MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

Generated: 29-Oct-2026

Course Profile Document

Event , Travel and Tourism Management

Managing Corporate Travel Programs and Conferences

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2793	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

Business travel and expenses are one of the highest single expenditures for any organization, and every opportunity to reduce travel costs can make a real impact on the bottom line. As you seek to serve your corporate clients better, this course will show you how to help your clients gain control of their travel expenses.

As a sales or account manager of a business travel agency, or Travel Management Companies (TMC), you are expected to balance cost with traveler expectations while also presenting important travel and financial data to your clients. You must also operate successfully within an industry that is increasingly technology-driven and self-service oriented.

This course will demonstrate how to deal with these challenges, whilst gaining control of travel and expenses through strategic management of a corporate travel program. Using practical exercises, case studies and industry best practices, our highly experienced trainers will provide you with the right tools and resources to take back to the workplace.

Course Outcomes

- Overview of corporate travel management
- Structure of corporate travel and expense programs
- Sales processes
- Strategic business planning
- Buyer and supplier relations
- Travel program administration
- Payment and expense management
- Data and analysis
- 21st century travel management

Course Outline / Curriculum

Importance of business travel

- Return on Investment (ROI) for corporations
- Business travel trends
- Travel technology disrupting the western hemisphere

Travel and expense management

- Market study

21st century travel management

- Structure of a travel program
- Travel program costs
- Travel program processes and best practices

Travel agent or travel management company?

- Business models – pricing and profit
- Management and staffing
- Customer base
- Technology
- Operational configurations
- Sales and account management

Understanding travel budgets

- Using data to manage travel budgets
- Trip modeling
- Zero-based budgeting

Developing a travel and expense policy

- Stakeholder engagement and compliance
- Authorization for reimbursement
- Communication policy

Travel process best practice

- Reservation, booking, and self-booking
- Approval and authorization

Supplier management

- Fact-based analysis
- The art of negotiation

Payment options

- Corporate, lodged, virtual, and purchasing cards
- Improving traveler reimbursement
- Mobile payment case study

Reviewing expense processes

- Analyzing and optimizing reporting processes
- ROI of automated solutions
- Best practices in booking and payment

Overview of the market

- Travel Management Companies (TMC) and
- Online TMCs (OTMC)
- SBT (Self Booking Tools)
- OTA (Online Travel Agencies)

Collaborating with Next Gen Travelers

- Engaging the modern traveler
- Leveraging customer loyalty
- Making smart choices fun

Sales Best Practices

- Aligning sales and marketing strategy
- Team structure and competencies
- Sales methodology and process

Account Management Strategy

- 6-step solution selling
- Customer Relationship Management (CRM)
- Supplier Relationship Management (SRM)

Future of Travel 2020 – 2060

- Predictions for the travel industry
- BRICs nations on top
- Open booking
- Evolution to mobility management
- Futuristic technology

Target Audience

- Corporate travel buyers and procurement
- Travel managers
- Key account managers
- Corporate sales managers
- Travel business owners

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Managing Corporate Travel Programs and Conferences
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____