

SAVOYA®



THE POWER ASSISTANT'S GUIDE TO
**EXECUTIVE TRAVEL
MANAGEMENT**



Email

inquire@savoya.com

Toll Free

866.916.3081

Website

savoya.com

© 2018 Savoya. All rights reserved. No part of this publication may be reproduced, photocopied, stored on a retrieval system, or transmitted without the express prior consent of Savoya and companies in the Travel Research Advisors group of companies.

The information contained herein and the statements expressed are of a general nature and are not intended to address the circumstances of any particular entity or individual. Savoya and the Travel Research Advisors group of companies make no representation, warranties, or assurance against risk with respect to the contents of this document. Although we endeavor to provide accurate and timely information and use sources we consider reliable, there is no guarantee that such information is accurate as of the date it is received, or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

TABLE OF CONTENTS

Executive Summary: Why You Need This Guide

CHAPTER 1

Understand Your Role with High-Level Executives

- Their Needs Are Different
- The Many Pitfalls of Travel Planning
- The 5 Rules of Thumb for Successful Executive Travel

CHAPTER 2

Do Your Homework

- Airfare
- Hotels
- Ground Transportation
- Unique Needs

CHAPTER 3

Build the Foundation for Success

- Nothing Happens without a Solid Traveler Profile
- Getting (and Keeping) Them in the Club
- Online Document Management Makes Life Easier

CHAPTER 4

Let the Journey Begin

- **Step #1:** Capture Necessary Details
- **Step #2:** Live or Die by Your Travel Brief
- **Step #3:** Secure Reservations
- **Step #4:** Coordinate with Security
- **Step #5:** Pose the “What Ifs?”
- **Step #6:** Arm Them for Battle

CHAPTER 5

Be a Lifeline

- Stay One Step Ahead
- Traveling with Your Executive
- Gauge Trip Success

CHAPTER 6

Optimize Behind the Scenes

- Building Vendor Relationships
- Managing Budgets and Expenses

CHAPTER 7

Put It All Together



EXECUTIVE SUMMARY

WHY YOU NEED THIS GUIDE

Power Assistant [noun]: An executive assistant, personal assistant or other administrative professional whose skills and capabilities transform them from tactical agents to trusted strategic partners.

Managing travel for an executive or other power traveler can be complex. It can be time-consuming and — depending on the travel calendar of the executive you're supporting — it can be difficult.

Business travel comes with numerous potential points of failure — and what's worse, there's almost no margin for error. Not only do high-level travelers expect an effortless experience on each and every trip, as the highest-paid people in their organizations, they have to be efficient with their time. For this reason, travel delays aren't just frustrating. They can be costly as well.

Unfortunately, business travel management isn't getting any easier. Executives are traveling more than ever, with business travel spend predicted to continue to increase at least through 2020. Meanwhile, the world isn't getting any safer. Worldwide political risk levels have been increasing for the past three years, while even places long assumed safe, like the U.S. and U.K., have become increasingly difficult environments.

In response, companies are putting more restrictions on the travel management process as they try to both manage costs and support their duty of care responsibilities. This can place a substantial burden on the shoulders of those supporting traveling executives — most notably, their assistants.

Business travel management may be a tough job, but it's one that can yield great rewards. Managing travel successfully is a perfect opportunity to demonstrate expertise and indispensability. There's a lot of power in this role, given that managing travel well requires skill, organization, curiosity, initiative and problem solving ability— not to mention the resilience and ingenuity needed to handle the inevitable hectic situations with grace.

We've written this guide to be the ace up your sleeve — the “behind-the-scenes” resource that'll empower you to showcase your travel management talents as a Power Assistant. It's based on the best travel tips we've gathered over our 20-year history in the travel space, as well as those we've picked up from our peers in related industries.

We've also incorporated the input of active senior-level assistants and industry leaders from across the country. We hope you'll find their suggestions, along with our best practices, both educational and inspiring as you advance your own executive travel management skills.





Understanding Your Role with High-Level Executives

Supporting an executive is a big job. They're fast-paced, high-intensity, strategic thinkers and doers. The assistants who are successful are those who can keep up with them — and that isn't always an easy task, especially when it comes to managing travel calendars.

THEIR NEEDS ARE DIFFERENT

Booking travel for busy executives goes beyond clicking “Buy Ticket.” In fact, managing travel for C-suite and other high-level executives can look quite different than what's required for directors, managers and those at lower levels of the corporate hierarchy.

“Executives function on a different energy level than most people,” explains Bonnie Low-Kramen, international speaker and author of *Be the Ultimate Assistant*. “They're trying to do 10 things, while most people are trying to do three.” The travel arrangements they require reflect this reality.

For example, high-level executives may be:

- Juggling intense travel schedules with both domestic and international itineraries. One interview subject we spoke to supports an executive who travels more than 270 days a year.
- Attending a variety of events, from conferences to speaking engagements — each of which require different travel arrangements and preparations.

- Traveling to participate in Board of Directors meetings, which — depending on the profile of the attendees — may present security concerns on top of logistics challenges. They may also be sufficiently high-profile themselves that their travel always involves a security component.
- Meeting or traveling with other executives, customers or partners, which can increase the complexity of the arrangements required.

Available time is another major limiting factor. “People don’t understand how limited executives’ time can be. For example, even with a car service, they can’t just be waiting in the car at passenger pickup. I need you to be at baggage claim with his name on a sign. Even 15-20 minutes can be costly,” shares a working executive assistant and interview participant.

THE MANY PITFALLS OF TRAVEL PLANNING

Understandably, these demanding travel needs make trip planning difficult. However, beyond the challenge of arranging itineraries for busy executives, additional factors complicate the process.

Travel needs for high-level executives can change quickly as meetings are cancelled and itinerary events are added. As a Power Assistant, you’ll be expected to keep up in real-time without dropping the ball.

Some aspects of travel are outside of your control, though you’ll still be expected to fix the problems they create. Issues from mechanical delays on flights to snarled traffic from a blown manhole cover threaten to disrupt your carefully planned itineraries. It’ll be up to you to put the pieces back together, which makes constant vigilance and proactive monitoring critical.

Unfortunately, you’ll often find yourself operating in an environment of imperfect information. Your executive may not be forthcoming with direct guidance, and important status updates may not be relayed to you in a timely manner.

The result, according to several survey participants, was feeling like they have to “be a mind reader” or “work like a detective” to get all the details. The extra effort is worth it, however.

