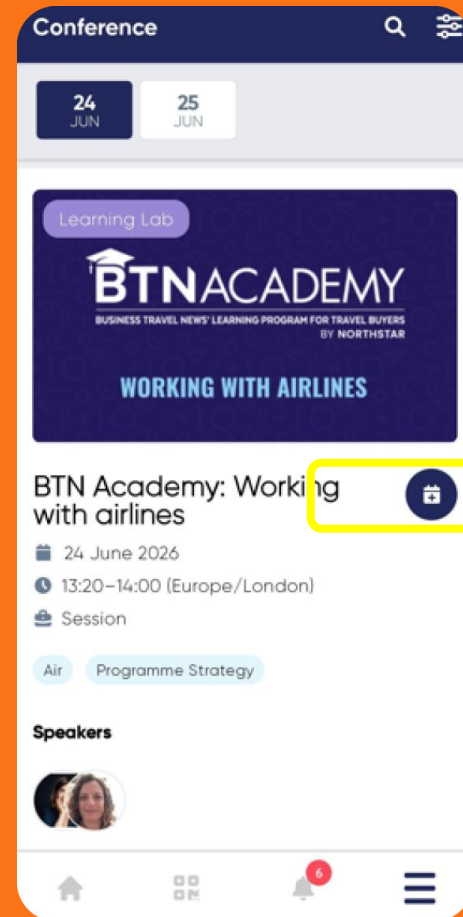
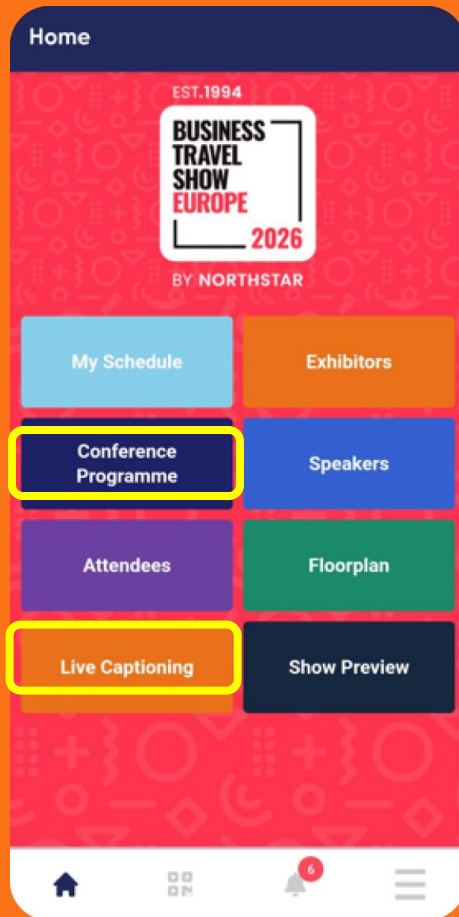
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SESSION ESSENTIALS



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AI SUCCESS: A NEW PLAYBOOK

Agentic AI is challenging the traditional **success models**. A new playbook is needed to evaluate operational success.

In this **session**, you will learn:



How to evaluate AI by **workflow enhancement**, not 'use cases completed'



