



Countdown to Destination: Transformation Begins

[13 April 2011] With less than one month to go before the Travelscene Corporate Symposium 2011, Shanghai, the revamped and revitalised event aptly named 'Destination: Transformation' has drawn strong interest from Members across the country.

Travelscene Corporate General Manager, David Padman, said: "We have had an overwhelming response to the conference. The annual Symposium provides an ideal platform to discover new trends, address issues and exchange latest know-how and ideas, and we look forward to welcoming Members and guests to the event.

"This year's theme, Destination: Transformation, reflects the period of unprecedented change that is permeating through the travel industry, and will be an invaluable opportunity for Members and guests to reflect, share, learn and seek new opportunities moving into 2012.

"The corporate travel landscape in which we operate has already experienced incredible shifts, and will only continue to do so as we move forward. It is how we adapt and innovate that will see our continuing success in the future.

"What a more appropriate and powerful city to host the 2011 Symposium than China's Shanghai – a place which has seen intensive changes, and is continuing to develop and diversify at a staggering pace each day".

Travelscene Corporate Members attending the Symposium, to be held on May 13 and 14, will benefit from key note speakers including Kurt Knackstedt, intelligent.travel talking on *The Next Generation of Business Travel*", and economist and media personality Peter Switzer, presenting *"Taking your Business from Good to Great – the Economy and Your Business in 2011"*.

The program will also incorporate workshops, panel discussions, and presentations, and will provide opportunities for networking and sharing with fellow Corporate Members, Business Partners and senior industry figures.

About Travelscene Corporate (www.travelscenecorporate.com)

Travelscene Corporate is Australia's largest group of premium independent travel management companies. Each year, our Members deliver solutions to over 2 million travellers, and provide expertise to Australian businesses, large and small. Our association with American Express means Cardmembers can use Membership Rewards™ points through Travelscene Corporate Travel Management Companies.

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