Assistants who aren’t willing to go above and beyond risk being seen as glorified versions of Travelocity. But when you think of yourself as the engine supporting the efficiency and productivity of your executive, you’ll be able to free up tactical, repetitive tasks so that they can keep their momentum going and focus on strategic, specialized decision making.

That’s what differentiates Power Assistants from standard administrators.



*“Booking travel for
busy executives goes
beyond clicking
‘Buy Ticket.’”*

THE 5 RULES OF THUMB FOR SUCCESSFUL EXECUTIVE TRAVEL

Over the next several chapters, we'll walk — step-by-step — through the processes required to book trips and maintain the travel calendar of a high-level executive. However, although we cover a lot in this guide, it's impossible to make suggestions that are applicable to every executive, in every situation.

That's why we've put together the "The 5 Rules of Thumb for Successful Executive Travel" model to help you arrive at the appropriate arrangements for your executive's needs.

Use these rules of thumb to guide your thinking on every travel decision to arrive at the best arrangements for your executive's needs.



FLEXIBILITY

Business moves fast, and agility beats cost when opportunities arise. The team that can take advantage of market shifts first often wins.



CONFIDENTIALITY

Executives deal with confidential information and have access to sensitive systems. Assistants must know how to protect their privacy.



ENABLEMENT

Executive time is precious, and their productivity must always remain high. It's up to their assistants to enable their success in this way.



SAFETY

Executives aren't "normal people." When they're traveling, who they are and what they represent increases the risk around them.



VALUE

Executives watch cost, but they also understand that you get what you pay for. Value is a more important decision-making factor than cost.

Flexibility

Heard this corporate office joke before? “The only constant is constant change.” As mentioned above, executive itineraries can change at the drop of a hat. This may mean scheduling travel later than you’d like or hunting down unusual options after the usual ones have sold out.

But business moves fast, and agility wins out over cost when a need or opportunity arises. When the market shifts, the team that can be nimble and take advantage first is often the one that wins. Refundable fares are worth it 99% of the time.

Confidentiality

To most people, an overheard conversation or a public sighting doesn’t matter. But for many executives, privacy is necessary to their work; for instance, when their movements could give clues to corporate strategy.

Take the case of Amazon, which was forced to delist the tail number of Jeff Bezos’ private plane after it was published in [a news article](#) suggesting that its movements might be, “the best clue yet of Amazon’s choice for a second North American headquarters.”

Enablement

Executive time is a precious commodity. They often book their days in 5-10 minute increments, which means overbookings caught at the last minute are not uncommon. Take, for example, an executive we worked with who had a 9:00 am meeting in Boston and a noon appointment in New York. He didn’t know how he would make both, only that he couldn’t reschedule either at that point and had to appear in person.

Solutions like helicopters can help in these situations. But the key is to understand that these executives must keep their productivity as high as possible at all times. Engagements must remain tightly scheduled and “mobile offices” utilized to take advantage of time in transit so that they can



be engaged in high-impact activities for as much of the day as possible.

Travel is a given for most executives, but they can’t afford a slow day to recover upon their return. The expectation that they’ll be just as effective and productive on the road as they are at home means that every minute counts. It’s up to you to enable their success in this way.

Safety

While on the road, your executive may think of themselves as a “normal person.” But because of who they are, normal conditions don’t always apply.

There are certain threats that affect all travelers in equal measure. Traffic accidents with injuries, medical emergencies, extreme weather and geopolitical or terrorist attacks, for example, are as likely to affect a family on vacation as they are a business traveler. However, traveling executives and similar travelers also face targeted and opportunistic crime, based on their perceived status.

Amy Le, emerging author and former Executive Board Services Specialist, shares an example of an attempted kidnapping on one of her former executive’s team members. “She was traveling

to Mexico, and she was too impatient to look for her assigned driver who was supposed to escort her. She instead went with a driver at baggage claim and was ushered to a standby car. When she got into the car, another man slid in the back with her. They locked the car doors and drove off. That's when she realized something was very wrong. Luckily, she was able to escape when the car came to a stop at an intersection."

In response, Le suggests that "It is important to be briefed on the current situation in the area of travel, and to walk your executive through what s/he can do if they find themselves in that situation." You don't need to roll out an armed convoy every time your executive leaves the office. But there are additional safety precautions and considerations you'll want to keep in mind — discussed throughout this guide — when booking their travel arrangements.

"Think of yourself as the engine supporting the efficiency and productivity of your executive."

Value

Although high-level business travelers pay attention to cost and expect you to help manage their spending, cost isn't usually the top decision-making factor in their travel planning scenarios. Instead, it's the value they get for the dollars they spend. For executives who travel frequently — yet can't afford the physical and mental toll that travel takes — it's often worth it to spend more to ensure a more productive or restful travel experience.

That doesn't mean money doesn't matter. But time is often the limiting factor, not dollars, as long as the optics hold up. No one wants to look like they're being irresponsible with company funds.

One survey participant noted, "Just because the price is good doesn't mean the travel experience will be satisfactory for the executive, and will get them to their destination on time and in one piece." So while you should keep cost in mind, it must be understood through the lens of the value it creates for the executive.



Do Your Homework

Because there are no “one size fits all” recommendations that apply universally to all executives, we’ve put together the tips below to help you make sense of basic booking guidelines, as well as how to apply them to your executives.

Even if you work with a travel agency that handles most of your executive’s reservations, familiarizing yourself with these guidelines will help keep you informed so that you can better understand what they’re doing and why.

AIRFARE

Many high-level executives use a combination of both private and commercial flights.

Commercial Airline

When you’re booking commercial air travel for yourself, low rates often win out — even if those discounted tickets come with severe limitations. Executives, however, require an additional set of considerations. Ask yourself the questions below whenever you book commercial air travel:

- Are routes available on my executive’s preferred or partner airline(s)?
- How long will the trip take to complete?
- Are available flight times advantageous for the itinerary being planned?
- Are tickets available in upgraded seating areas?
- Will food be served on the flight?
- How large is the airport, or how complicated will it be to navigate?
- Does the airport offer CLEAR or TSA PreCheck lines and if so, at which gates and terminals?

- If my executive has a layover, how much time will they need to move from gate to gate?
- What executive services does the airport offer? Does it have a lounge or private terminal my executive can access? Does it offer VIP concierge service that escorts executives through security to and from their planes?

