



MONDAY, SEPT. 20, 2010

4:00 pm - 6:00 pm

Registration, *sponsored by ITA Software*, W Chicago City Center

6:00 pm - 8:00 pm

Opening Reception, hosted by ProMedia.travel, W Chicago City Center, Plateau level

TUESDAY, SEPT. 21, 2010

7:45 am - 5:00 pm

Registration, *sponsored by ITA Software*, W Chicago City Center

7:45 am - 8:45 am

Continental Breakfast, *co-sponsored by nuTravel Technology Solutions and CyberShift*, W Chicago City Center, Great Room II

8:45 am - 8:50 am

Welcome, W Chicago City Center,
ProMedia.travel CEO Tim Reid & Continental Airlines SVP Dave Hilfman, MC of The Beat *Live*

8:50 am - 9:15 am

The News, W Chicago City Center, Jay Campbell And The Audience
Jay reports on the latest industry developments and sets the stage for our issues-oriented conference through audience dialogue.

9:15 am - 10:30 am

The Views, W Chicago City Center,
Amadeus' Dwayne Ingram, FlightCaster's Evan Konwiser, PASS Consulting's Michael Strauss and eNett's Chris Vukelich debate industry topics including what's next for travel technology. Moderated by Tony D'Astolfo of Rearden Commerce, this session last year took on the format of TV's The McLaughlin Group with Tony playing John to a T. What will he do this year?

10:30 am - 11:00 am

Break, *sponsored by UATP*, W Chicago City Center, Plateau level

11:00 am - 12:00 pm

The Interview: HRG CEO David Radcliffe, W Chicago City Center, Great Room I, Jay sits down for a candid 'fireside chat' with Hogg Robinson chief executive David Radcliffe.

12:00 pm - 1:30 pm

Lunch, *sponsored by GetThere, Sabre Travel Network, Travelocity Business*, W Chicago City Center, Great Room II

1:30 pm - 3:00 pm

Keynote: Holly Hegeman of *PlaneBusiness Banter*

3:00 pm - 4:00 pm

Networking Meetings & Extended Break, *sponsored by eCommission Solutions*, W Chicago City Center Plateau level

4:00 pm - 5:00 pm

Experts 1: Hotels, W Chicago City Center, Hudson Crossing's Tom Botts moderates a panel on hotel issues in corporate travel and distribution featuring Lanyon's Mike Boulton, Sabre's Stephen Fitzgerald, Marriott's Geoff Heuchling and CWT's Andrew Winterton.

7:00 pm - 11:00 pm

Experts 2: Airlines & GDSs, W Chicago City Center, Great Room I, Discussing and debating airline distribution goals, trends and realities are former airline and GDS senior executives Mike Parks (ex-Worldspan), Marc Rosenberg (ex-Air Canada), John Stow (ex-Sabre), and Jim Young (ex-Continental, now exec director of Open AXIS). Who better than insiders without bosses to speak freely about the issues at hand with The Beat's Jay Campbell?

Reception/Dinner/Music, *sponsored by Amadeus*, Buddy Guy's Legends

WEDNESDAY, SEPT. 22, 2010

8:15 am - 9:00 am

Continental Breakfast, *co-sponsored by CyberShift and nuTravel Technology Solutions*, W Chicago City Center, Great Room II

9:00 am - 10:00 am

Keynote Vote Winner Ron DiLeo, executive director of the Association of Corporate Travel Executives, W Chicago City Center, Great Room I

10:00 am - 11:00 am

Guest At The Pulpit: W Chicago City Center, Great Room I, Travelport GDS CCO Kurt Ekert

11:00 am - 11:30 am

Break, *sponsored by Concur*, W Chicago City Center, Plateau

11:30 am - 12:00 pm

Hot Seat: American Airlines' Bridget Blaise-Shamai, W Chicago City Center, Great Room I, AA's new managing director of distribution and merchandising strategy takes the hot seat to answer questions from *The Beat* readers and audience.

12:00 pm - 1:00 pm

Experts 3: The Wrap, W Chicago City Center, Great Room I, What else is new? What did we learn? What did we miss? Hear the insights of our expert panel of HP's Jeff Kurn, Dee Runyan of KesselRun consulting, American Express' Christa Degan Manning and The Reynolds Group's Steve Reynolds with Mary Ann McNulty as moderator for the recap.

1:00 pm - 2:15 pm

**Closing Lunch and Awards, W Chicago City Center, Great Room II,
Presentation of *The Beat* Readers' Choice Awards**