

# EVOLVE

**GBTA Ladders: Moving from Trust to Numbers**



# SQUEEZE

Getting the most out of business travel

## Meet the main **SQUEEZES**



Gemma Todman,  
Strategic Sales Manager  
American Express GBT  
London, Cancer



Ciara Buckley,  
Director of Global Sales  
The Doyle Collection  
Dublin, Aries



Lindsay Straub,  
Business Development Director  
BTN Group, *Business Travel News*  
New York, Libra



Karen Sanchez,  
Corporate Sales Manager  
Egencia  
Miami, Pisces



Tim Isik,  
Channel Sales Manager  
American Airlines



Natalie Gardner,  
Global Travel Manager  
Electronic Arts



Jason Beckham,  
Business Development  
Airbnb

## Relationship status...**it's complicated**



- ✓ Barriers
- ✓ Research
- ✓ Channels of Communication
- ✓ Tools to Pre-Qualify
- ✓ Too much Info?



- ✓ Approach
- ✓ Business Style
- ✓ Channel
- ✓ Am I Relevant?
- ✓ Questions?
- ✓ When do I Sell?



- ✓ Scattered Data
- ✓ Too many Channels
- ✓ Too many People
- ✓ Too much Info

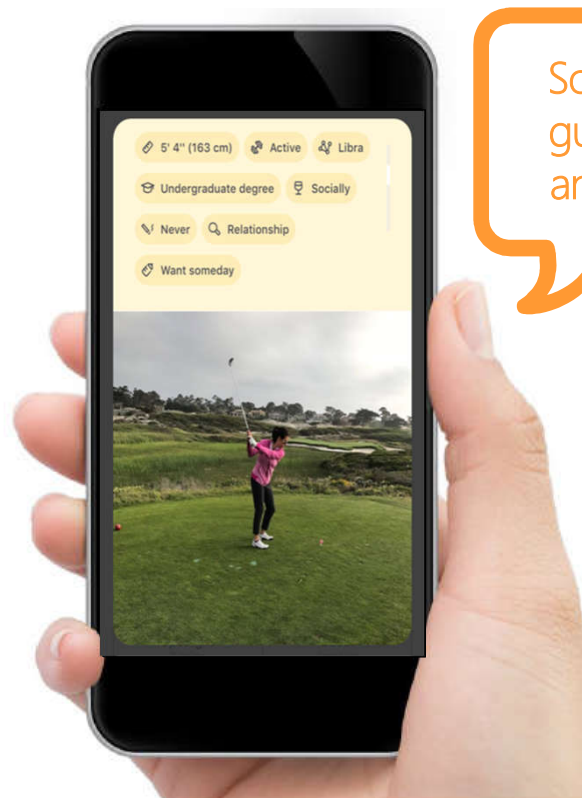


- ✓ ONE PLATFORM
- ✓ BUSINESS TRAVEL SPECIFIC

It's a...**match**



## Dat(a)ing and the business of...**LOVE**



So, do you guys know anyone???

### **The Verdict...**

*'They work! They're just extremely unpleasant, like everything else.'*

## Let's talk... **SQUEEZE**

### BACKGROUND:

- New industry standard
- Connects buyers/suppliers
- Powers business relationships
- Combines data and trust

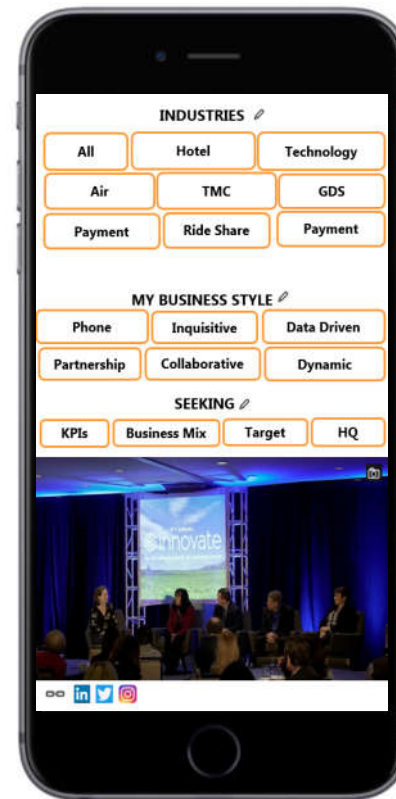
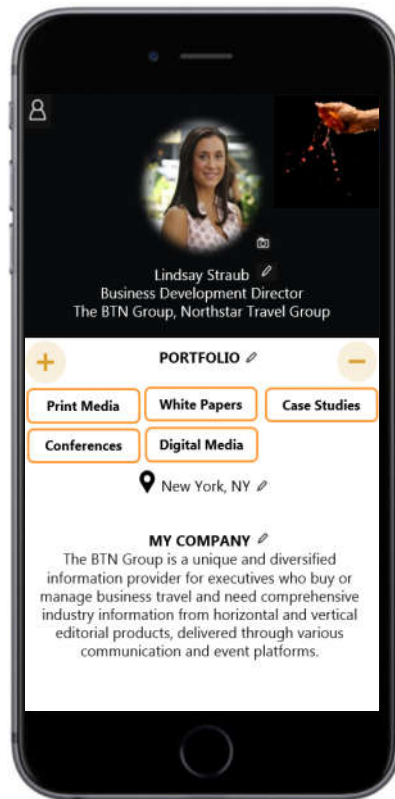