One executive assistant we spoke to described undesirable flight times as one of the biggest challenges she faced. “Having exposure to private planes — having a direct line to the pilot — you get spoiled. When you’re booking commercial, you learn to adapt to what’s available. Maybe it’s a direct flight that’s at a bad time. Or maybe it’s a flight with stops that’s at a better time. Sometimes I make the decision, but sometimes I put it in front of my executive to decide.”

"If you really can't get a convenient commercial air route, find a way to sell your executive on the layover."

If you really can't get a convenient commercial air route, Amy Le recommends finding a way to sell your executive on the layover. “Suggest to your executive the layover destination or time can be an opportunity to make a phone call, finish up on a presentation, or visit with a customer or friend at the airport.”

Private

Executives choose to fly private for a number of reasons — not the least of which is the ability to book trips at ideal times, versus having to select from more limited commercial routes.

Though the type of access determines the specific benefits, flying private may:

- Mean being able to adjust travel times at a moment's notice, pending air traffic approval. This can be critical when meetings run long or events end earlier than expected.
- Offer greater route flexibility, especially when executives have to travel to rural or non-hub locations. One company we've worked with maintained a whole fleet of planes, simply because they flew frequently to rural markets that would have required a day's worth of connections to reach via commercial air.
- Allow travelers to bypass the busy airport environment. In most cases, private jet passengers can typically walk directly to the jet without going through busy TSA screening lines.
- Offer a greater level of privacy for sensitive conversations that traveling executives may need to have while en route.

If you've never booked private airfare before, there are a few key terms and phrases to be aware of:

Tail number

All private jets are assigned an alphanumeric registration number, the first letter of which is determined by the country in which it is registered (tail numbers for US-registered jets begin with "N"). Tail numbers can be looked up within the [Federal Aviation Administration's Registry](#), though owners can request that their jets' information and movements can be blocked from public view within the registry and on tracking sites like [FlightAware](#).

FBO, or "fixed base operator"

Private jets fly into and out of FBOs, rather than traditional public terminals. FBOs are typically privately owned and feature amenities suited to high-level travelers, such as quiet lounges and conference rooms, that enable them to keep working until the moment they're ready to leave.

Aviation membership

Encompasses several private jet ownership schemes (when jets are not owned outright by executives or their companies). Different types of aviation memberships include lease ownership, fractional ownership, and jet card and charter memberships.

Lease ownership

Functions similarly to fractional ownerships, except that your executive is leasing — rather than buying — their share, and may have access to all of the jets in the program's fleet.

Fractional ownership

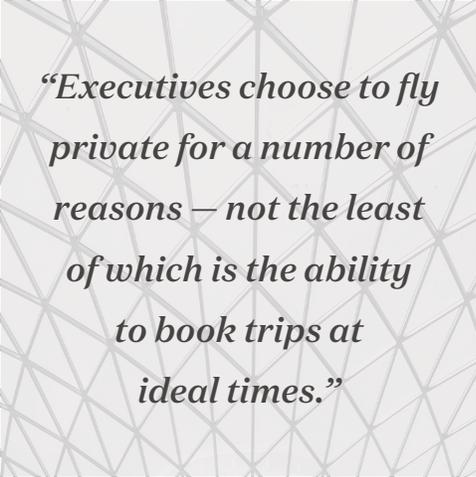
Individuals purchase an interest in a specific jet, paying to both own and maintain it with others. The jet is then made available to them for a "fraction" of the time, in accordance with their share size and program terms, though they must still pay to fly it. Companies like [NetJets](#) and [Flexjet](#) are fractional ownership programs.

Jet card and charter memberships

Involves paying a membership fee and annual dues in order to purchase hourly flight times on a specific aircraft or program's fleet at the set charter membership rate. Think of memberships as a hunting license — your executive pays to be a member, but still has to pay each time they fly. However, these programs are still cheaper than outright ownership. Several companies we work with use them as overflow capacity to cover times when their corporate jets are booked up or can't accommodate all the executives that need to travel. [Wheels Up](#) and [XOJet](#) are examples of membership programs.

The way you book private airfare will depend on how your executive accesses their jet.

- **Direct ownership:** typically booked through your company's flight department, though corporate jets may also be managed through an outsourced provider like Executive Jet Management (EJM).
- **Aviation membership program:** typically booked through the program itself. Your membership program can give you further instructions on how to make travel arrangements.
- **Charter flights:** typically booked on a one-off basis by reaching out directly to the local, national or international charter service being used.



“Executives choose to fly private for a number of reasons — not the least of which is the ability to book trips at ideal times.”

A few key pieces of information you'll need to compile in any case include:

- Your executive's preferred type of jet or specific jet configuration preferences
- How many people will be traveling and their names
- Where they'll be going, when they expect to travel and when they prefer to depart
- The amount of luggage or other items they will be carrying (as many smaller jets have weight restrictions)
- Any special catering requests or dietary requirements (the sky's the limit on private flights)
- Ground transportation details, if known, so that the FBO can coordinate with the on-site driver

You may also have additional responsibilities for facilitating private air travel. For example, you may need to reach out to your ground transportation provider to adjust their arrival time (if they aren't proactively monitoring your reservation) if it turns out that your executive's flight will arrive earlier than expected. If scheduled events end early, you may need to call the FBO to see if the pilot can prepare the jet to depart ahead of schedule.

HOTELS

Selecting a Hotel

Some of the most common luxury hotel brands preferred by executive travelers include:

- Four Seasons
- The Ritz-Carlton
- Mandarin Oriental
- The Peninsula
- St. Regis
- Rosewood

Keep in mind that, for many executive travelers, hotel selection isn't generally about accumulating rewards points (their favored hotels may not even be chains, but local boutique properties). Instead, it's about being able to anticipate a consistent experience, delivered against high customer service standards that make it possible for them to remain effective on the road.

