



# Hong Kong Association of Travel Agents

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8 December 2015

Dear Members,

## **One-Day Training Seminar Challenges in Managing Corporate Travel ~ 13 Jan 2016**

Corporate travel has over the years gone into a pretty globalized and sophisticated management pattern, not just limited to involving the travellers' new and trendy requirements, but to mandate a variety of rationale and needs to address to global procurement practice, costs saving program, account management, caring customer loyalty program, travel mobility, risks management and more.

HATA Training Committee is organizing a one day training seminar on above topic, in an effort to benefit those members who are interested in learning to strengthen their TMC skills, or in learning new skills to foster their business diversification.

### **The course details are:**

Date: 13 January 2016 (Wednesday)  
Time: 9:30 am – 5:30 pm  
Venue: Travel Industry Council of Hong Kong (TIC)  
Room 1809, Fortress Tower, 250 King's Road, North Point, HK.  
Course fee: HK\$350 per person (HATA members only)  
Language: Cantonese (supplemented with English)  
Deadline: 5 January 2016 (Tuesday)  
Course contents: 1. System - Policy of MNCs, demand and spend management, global procurement policy, penalty and reward system between corporate and TMC  
Speakers: 2. Business operation –corporate travel operation, customers services, account management, complaint handling, airline-hotel and vendor partnership, CPD education for travel agents  
Admission: 3. GDS partners – OBT (on-line booking tool), expense management, back-office system, travel mobility and etc.

Remarks: Senior management executives from ACTE (Association of Corporate Travel Executives), three leading TMCs, and three GDS companies in Hong Kong.  
Participants should have at least 2 years full time experience in travel industry  
HATA will award a Certificate of Attendance to each participant after completing the full seminar.

If you wish to attend this seminar, please complete and return the reply slip together with a crossed cheque made payable to "Hong Kong Association of Travel Agents Ltd." to the Secretariat on or before (Tuesday) 5 January 2016. Seats are limited. First come first served.



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致各會員:

二零一五年十二月八日

## 商旅管理的挑戰 一天培訓講座

商旅管理近年已經進入了一個先進及全球化的模式，在新趨勢下，旅行社不單要迎合旅客潮流變化，還要面對各種各樣的新課題，如全球採購方式、節省成本、客戶管理、維繫忠誠客戶、商旅移動方式、風險管理等。

HATA培訓委員會將舉辦一天的培訓課程，探討以上主題，以提升會員對專業商旅管理旅行社(TMC)及其他新技能的認識，並促進其業務的多元化。

培訓講座詳情如下：

日期：2016年1月13日（星期三）

時間：上午9時半正至下午5時半

地點：香港旅遊業議會

香港北角英皇道250號，北角城中心1809室

費用：350元正（只限會員）

語言：粵語（輔以英語詞彙）

截止日期：2016年1月5日（星期二）

課程內容：

### 1) 跨國公司商旅指示

商旅項目及支出管理，跨國公司採購方式、企業與供應商的賞罰方式，

CPD: 商旅職員再培訓

### 2) 旅行社商旅營運方式

客戶服務，顧客投訴處理，航空公司、酒店及其他供應商的協同

3) GDS: 航空訂位公司及其最新研發商旅管理系統(包括移動系統) 後台綜合服務

主講者：來自美國商旅管理人員總會(ACTE)、本港專業商旅管理旅行社及香港GDS公司的高層管理人員

參加者：需有2年以上全職旅遊行業經驗

備註：HATA將頒發出席證書給每位完成整個培訓課程的參加者

名額有限，先到先得，報名從速。請於2016年1月5日(星期二)前報名及將回條連同劃線支票抬頭「香港旅行社協會有限公司」，寄回香港九龍大角嘴深旺道3號嘉運大廈北座5樓。如有查詢，請致電本會秘書處 2869 8624傳真號碼：2525 0986電郵：[manager@hata.org.hk](mailto:manager@hata.org.hk)

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### Reply Slip回條

I/We wish to attend the One-Day training seminar on Challenges in Managing Corporate Travel on 13 January 2016

我 / 我們 將會出席香港旅行社協會在1月13日所舉辦之「商旅管理的挑戰一天培訓講座」

公司名稱 Company Name: \_\_\_\_\_

聯絡人 Contact person : \_\_\_\_\_ 電話 Tel : \_\_\_\_\_

Email 電郵 : \_\_\_\_\_

(1) Participant Name 參加者姓名: \_\_\_\_\_ Title 職銜: \_\_\_\_\_

(2) Participant Name 參加者姓名: \_\_\_\_\_ Title 職銜: \_\_\_\_\_