



# COMMONWEALTH

Business Travel Group, Inc.

**COMMONWEALTH BUSINESS TRAVEL GROUP, INC.**  
**Board and General Membership Meetings**  
**October 21 – 23, 2025**  
**The Westin Poinsett, Greenville, SC**

**Preferred Vendor Sponsors for this Meeting:**

**Cytric/Amadeus**  
**Magnatech**  
**Amgine**  
**CTS**  
**Hickory**  
**Prime Numbers Technology**  
**Midoco/Umbrella**  
**Agency Technology**  
**Atriis**  
**Travelin AI**

**Agenda**

**REMINDER: All information discussed in the meeting is considered confidential and is to be shared among CBTG members only.**

\*\*\* Individual Presentations are posted on the website

**Tuesday, October 21, 2025**

**2:00 p.m. Board of Directors Meeting – Alexander Boardroom**  
**5:30 p.m. Welcome Reception sponsored by CBTG – Mezzanine Prefunction**

**Wednesday, October 22, 2025**

**7:30 a.m. Buffet Breakfast - Mezzanine Prefunction**  
**8:30 a.m. General Membership Meeting – Poinsett Ballroom**  
Ian Cambata, Chairman welcomed everyone to Greenville.

The minutes from the June meeting were unanimously approved as posted on the website.

Jen Belt, Treasurer reviewed the financial status and reported that all was well.

In Luke Thomas absence, Ian reported that we are now at 27 members and have Matt King from World Travel in Tulsa attending as a prospective member.

Richard reported the following dates and sites for 2026:

January 20 – 22, 2026 – The Wyndham Grand, Clearwater, FL

June 9 – 11, 2026 – La Fonda on the Plaza, Santa Fe, NM

October 20 – 22, 2026 – Location TBD

January 26 – 28, 2027 – Location TBD

June 8 – 10, 2027 – Location TBD

October 19 – 21, 2027 – Location TBD

Jay Ellenby reviewed the agenda and thanked the committee for their hard work. Ian I reminded the group that all information shared in meetings is confidential.

- 9:00 a.m. Hourglass – What has been your biggest technological success or failure? Heather Scherer Smith**  
We'll go around the room and each member will share their successes or failures when it comes to technology.
- 10:15 a.m. Break**
- 10:30 a.m. Sales Technologies –Steve Taggart**  
What are you doing to maximize your technology for business development? Are you using any data mining apps (ex. Zoominfo)? Which CRM do you use (ex. Salesforce, HubSpot)? How about proposal writing and marketing tools (Mailchimp)? Are you using AI?
- 12:00 p.m. Buffet Lunch and Trade Show - Mezzanine Prefunction and Veranda**  
**CBTG is hosting a technology trade show!**
- 1:30 p.m. Operations Technologies – John Cruse and Tina Gilmore**  
In this session, we will explore how the industry is driving greater efficiency and innovation across the travel ecosystem. We'll begin by looking at how transactions are being streamlined—reducing manual keystrokes and leveraging AI to enhance the agent workflow. From there, we'll examine approaches to agent desktop tools, including how quality-control applications can be implemented without duplicating mid-office processes, and how organizations are creating real efficiencies for front-line agents, particularly with NDC.
- We'll then turn to the hotel space, focusing on strategies to maximize revenue through optimized agent displays, preferencing, and commission collection. Another important area of discussion will be how agencies are fairly and effectively monitoring agent performance while also investing in training—whether through centralized resources, virtual learning, or video-based programs. We'll also consider the technologies being used to train not only agents but also customers and travel managers.
- As we look at tools and new solutions, we'll share experiences with both traditional online platforms and newer entrants such as SkyLink, as well as practices around pre-trip approval systems, unused ticket tracking, and other operational challenges.
- Finally, we'll discuss the future: where GDS platforms stand today and how they may evolve over the next five to ten years, and the expanding role of AI—how it is shaping our industry now and how it is expected to transform the travel experience moving forward.
- 3:00 p.m. Break**
- 3:15 p.m. Operations Technologies Continued**
- 4:00 p.m. Meeting and group technologies – Chris Thelen** - This session will explore the latest innovations and solutions in group and meeting travel technologies, with a particular focus on how organizations can streamline group air bookings and registration processes. Attendees will gain insights into tools that simplify complex logistics, improve traveler experience, and enhance operational efficiency.
- 4:30 p.m - 6:00p.m. Trade show and Cocktail Reception - Mezzanine Prefunction and Veranda**
- 7:00 pm – Depart for dinner at Maestro Bistro Speakeasy, Entre Nous**

**Thursday, October 23, 2025**

**8:00 a.m. Buffet Breakfast - Mezzanine Prefunction**

**General Membership Meeting - Poinsett Ballroom**

**9:00 a.m. Luggage, Layovers, and LLMs, Preparing for AI's Impact on Travel, Tahnee Perry**

Join us for this session, where Tahnee Perry, founder of AI agency A25, explores the rise of generative AI, its impact on corporate travel, and strategies for harnessing it for happier travelers, better workflows, and a shorter to-do list.

This isn't just a sit-and-listen session. Be ready to share your thoughts, ask questions, and participate in an interactive exercise and discussion that brings AI to life.

What you'll learn:

Navigating Change: How to prepare for AI's impact on you and your travelers.

Work Smarter: Learn actionable steps to implement AI to streamline your work.

Put It Into Practice: A fast-paced group exercise to generate AI solutions for your biggest challenges.

Come ready to contribute, connect, and walk away with fresh ideas for putting AI to work.

**10:00 a.m.**      **Break**

**10:15 a.m.**      **Online discussion – Alex Koutrakos** - During this session, we will discuss the new technologies that have been presented and see how they stack up with similar technologies we use in our day to day, explore similar tools we use every day on the job and how they really help. The goal is to swap ideas, share experiences, and help guide others who have interest in similar products.

**11:00 a.m.**      **Meeting Adjourned - See you in Tampa!**

Commonwealth Business Travel Group would like to thank our vendors:



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