If your executive doesn't have a preferred brand — or if one isn't available where they'll be traveling — ask the following questions of different hotels to guide your selection:

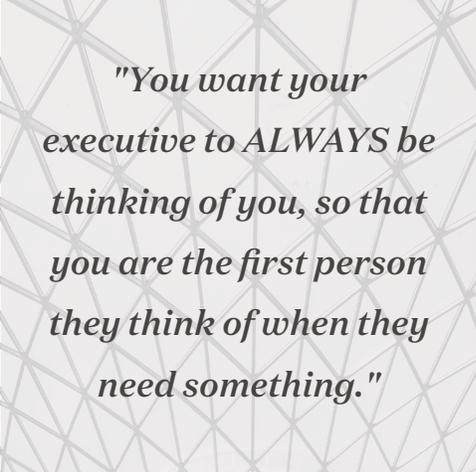
- Does the hotel offer rooms or suites with the amenities my executive needs (such as a mini-fridge or kitchenette for refrigerated medications)?
- Can the hotel pre-stock the mini-fridge or kitchenette with my executive's favorite foods?
- Does the property have a concierge floor?
- Does it offer an exercise facility, in room fitness kit or reciprocal access arrangement with a local gym?
- Are there restaurants or bars available in the hotel? If so, can they accommodate the hours my executive keeps or any special dietary needs they have?
- Is room service available? If so, are its hours limited?
- Does the hotel have an onsite business center for shipping (if needed)? What about a laundry service?
- Is the hotel in a safe neighborhood?
- How close is the hotel to any other facilities to which my executive will need to travel (e.g. Starbucks)?
- Does the hotel room have a balcony?
- Are there any renovations happening on the property? Or any road work on the street outside the hotel?

It's also worth understanding a property's emergency protocols ahead of time. Bonnie Low-Kramen suggests calling to ask whether or not the hotel has a generator available. "Call ahead to check the hotel's generator status," she explains, "especially if the executive is traveling in area that has a high risk of natural disasters. Many hotels have a generator, but most just power the lobby and the hallways. Call ahead and see if it powers the rooms too. Most staff will have to go check." More of Bonnie's favorite tips and tricks for travel can be found [here on her website](#).

Once you've chosen a property, communicate your needs directly with the hotel. They may not assign rooms until check-in, but you can make requests ahead of time to increase your executive's likelihood of a successful stay. As one executive assistant shared, "I always request a corner room, away from the elevators and ice machines. If I'm traveling with my executive, I typically tell hotel staff when I check in before my boss arrives that, 'He's a frequent traveler and any accommodations for a very quiet, private room are really appreciated.'"

Further, Amy Le recommends doing due diligence on any concurrent events happening at the hotel. “if there are companies having meetings in the hotel, find out what companies – you do not want a competitor or protestors sharing the same space.”

She also suggests coordinating with the hotel to welcome your executive appropriately upon arrival. “It’s a nice gesture to have a handwritten note from you waiting for your executive at the hotel room, or a bottle of wine and charcuterie dish. You want your executive to ALWAYS be thinking of you, so that you are the first person they think of when they need something. This puts you in the trusted partner seat and always in the know.”



"You want your executive to ALWAYS be thinking of you, so that you are the first person they think of when they need something."

Hotel Safety

In addition to amenities, consider hotel safety as well. If you won't be traveling with your executive, help educate them to:

- Request a room on floors 3-5, away from the elevator. Floors 1-2 are the easiest targets for burglaries and other crimes, while floors six and above make it difficult to survive if a fire or other emergency forces travelers to jump from the window. Add this preference to your executive's hotel profile if you aren't able to confirm room assignments ahead of time.
- Request two keys, even if they're traveling alone (request three keys if you'll be traveling with your executive and will need one to run errands). One key should be kept on their person and the other in their bag. Extra hotel keys should never be left in the room.
- Request a new room assignment if the front desk attendant announces their room number when handing them their keys. Most hotels these days understand the safety risk this presents, but not all are up-to-speed.
- Guard against revealing the location of their room. This might mean getting off at a different floor when riding in the elevator with another person or walking past their room if someone is behind them in the hallway. Both of these strategies have the added advantage of helping travelers become more familiar with the hotel's layout, which may be useful in the event of an emergency.
- Keep the “Do Not Disturb” sign up, and place door stops brought from home under the main door and doors to connecting rooms (if applicable). Travelers may also wish to block the peephole with tape or another material, considering Erin Andrews' well-publicized lawsuit against the stalker that illegally filmed her through her hotel room door.
- Call the front desk if they hear an unexpected knock at their door to confirm that housekeeping or maintenance has been dispatched to the room. Under no circumstances should they open the door until they have this confirmation.
- Never place valuables in the hotel room safe, as these can be easily broken into and are often the first item targeted in the event of a break-in.
- Never use hanging room service door tags, as making their meal order visible may reveal the fact that they're traveling alone.
- Avoid leaving behind any personal documentation or other personally-identifying information (such as a copy of the hotel's checkout folio).

GROUND TRANSPORTATION

After all the effort you've put into booking appropriate air and hotel reservations, don't forget to book any necessary ground transportation. Too many travel managers leave ground until the last minute — or worse, don't bother reserving it in advance at all or choose based on the lowest price without considering the high stakes of ground transportation.

Here's why that's a mistake:

- Approximately 1.35 million people die in auto accidents each year, making them the #1 killer of healthy U.S. citizens living, working, or traveling overseas, according to CDC data.
- Further, executive kidnapping is grossly underreported. Your executive's victim value is highest when they're in transit between the airport or FBO and their hotel. In fact, according to Control Risks, nearly 60 percent of abductions occur in or around a vehicle.
- You know your executives' service expectations. If they need to be productive while in transit, your ground solution must provide an appropriate environment, facilitate a professional in-car experience and have strict confidentiality policies that encompass any information overheard in the vehicle. How likely is it that those requirements can be met by a provider secured at the eleventh hour?

Ride-sharing car services or traditional taxis may seem like an easy option for ground transportation, but be aware that there are risks associated with their use for executive travel. Keep in mind that:

- They aren't available in all areas
- Their more limited background checks and lax vetting policies can pose a safety risk
- They don't always accept credit card payments (especially in the case of taxi services in smaller markets)
- Vehicles can be sub-standard, while service standards and timeliness can be wildly inconsistent
- They aren't subject to required confidentiality policies (and may even record video and audio in the vehicle)
- Their in-the-moment bookings mean that drivers won't be able to do any specific preparation for your executive's trip, such as advance route planning or detailed cleaning

Regardless of the ground transportation option you choose, keep the following best practices in mind when booking and executing safe ground travel:

- You may want to book ground reservations for your executive under a pseudonym to ensure greater discretion and privacy, in case the use of their real name might attract unwanted attention.
- One of the most challenging points in the ground experience is the initial connection between traveler and driver. To prevent your executive from getting into the wrong car — either accidentally or as part of a targeted setup — get driver and vehicle details in advance, and encourage your executive to pay attention and positively identify both driver and vehicle before entering.
- Visibility into ongoing ground trips is a must — not just for your peace of mind, but for accountability in case of disputes or safety considerations in case of emergencies. Make sure any ground provider you work with offers live GPS tracking throughout the duration of the trip so you and your executive can monitor trip progress.
- If your executive needs a vehicle unexpectedly, the hotel concierge or bell desk can often recommend a local driver or find a taxi. This can be a handy option in a pinch, but it isn't the same as having

a trusted, pre-scheduled service. Most hotels or hotel employees receive payment for services they recommend, meaning that recommendations are often based on economics, rather than service and safety quality.