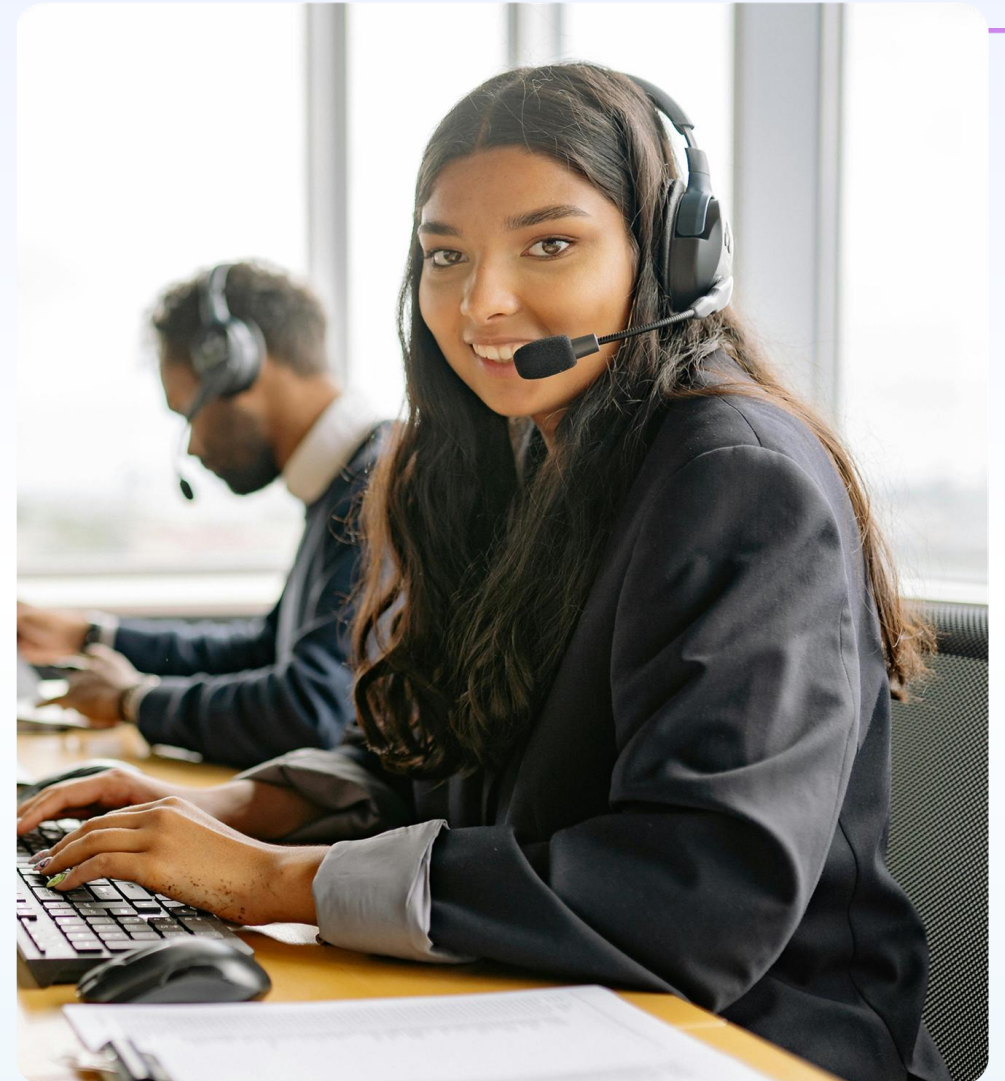
How to quantify AI's **real ROI** using time saved, automation gains, and efficiency



What **system-level impact** looks like



Operationalize AI measurement **across teams**



BREAKING THE PASS/FAIL MINDSET

Can you achieve 100% AI automation for all of these use cases?

Agentic AI Skillset		
Customer Intent	Disruptions	Pulling Profile Information
Travel Agent Communication	Applying Travel Policy	Comparing Prices
Air Bookings	Exchanges	Group Bookings
Hotel Bookings	Cancellations	Invoice Requests
Email Summarization	Ticketing	Many More...

FROM ABSTRACT VALUE TO MEASURABLE GAINS

Agentic AI doesn't just make agents faster- it changes the economics of service delivery, enabling TMCs to scale high-quality service profitably.



