

## Managing Corporate Travel Programs and Conferences Course Details

Department: Event , Travel and Tourism Management

Presented by Magna Skills Development Institute

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## Course Summary

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 Objectives

- 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

### 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

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A photograph showing a person's hand pointing at a document with a logo. The logo is a stylized flame or leaf shape in orange and green. The document appears to be a financial or project management report with various charts and text.

## Company Overview

**Who We Are:** Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

**Our Mission:** To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

**Our Vision:** To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

## Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.

- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

## **Our Training Methodology**

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

## **Why Choose Magna Skills?**

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
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Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.