Keep the weather at your executive's destination in mind as well. Snowy or icy conditions — in New York, for example — may necessitate travel by SUV, rather than sedan. Think about your executive's comfort driving in these conditions as well. A car service with local experts may be better prepared to navigate the area's climate.

UNIQUE NEEDS

In addition to booking these key services, you may be called on to make the following arrangements:

- **Helicopter travel**, if your executive must travel between two nearby destinations faster than is possible in a car, as mentioned earlier.
- **Greeters**, if your executive will need assistance on-site (such as when navigating busy commercial airports or when arriving at large office complexes).
- **Restaurant tables or meeting rooms**, based on your executive's schedule and preferences. Amy Le suggests, "When making restaurant reservations, make several reservations and add 2-4 more patrons than you expect. It is easier to scale down and make cancellations than to try and add or book at the last minute." Just be sure to update the restaurant with accurate numbers as soon as you can.
- **Security personnel**, if this isn't handled by a company-wide corporate security department.

"Visibility into ongoing ground trips is a must — not just for your peace of mind, but for accountability in case of dispute and safety considerations in case of emergency."

As one interviewee described, "I often had an in-house (undercover) guard with my executive. If he wasn't needed, I had the local police department's number in my travel itinerary (mine, not my executive's) along with a 24-hour emergency line back to the office, in addition to me being a 24-hour emergency line." Safety is that important.

If you haven't booked these types of services before, you may be able to find someone within your organization that can help. If not, trusted travel partners should be able to offer guidance or even assist with booking. Online communities of executive and personal assistants can also be great resources for answering tactical questions like these.



Build the Foundation for Success

As they say, “an ounce of prevention is worth a pound of cure.” In the case of business travel management, this translates to the steps you can take during quiet times so that you’ll be ready to rock when your executive’s travel calendar picks up.

NOTHING HAPPENS WITHOUT A SOLID TRAVELER PROFILE

“Executives expect a certain level of precision, comfort, and safety,” shared one executive assistant we interviewed. “You may get ample time to plan travel but if not, a template is imperative.”

Strong travel documentation is a “must have” for engaged Power Assistants — starting with the traveler profile.

The Traveler Profile

One of the best weapons in your arsenal as an executive travel manager is the traveler profile, which provides a centralized resource for the executive’s key details and preferences. This could include, but is not limited to:

- The traveler’s personal information and contact details
- Airline or jet preferences and rewards accounts
- Hotel room preferences and loyalty programs
- Car service and/or rental preferences
- Security detail information

- Dietary needs, likes and dislikes
- General travel requirements
- Traveler notification requirements
- Health information (such as allergies)
- Key emergency contacts (such as family members, adult children, etc.)
- Personal preferences, such as meal times or whether they'll need time to call home every evening
- Bios of your executive at varying lengths
- Professional and candid photographs of your executive



You may not have all these details from the start. That's ok. As one assistant we spoke to shared, "Be patient and take your time. Read every little detail and really learn what those you arrange for prefer.

Do they like to fly out early in the morning or mid afternoon? Do they want rental cars, or do they want shuttles or limos? Do they want a full scale hotel or something more subdued?"

GETTING (AND KEEPING) THEM IN THE CLUB

Slow travel times are great opportunities to check up on your executive's program registrations. For instance, you may want to:

- Enroll them in Global Entry, TSA PreCheck, CLEAR or another trusted traveler program (if they aren't enrolled already)
- Make sure their trusted traveler program registrations are up-to-date, haven't expired (note expiration dates on your calendar so that you can plan renewals with plenty of time to spare), and are registered with the airlines with which they're flying
- Double check that their passports and any travel visas are up-to-date and valid, and that they have enough pages remaining in their passport for upcoming trips
- Download relevant apps to their phones (for example, Maps.Me offers offline mobile mapping that may prove useful if your executive is caught without cell service)
- Set up notifications for these programs and provide your executive with any necessary instructions for operating them

Trusted traveler program durations and expiration periods can be found here. In the case of passports in particular, be aware that routine passport renewal processing can take up to 6-8 weeks; even expedited service can take 2-3 weeks. Mark the expiration date of your executive's passport on your calendar, and then set an appointment at least three months in advance to prepare for renewal.

As long as their passports are current, and they aren't changing their name, you should be able to file for renewal by mail on their behalf. However, as this requires mailing in their existing passports, scheduling time for them to visit a Regional Passport Agency for expedited processing may make more sense.

ONLINE DOCUMENT MANAGEMENT MAKES LIFE EASIER

Create a folder for your executive using a secure online file system like [Dropbox](#) or [Evernote](#) that your executive will be able to access from anywhere in the world.

Key documents to upload here include copies of:

- Their traveler profile
- Travel briefs and itineraries for every trip (described in detail in the next chapter)
- Their driver's license
- Their passport
- Their health insurance card
- Their employee ID
- Their credit cards
- Their prescription information
- Key passwords

"Make sure you copy and scan the front and back of everything in their wallet," suggests Bonnie Low-Kramen. Driver's licenses, credit cards and health insurance cards, for example, often include necessary contact information on the back that scanning only the front sides would miss.

"If you've only been working with your executive for a short period, you may have to build trust before they'll grant you access to some of this sensitive documentation. "

You may also want to add documentation regarding any special needs they have, such as medical situations, pregnancy status, citizenship or visa implications if they are foreign nationals living in the US, or any special needs associated with their family members (such as being a single parent or having elderly parents living with them).

If you've only been working with your executive for a short period, you may have to build trust before they'll grant you access to some of this sensitive documentation. Do the best you can with what you can get — remember, you can always add more as your relationship grows.





Let the Journey Begin

It's go time! You've just discovered that your executive has a trip coming up — either because you regularly check their calendar (you are doing that, right?) or because they're standing over your desk with a last minute request (we've all been there).

Regardless of the circumstances, the planning process starts now. Here's what to do:

STEP #1

Capture Necessary Details

STEP #2

Live or Die by Your Travel Brief

STEP #3

Secure Reservations

STEP #4

Coordinate with Security

STEP #5

Pose the "What Ifs?"