### BENEFITS:

- Algorithm to power strategic connections
- Data center
- Minimizes multitasking
- Eliminates clutter
- Ongoing conversation
- LinkedIn Integration

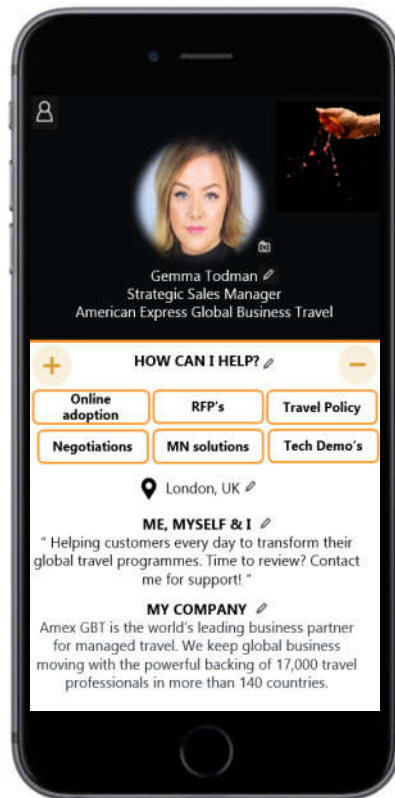


# Let's Meet ...**Lindsay**

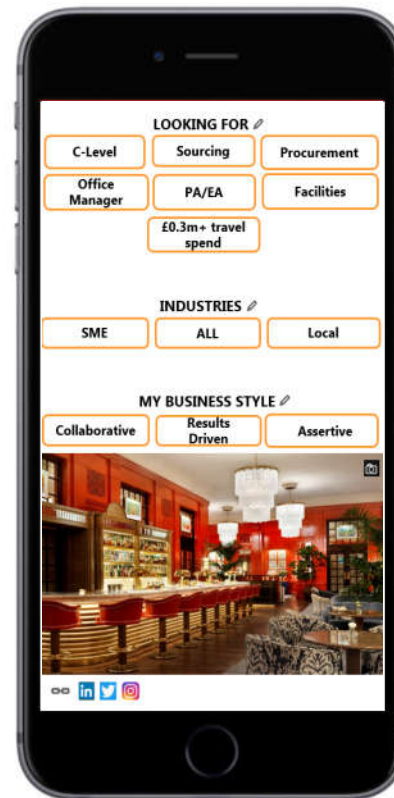
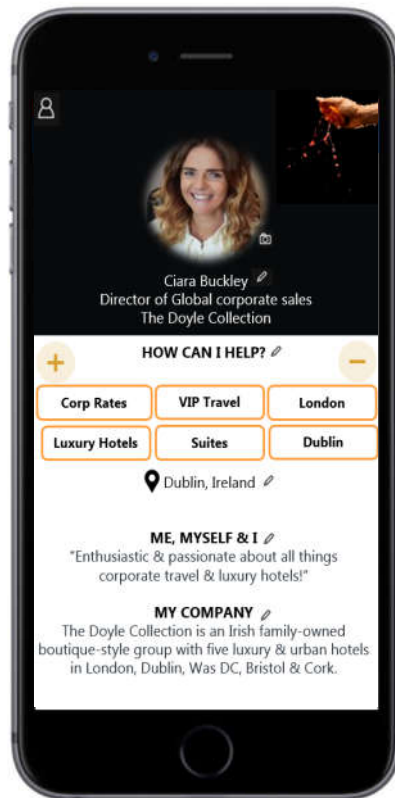




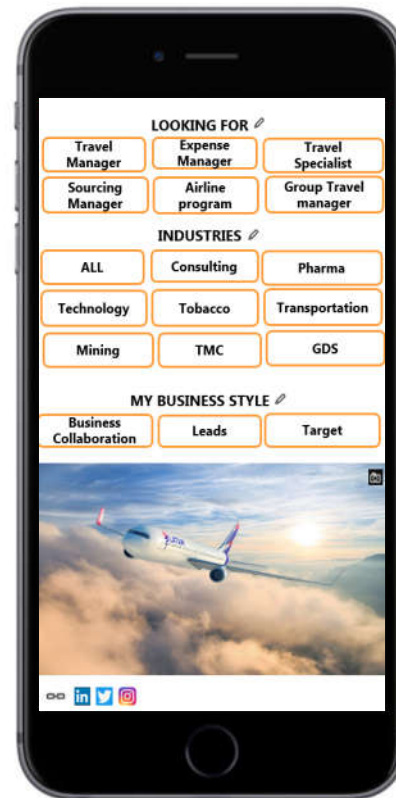
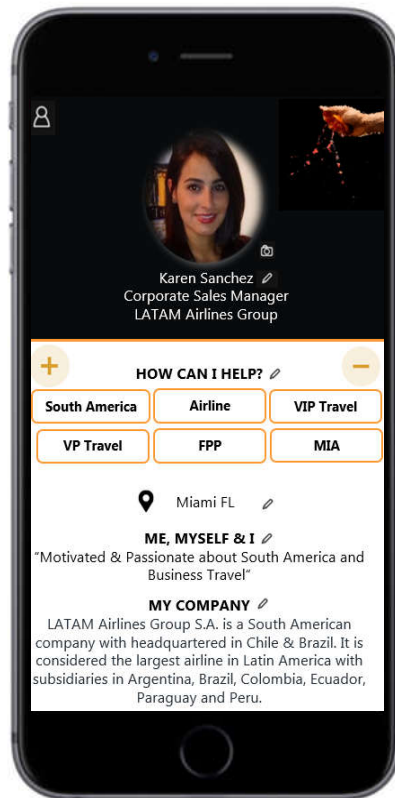
# Let's Meet ... **Gemma**



