



PRESS RELEASE

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NBTA Europe Announces Advisory Board

Network Creates European Leadership and Searches for Advocacy Representative

NBTA Europe, the largest European buyer-led business travel and meetings network, has announced the first wave of advisory board members. The network has appointed an initial set of three European based regional & global travel professionals to join the Chairman of the board, Caroline Strachan, Global Category Lead for Astra Zeneca. The board's role will be to provide representation of and strategic direction for the newly established network. In addition, the network has announced that it is looking for the right person to join the Advisory Board as its advocacy representative, to represent the interests of the network at a European parliamentary level.

Joining Ms Strachan initially on the newly formed board will be buyer and supplier representatives from major European companies, including:-

- Torbjorn Erling from Sweden, Global Meetings & Travel Manager for IKEA Group
- Yann Le Goff from France, Sourcing Director for Sidel, the subsidiary of Tetra Laval Group.

NBTA Europe has also appointed Floyd Widener, Vice President Sales & Global Program Management, EMEA, for Carlson Wagonlit Travel as the sole supplier Advisory Board member at this time. Biographies and photos of the four appointees are listed on the NBTA Europe launch site, www.nbtaeurope.org

Speaking about the appointments, Ms Strachan said, "***That we can attract talent like this when we have only just launched is testament to the robust structure and plans we have in place. We are grateful for the support of these well respected players in leading NBTA Europe into the future. Each of them is highly innovative and professional in their fields and epitomise the thought leadership NBTA Europe strives to deliver.***"

Ms Strachan also stated that the network will be looking for additional Advisory Board members in the coming months and that the appointment process would ultimately develop into a full nomination and interview process over time.

In the meantime, NBTA Europe is searching for a single additional Advisory Board member to lead the network's advocacy plans in Europe and to work closely with the US parent, NBTA, on issues which affect Washington and Brussels. Interested parties should contact paul.tilstone@nbtaeurope.org

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About NBTA Europe

NBTA Europe is the only buyer-led business travel and meetings industry network across Europe. The network is part of the National Business Travel Association (NBTA), the world's premier business travel and corporate meetings organisation, with a role to lead debate, networking, education, advocacy, events and innovation in the business travel and meetings sector. NBTA Europe represents more than 2,000 regional corporate and government travel and meetings managers, as well as travel service providers. Members of the network collectively manage and direct more than €100 billion of global business travel and meetings expenditures annually on behalf of more than 3 million business travelers within their organisations.

NBTA Europe is powered by the Institute of Travel & Meetings (ITM). For more information, visit www.nbtaeurope.org.

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