STEP #6

Arm Them for Battle

STEP #1: CAPTURE NECESSARY DETAILS

Take a page out of the journalist handbook by asking the “Five Ws:” who, what, where, when and why?

- **Who will be traveling?** If multiple people will be traveling together, whose arrangements will you be responsible for? If it's not you, it's helpful to know who will be managing the others so you can coordinate if needed.
- **What kind of trip are they planning?** The specific preparations you undertake will be determined by the type of trip. For example, booking an “in-and-out” meeting trip looks very different than a multi-market tour.
- **Where are they going?** How many destinations are involved? Will your executive be moving between multiple locations within each destination?
- **When is the trip occurring?** Is there any flexibility in the dates? How certain is it that the trip will occur as originally planned?
- **Why is the trip happening?** Understanding what your executive defines as “success” and what the objectives are for the trip will enable you to plan it more effectively.

STEP #2: LIVE OR DIE BY YOUR TRAVEL BRIEF

As you gather answers to these questions, add them to your travel brief. “Travel brief” means different things to different people. For some, it's simply a round-up of travel details pertinent to the immediate trip, such as:

- Trip objectives and success factors
- Travel participants and contact information
- Detailed itineraries for each day of the trip, with:
 - Addresses
 - Departure and arrival times
 - Travel time estimates
 - Hotel locations
 - Reservation numbers
- Specific travel plans, including:
 - Flight numbers or tail numbers
 - Airlines, airports or FBOs
 - Seat assignments
- Ground service details, including:
 - Pickup and drop-off times and locations
 - Driver name and contact information
 - Vehicle information, including make, model and license plate
- Details associated with events, such as:
 - Event registration numbers
 - Agendas
 - Facility maps and other details

For others, it may also encompass:

- Local emergency numbers (such as the police, the nearest hospital or the local U.S. Embassy)
- City or regional maps, or subway maps for key travel areas

- Restaurant reservations and/or suggestions
- Research on area amenities your executive may enjoy (such as gyms, bars, yoga studios, etc.)
- Travel safety briefs specific to the trip or location in question
- General travel safety guidance, as provided by your corporate security team
- A list of key stakeholders who will be notified of travel plans, such as family members or other team members
- Local and in-transit weather conditions, so that your executive can pack appropriately

When your executive travels internationally, additional information may be required:

- Key cultural considerations, such as behavioral norms and standards of dress
- Information on pertinent local laws, such as those regarding driving internationally
- Additional travel and/or safety instructions

STEP #3: SECURE RESERVATIONS

Use the booking guidance shared earlier in Chapter #2 to book each individual reservation of the trip, based on the level of autonomy you have.

If you need to get sign-off from others, consider presenting multiple trip options based on their preferences to minimize time-consuming back and forth. For example, if you know you'll receive pushback regarding the trip's cost, provide several options at different price points — all of which would be acceptable, travel-wise, to your executive.

Once reservations are complete, add pertinent details to the travel brief you began in the prior step.

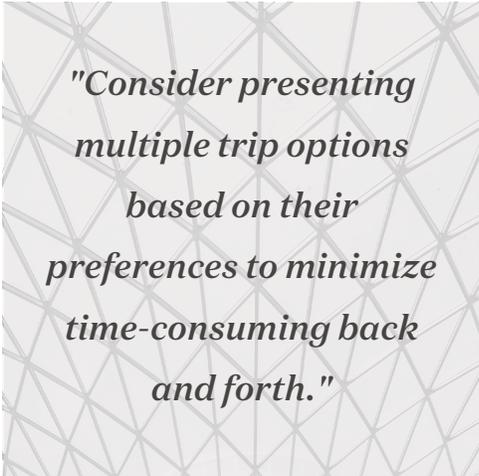
STEP #4: COORDINATE WITH SECURITY

Depending on your organization's procedures, this step may occur earlier — for example, if your corporate security team is involved in choosing booking options.

At the very least, you need to understand what your company's security team or security function (if one exists) expects from you regarding your executive's travel. Do they need to know your executive's whereabouts at all times? If so, you may be expected to help facilitate this awareness by providing advance itinerary details or regular check-ins.

If necessary, your security team may also need to plan for specific security services. For instance, if your executive maintains a government security clearance, they may require close protection when traveling. Work closely with your security team on these arrangements in case they have implications on the reservations you're making or the schedules you're setting.

This is also a great time to share key travel details with travel companions, internal stakeholders and other "need-to-knows" (such as your executive's spouse or family members). Take a



"Consider presenting multiple trip options based on their preferences to minimize time-consuming back and forth."

second to register your executive's international trips with the U.S. Embassy's [Smart Traveler Enrollment Program \(STEP\)](#) as well.

STEP #5: POSE THE “WHAT IFS?”

According to Bonnie Low-Kramen, “Managing executive travel is all about running the “what ifs.”

For example:

- What if your executive loses their luggage en route?
- What if they miss their flight?
- What if they need a prescription filled?
- What if they are involved in a vehicle accident?
- What if they have a medical emergency while traveling?
- What if they're hit by a natural disaster while traveling?
- What if a sudden loss occurs in their family while they're on the road?
- What if they lost or damaged their cell phone or laptop?
- What if they lose their cell signal while traveling abroad?
- What if they need to conduct an unexpected video conference while traveling?
- What if they're traveling to a high-risk country, such as Russia or China, where corporate espionage is a real concern?



ILLNESS ON THE ROAD

Let's walk through a "what if" example together. Suppose your executive gets sick with a cold or stomach bug while on the road. For executives who travel regularly — like the traveler mentioned earlier who spends more than 270 days on the road each year — the recipe of work stress, new germs, and the poor health decisions notoriously common to travel makes minor illnesses virtually inevitable.

Research conducted by Andrew Rundle, Associate Professor of Epidemiology in the Mailman School of Public Health — shared in the [Harvard Business Review](#) — illuminates the negative health impacts regular travel can have. By examining de-identified electronic medical record data, he and his colleagues found that, compared to those who spent 1-6 nights away per month, those who spent more than 14 nights per month on the road showed:

“Significantly higher body mass index scores and were significantly more likely to report the following: poor self-rated health; clinical symptoms of anxiety, depression and alcohol dependence; no physical activity or exercise; smoking; and trouble sleeping.”