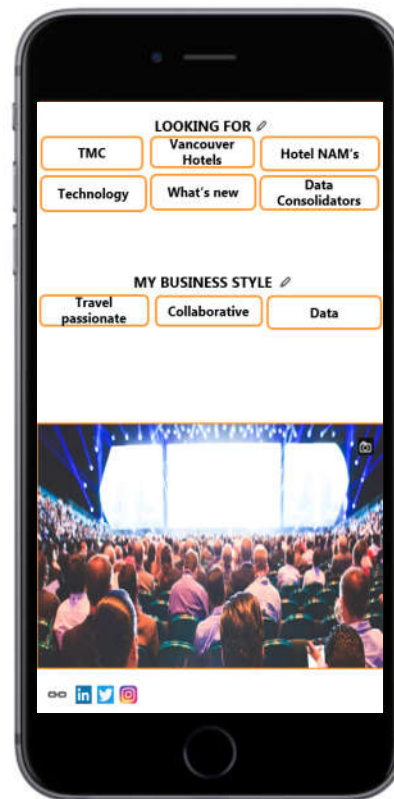
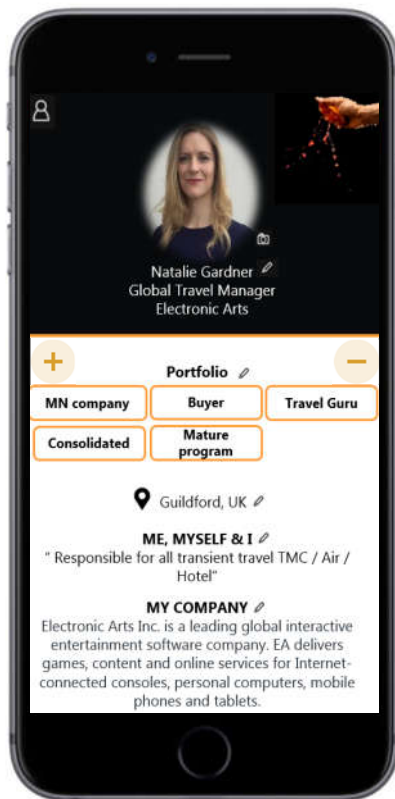
# Let's Meet ... **Ciara**



# Let's Meet ...**Karen**



# Let's Meet ...**Natalie**



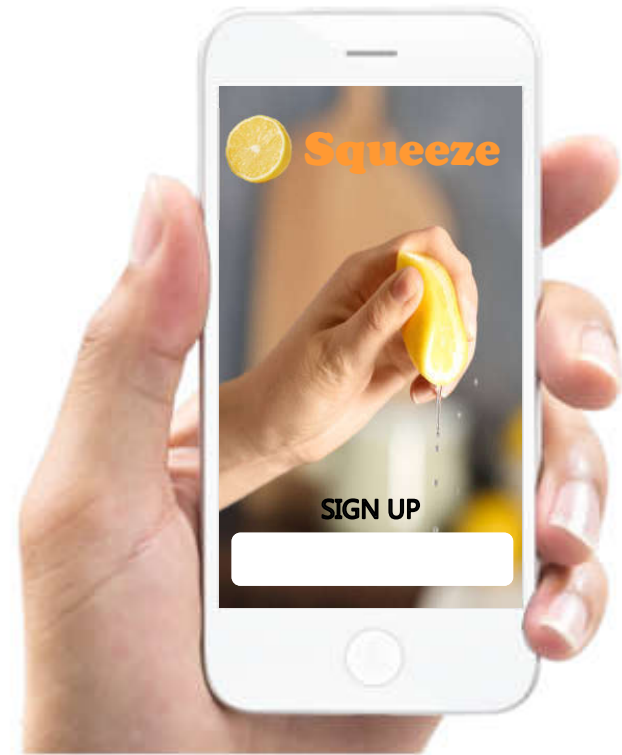
Stay Connected ...

## Take-Aways



We know what you're thinking...

BUT WHY... **Squeeze ?**





 **QUESTIONS?**

Thank you for attending!  
Please complete the session  
evaluation on the mobile  
app.