

Case Study: Managing Travel for Financial Road Shows

A financial road show is as a series of meetings across various cities in which a company's top executives travel to different locations to speak with current or potential investors. The road show consists of information on a new issue or IPO, set up in a way to make investors want to buy it. The road show has an important, often instrumental role to play in the successful placing of a new issue. Road shows are a major aspect of the travel programs for many financial corporations and, because of their intricate nature, must be managed to the finest detail.

Challenge

Our clients' road shows are very complex and detailed operations. They often require multiple travelers coming from different locations and traveling all around the globe, sometimes to up to three or four cities in a single day. It is not uncommon for single day's itinerary to include time in New York, Chicago and Houston, sometimes even with a late night transfer to Dallas where the next morning's meeting will be. Meetings are often scheduled very close together, so all aspects of the schedule are interdependent. Depending on how each individual meeting goes, there tend to be many changes to the travel plans of the group at the last minute, requiring immediate reworking of each traveler's itinerary.

The travelers are all high-level executives within their companies and so expect the highest level of VIP service and support. All itineraries must be flawlessly planned and executed, no matter what the circumstances, and the highest levels of support must be readily available to them 24/7.

Action

A number of steps were taken when the client signed on with Ultramar to improve service levels, cost savings and overall efficiency for the client's road show travel.

- The client's onsite road show manager was replaced with a member of Ultramar's internal team bringing her over 25 years of experience to bear in the high-touch travel planning for VIP travelers. This specialized travel consultant is personally available to the client 24/7 specifically for road show travel.
- Ultramar leveraged its deep penetration in the financial industry to draw on experience with multiple financial industry leaders who also routinely engage in road shows.
- Because of Ultramar's impressive buying power of >\$21 Billion, we were able to leverage our strong relationships with trusted hotel, airline and car service vendors across the globe on behalf of the client.

Results

Because of the new account setup, the client has been able to navigate the intricacies of road show travel much more efficiently, reporting both savings and a increased level of traveler satisfaction.

- The highest levels of personal service and attention, monitored by the highly-involved Ultramar Operations Team, are now available to the client's VIP travelers when they need it the most. The client's dedicated Ultramar consultant knows road show travel and the company's travelers, so offers the clients what they want and need for this specific type of travel, whether it be expert knowledge of the private jet industry or the ability to be ready for last minute itinerary adjustments and quickly execute the necessary changes. A team was recently in Boston and had their flights cancelled at the last minute due to weather and FAA furlough-related delays. Their Ultramar consultant worked into the night arranging a last minute driver to get them to New York by the next morning for their scheduled meeting. The consultant also arranged for a private jet to be available to them for the remainder of the road show to minimize further flight delays.

- With extensive experience with financial clients engaging in road show travel, Ultramar is able to offer extremely granular and specific benchmarking for whatever aspect of the road show program the client would like to evaluate, resulting in the ability to optimize this program in the most efficient way possible.
- Calling upon Ultramar's strong vendor relationships, more hotel no-show and airline change fees are able to be waived and more upgrade requests are able to be granted, resulting in not only direct cost savings for the client but also higher traveler satisfaction.



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