As all of the factors above contribute to minor illness risk, imagine that your executive has just reached out and told you they're unwell. How can you help? Despite being remote, you could:

- Determine whether or not they need a doctor. If so, you could find a clinic, schedule an appointment and arrange any transportation necessary. You may also be able to find an urgent care clinic or even a concierge physician who can meet your executive at the hotel if there is no on-property clinic.
- Arrange for a local task service like [TaskRabbit](#), if available, to pick up prescriptions and any necessary supplies, such as tissues or cough drops. If needed, use them to coordinate laundry services or delivery of replacement items as well.
- Enlist the hotel's help in making your executive comfortable. Will you need to extend their stay by a day or two? Can the kitchen send up soup, crackers or other special foods? If a task service is not available where your executive is traveling, the hotel's concierge or bell desk might also be able to help you pick up needed items.
- Look for opportunities to lighten your executive's schedule. While you may not be able to clear their day, shifting meetings back or rescheduling all but the most important sessions — or conducting meetings by video conference from the hotel room, rather than in person — can buy them some much-needed time to rest.

As you're planning, consider preventative steps you can take as well to lessen your executive's odds of getting sick in the first place. For example, could you:

- Make sure they stay up-to-date on their flu shot or other vaccinations?
- Strategize meals ahead of time, since eating and drinking routines are notoriously difficult to maintain on the road? For instance, could you identify healthy restaurant or room service options ahead of time, or coordinate with a local meal delivery service, if they'll have a mini-fridge and microwave in their room?
- Learn what resources your health insurance program has available for those needing care on the road, such as a tele-doc or video-doc option?

Walking through “what ifs” like these is challenging because the number of potential circumstances is virtually unlimited and because the scope of each situation varies so wildly. Noting the location of the nearest pharmacy, for example, is much easier than planning for an emergency medical extraction.

You don't need to have a backup plan for every possible incident, but it's a good idea to cover as many of them as possible. If it isn't realistic to address all of them, prioritize them according to a standard risk assessment framework:

- How likely is it that this “what if” will affect my executive?
- What would the impact on my executive and my organization be if the situation occurred?
- What steps can I take to minimize the likelihood or impact of these situations?

Take the example of natural disasters. If your executive is traveling to the middle of Iowa, their natural disaster risk is likely low and may not require any “what if” planning on your part. But if they'll be headed to the East Coast during September's busy hurricane season, it's smart to think through potential contingency plans, should a storm develop.

Capture contingency plans in your travel brief as appropriate, or in your personal files for reference in the event of an emergency.

STEP #6: ARM THEM FOR BATTLE

What, exactly, your executive wants from you in terms of travel documentation may vary. One interviewee explained, “I don't specifically do a travel brief because that's not the way my executive works. I'm cognizant of the process, and as long I have the info and he can call in a split second, he's fine. It's just about being ready. Previous bosses have preferred a travel packet with everything laid out. It depends on where you work, where your boss is located, what their style is and what they need from you.”

With that in mind, use the following suggestions as a starting point — scaling your travel packet approach up or down based on the feedback you receive from your executive.

Documentation

At a minimum, you should have all of the following documents in your secure online folder — whether your executive ever looks at them or not. However, you may also want to provide your executive with print copies in a distinctive-looking folder that can be easily recognized, especially if they'll be traveling in areas where internet service isn't guaranteed. If you do so, however, consider sensitive information. Use an alias or leave your executive's name off to protect privacy in case they misplace or discard the printed sheets while traveling.

Include any or all of the following in your travel packet:

- Your completed travel brief for the trip, with “need to know” itinerary details highlighted
- Your completed traveler profile, for reference
- Relevant travel safety alerts if your executive will be traveling internationally (available from the [State](#)

"You don't need to have a backup plan for every incident, but it's a good idea to cover as many of them as possible."

Department website; your company's security department may produce something similar)

- Country-specific travel tips (such as any outlet adapters required, common greetings, etc)
- Print copies of important passwords and other key travel details
- Detailed location breakdowns and travel maps

One executive shared the importance of going beyond Google Maps. "Take New York. Is it Midtown? Is it East? Is it West? With certain cities, Google Maps could tell you you're a mile away, but it could take an hour to get there. The more travel they do, the more they want to get in and out, and you're the key to helping them do that."

She continued, "When traveling in big cities like NY, Chicago and London, have the cross streets listed on itinerary. If possible, include a direct line to someone on location. Is the office located in massive building complex? If so, what floor is the meeting on? What suite? More information is key."

Physical Items

In addition to print documentation, you may want to include physical items in your executive's travel packet:

- A wireless internet hotspot for safe internet access on the road
- Extra chargers, charging cables or batteries (these can often be borrowed from the hotel as well)
- An envelope or Ziplock bag for expense receipts
- Tylenol or Advil
- Earbuds or headphones (preferably wireless)
- Pocket tissues
- Hand sanitizer
- Emergen C or Airborne
- Bandages in a snack-size Ziplock bag
- Clear duct tape
- Country-specific outlet adapters
- Cash in the local currency for tips
- A doorstop for the hotel
- A lighted keychain

Bonnie Low-Kramen suggests packing "Small, healthy, easily packable snacks," to help executives avoid getting sick due to poor nutrition while traveling. She also recommends packing a "night kit" of items that will make it easier to sleep on the plane or at the hotel. Eye masks, ear plugs, a small blanket or an emergency toothbrush can all be helpful.

"Stay open to your executive's feedback on what they like and don't like."

Low-Kramen also recommends including a night light. "They're staying in plenty of different places," she describes. "That means lots of different hotels, which might have different layouts. Send them with motion activated night light so that, if they get up in the middle of the night, it comes on and keeps them safe."

Your executive may want all of these items or none of them — but it's always better to be over-prepared than under. Have them all at the ready, but stay open to your executive's feedback on what they like and don't like.





Be a Lifeline

Because constant change is the rule — not the exception — in the world of business travel management, your job isn't done once the tickets have been booked. Instead, you'll need to stay on top of in-progress travel by monitoring ongoing itineraries and conducting the appropriate wrap-up after the trip is complete.

STAY ONE STEP AHEAD

Supporting your executive during travel may mean taking care of any or all of the following needs:

- **Checking the departure and arrival times of your executive's flights (or knowing that someone like Savoya is checking them for you).** If delays or cancellations occur, you may need to rework some or all of the other reservations made for your trip. Amy Le suggests setting up alerts on your phone to monitor your executive's flight status, as well as adding your executive's entire itinerary to your calendar so you can mirror their activity while traveling.
- **Confirming restaurant reservations and meeting locations.** Even if you've received reservation confirmations in advance, it's always a good idea to call a few hours before specific events are set to begin to make sure they'll run smoothly. This is also a great time to share information on your executive's preferences (such as any dietary requirements) to ensure nothing falls through the cracks.
- **Monitoring the successful completion of itinerary items.** Did your executive arrive to meeting locations on time? Did they wrap-up on time, or will the dinner reservation you had scheduled need to be pushed back? Answering these and other related questions

requires that you keep a close eye on how the trip is progressing — which can be challenging if your executive is traveling at night or in different time zones.