Productivity &
cost efficiency



Time to
resolution &
errors



Service levels
& response
accuracy



Time saved &
automated
responses

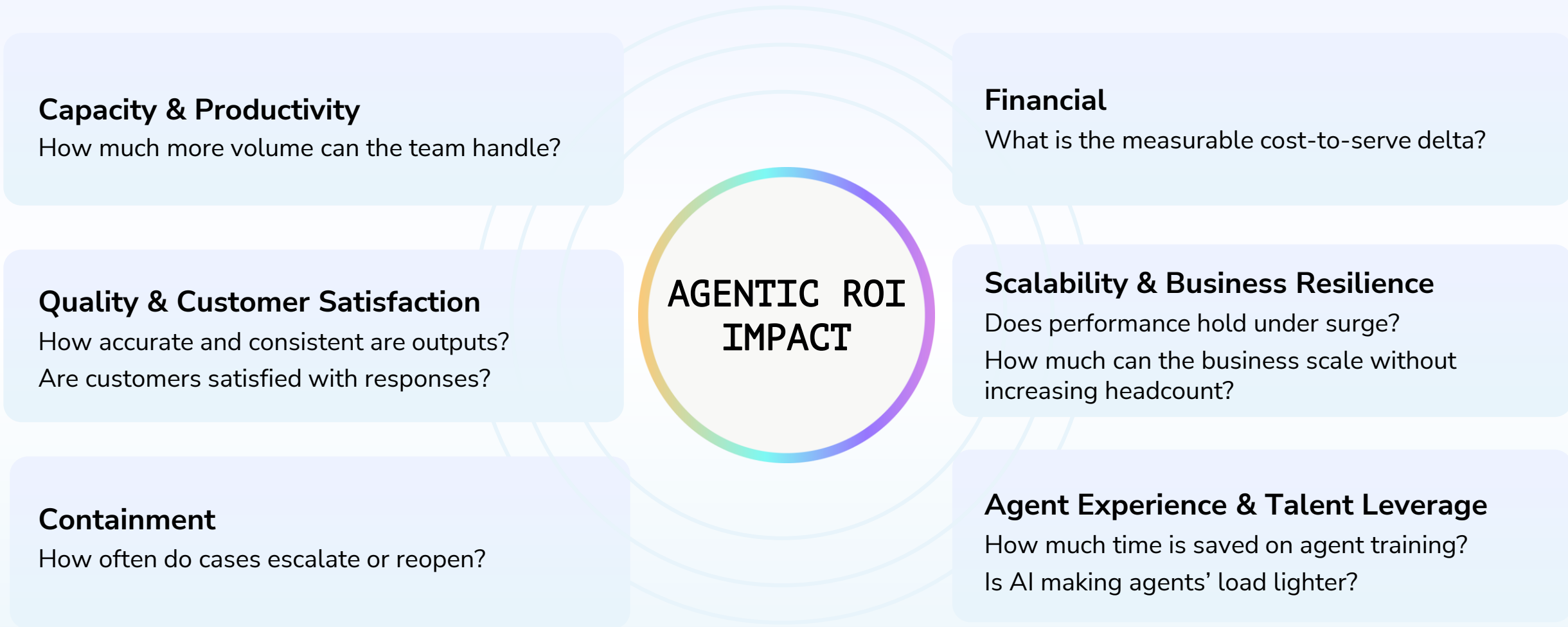


Traveler
satisfaction &
retention



Scalability &
business
resilience

MEASURING SYSTEM-LEVEL IMPACT



AI IN EUROPE: LOCALISATION & GOVERNANCE

Market Localisation

-  Multi Language Support
-  Country-specific compliance variations
-  Visa requirements
-  Localisation as a scaling lever

Data Governance

-  GDPR Compliance
-  EU AI Act Implications
-  Data residency
-  AI Governance as a competitive differentiator

