

# News Release



## **Carlson Wagonlit Travel introduces new service to assist clients to book conference tickets**

**SINGAPORE, March 9, 2010** – Carlson Wagonlit Travel (CWT), a global leader specializing in business travel management, has launched a new offering in Asia Pacific specifically for booking conference tickets. CWT has teamed up with Conference Bay, an online conference booking company that specializes in acquiring tickets and connecting business travelers to conferences around the world.

This seamless conference booking service complements CWT's existing Meetings & Events services in Asia Pacific and is available exclusively to CWT clients. All they have to do is contact CWT Meetings & Events with the name of the conference they want to attend. The CWT Meetings & Events team will book the conference ticket (and negotiate the best price), and coordinate with the CWT corporate travel team to make the necessary travel arrangements.

"The process we have developed builds on the strengths of our respective organisations," explains Arnout Mostert, Founder & CEO Conference Bay. "CWT clients will experience a seamless and more convenient procedure when booking a conference ticket together with flights and hotels; and Conference Bay will help them save significant amounts of money through our relationships with conference organisers."

A list of conferences can be accessed via a dedicated website [www.conferencebay.com/cwt](http://www.conferencebay.com/cwt), which provides a user-friendly search engine that sorts conferences by topic or by discipline. Through this new service, clients can also book conferences that are not listed on the website, which gives them access to any conference worldwide.

As meetings, incentives, conventions and exhibitions become an important strategic focus for companies, the introduction of this service is timely. "Our clients attend worldwide conferences that are relevant to their businesses or industries and CWT is providing them with this new value-added service so they can avoid the hassle of dealing with faxed booking forms, delays in processing, and paying full published prices for conference tickets," said CWT's Director of Meetings & Events Asia Pacific, Rachael Peedom. "Furthermore, we can provide convenient, one-stop shopping by booking their transportation and hotel accommodations as well."

**About Carlson Wagonlit Travel**

Carlson Wagonlit Travel (CWT) is a global leader specializing in business travel management. Present in more than 150 countries, CWT serves companies of all sizes, as well as government institutions and non-governmental organizations. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel program in terms of savings, service, security and sustainability. The company is also committed to providing best-in-class service and assistance to travelers. CWT services and solutions comprise four lines of business: Traveler & Transaction Services, Program Optimization, Safety & Security, and Meetings & Events. In 2009, sales volume for wholly owned operations and joint ventures totaled US\$21.4 billion. For more information, please visit our global Website at [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com).

**About Conference Bay**

Conference Bay (CB) is the leading online conference portal. It provides an overview of professional conferences worldwide and offers an innovative service whereby customers can name the price they are willing to pay for a seat at any conference worldwide. CB works with over 600 conference organisers worldwide as well as a large number of corporations who book their conference tickets directly with CB. CB is located in Singapore and is led by Arnout Mostert and Frank Bomers, both of Dutch descent. For more information, visit [www.conferencebay.com](http://www.conferencebay.com)

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