

Staying Prepared



Failing to plan is planning to fail. This is particularly true when it comes to crisis management. In this issue, Carlson Wagonlit Travel looks back at recent crises that impacted travel with a view to improving preparedness and reducing risk in the face of the unexpected.

Crisis readiness is a critical component of any company's business continuity plan, and it plays a crucial role in helping travelers stay safe and accounted for on the road. Furthermore, by mitigating risk, you are fulfilling your duty of care while demonstrating sound business judgment.

Following the overwhelming disruption caused by April's volcanic ash cloud over Europe, CWT has analyzed statistical and qualitative information from around the world, identifying areas for improvement in order to shape and enhance the company's future products and services.

While the events of the ash cloud were unprecedented, and may perhaps never again be experienced in our lifetime, travel disruptions will continue. Therefore, a well-managed travel program requires global tools and data reporting that help travel managers handle the unexpected before, during and after a business trip. Well-defined and tested processes that are clearly communicated to travelers are equally important.

The world economy certainly has a big impact on corporate travel and, as we've recently seen, may spell risk in its own right. Earlier this year, CWT organized a two-day seminar highlighting the future of corporate travel management. Our keynote speaker was award-winning economist, author and frequent TV commentator Todd Buchholz. We recently caught up with Todd for an update on his views on economic recovery around the world. As you will see from the interview on Page 10, Todd remains cautiously optimistic as he provides balanced advice on finding prosperity in chaotic times.

This issue also includes an in-depth analysis of the synergies between meetings and events and transient travel, based on the latest research from the CWT Travel Management Institute published in June. This is certainly a hot topic for many companies looking to uncover additional savings. We hope you will find these actionable insights useful as you continue to optimize your travel program.

And by all means, get ready for more interesting times as you plan for the months ahead.

A handwritten signature in blue ink, consisting of a stylized 'C' followed by a horizontal line that ends in a small arrowhead.

Christophe Renard

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