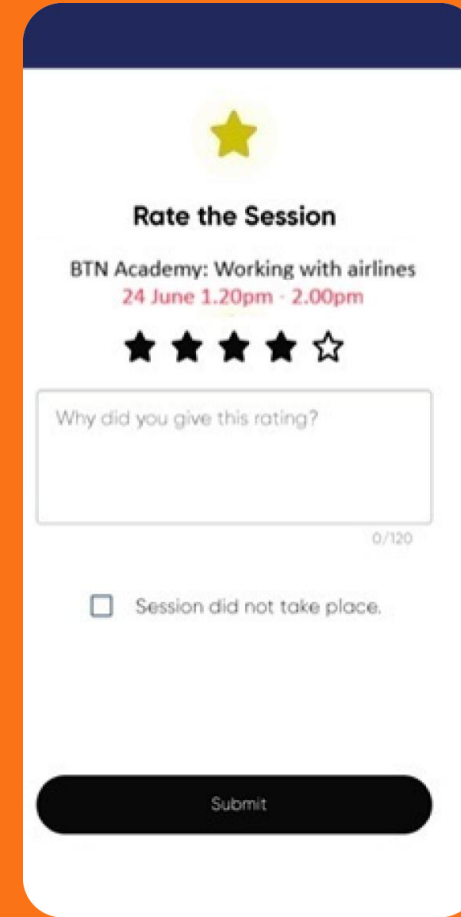
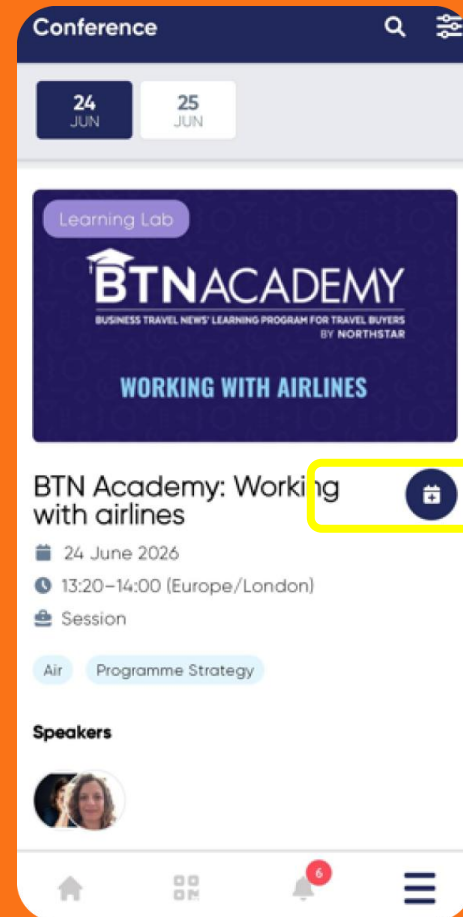
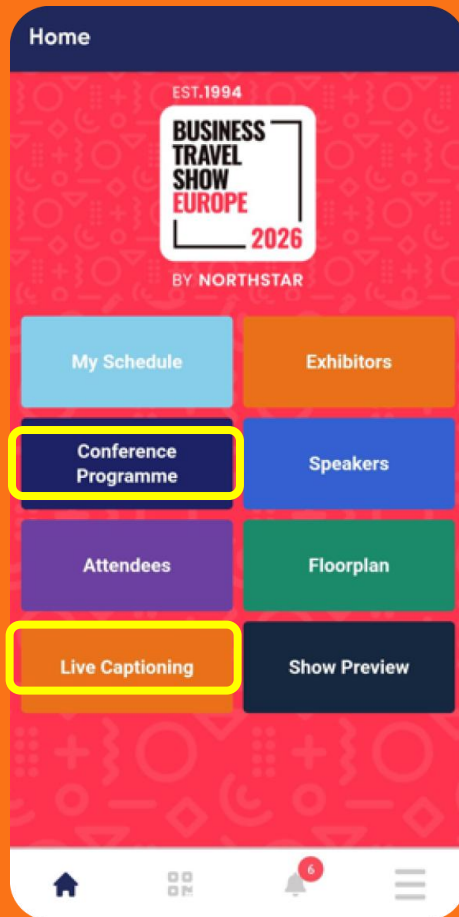
Q&A

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A decorative graphic consisting of two thin, curved lines, one purple and one yellow, that arc over the word 'Thanks'. A small white star is positioned at the peak of the purple line.

Thanks