- **Informing relevant stakeholders about trip progress.** Will someone meet your executive when they arrive for an event? Does your executive's spouse want to know their travel status at certain intervals? In these and other cases, it will be up to you to relay the necessary information. Vendors like Savoya that offer dynamic estimated times of arrival (ETAs) and status notifications facilitate this process immensely.
- **Tracking multiple sources of information to identify last minute travel change requirements.** Besides flight delays, other situations and emergencies — such as traffic backups or unexpected restaurant closures — could impact your executive's travel. Identify these potential factors as part of your “what ifs” planning process, then monitor them as the trip progresses.
- **Sending needed supplies or emergency items, arranging for delivery from sellers near your traveler or even shipping extras ahead of time to be held until check-in.** If your executive loses an item, runs out of a prescription, needs an emergency clothing repair or experiences any other unanticipated need, it may be up to you to coordinate the necessary solutions — even if you're on the other side of the world.

Simply put, you should know — at all times — whether your executive's trip is on track or if adjustments must be made. Constant vigilance prevents little issues from rapidly spiraling out of control into major disasters.

TRAVELING WITH YOUR EXECUTIVE

In some cases, knowing how your executive's trip is progressing is easy — because you're right there next to them.

Traveling with your executive may make communication easier, but it can introduce its own set of challenges as well. Keep the following tips in mind:

- **Never be a burden.** Don't arrive late. Don't interrupt meetings and events unnecessarily. A Power Assistant should be the grease that keeps the trip running smoothly — not the fly in the ointment that holds up their executive's productivity.
- **Maintain boundaries.** Sitting next to your executive on a flight isn't a chance to air grievances (or to take advantage of first class liquor policies). Remain professional so that your executive can focus on the mission ahead.
- **Don't make assumptions.** Just because your executive will be flying private and staying at the Four Seasons doesn't mean you will as well. Always present more cost-conscious alternatives. Your executive can then offer to upgrade you at their discretion.

Basically, treat traveling with your executive as an extension of the work you do together in the office. Keep your sole focus on your executive's productivity and effectiveness, and the appropriate actions will become clear.

If haven't traveled with your executive before, Amy Le recommends making it a priority. “Propose for next year's budget one trip that you can do with your executive to shadow them,” she shares. “It's a great professional developmental opportunity. This helps you understand the travel flow for your executive, learn a little bit through osmosis about the business, about your executive and the team on the ground, and serve as a personal onsite executive handler for your executive and others onsite.”

GAUGE TRIP SUCCESS

Finally, even though the trip is done, your responsibilities aren't finished yet. Conducting a post-mortem immediately after the trip will help you turn any mistakes that occurred into lessons for the future.

Ask yourself the following questions after every trip:

- Did I make any mistakes during the trip that should be corrected going forward?
- Did I learn anything new about my executive's travel preferences during this trip?
- Have I uncovered any new information that should be added to my travel brief or my executive's traveler profile?
- Did the trip successfully accomplish its purpose?
- If not, are there any follow-up actions I need to take that can help make future trips more successful?

Ask your executive for feedback as well. Did a room on the front side of the hotel have too much traffic noise for them? Did they love the driver they rode with and want to use them again?

"Conducting a post-mortem immediately after the trip will help you turn any mistakes that occurred into lessons for the future."

Take action to close the loop on their responses immediately, whether that means jotting down quick notes or reworking your general travel packet. Don't wait — you may not remember to do so when schedules get hectic.

This is also a great time to give feedback to your travel providers. Whether positive or constructive, articulating what made your experience with them great or what they could have done better is valuable information for both of you. Not to mention, the fact that you're paying attention and taking the time to follow up can be a powerful signal in and of itself.





Optimize Behind the Scenes

The administrative responsibilities described here may not play a direct role on the trip booking process, but they're included to give you a holistic view of what business travel management often entails.

BUILDING VENDOR RELATIONSHIPS

In order to successfully execute travel arrangements, you may be responsible for any or all of the following tasks:

- Identifying, researching and qualifying travel vendors, technologies and tools
- Guiding vendors through your company's internal approval process
- Negotiating preferred rates with new vendors based on travel volume
- Communicating your executive's preferences with vendors (for example, that their car service should always have their favorite brand of bottled water in the vehicle)
- Determining their ability to stretch. What is the vendor's primary strength? Can they advise beyond their narrowly defined area of expertise? Are they a partner you can count on that'll go the extra mile for you?
- Receiving post-trip documentation from vendors for billing purposes
- Managing feedback, complaints, or issue resolution if you or your executive have had a negative experience with a vendor

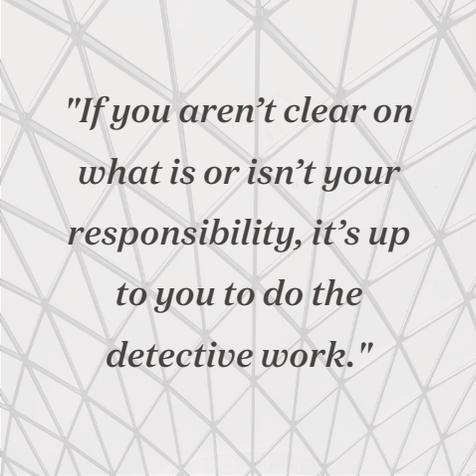
MANAGING BUDGETS AND EXPENSES

Similarly, you may have an expense management role to play, including:

- Keeping track of travel spend and patterns
- Collecting receipts from expenses incurred during business travel
- Submitting receipts according to your company's expense policies
- Reporting on compliance with established budgets
- Reporting on travel ROI to your executive and other departments
- Working with vendors to come up with ways to optimize your usage of their services

Unfortunately, unless you're handed a detailed job description on day one, you may not know that some of these responsibilities fall within your purview — and your executive may be too busy to walk you through the intricacies of your business travel management role.

If you aren't clear on what is or isn't your responsibility, it's up to you to do your detective work. Meet with your company's accounting and security departments. Ask those who have worked closely with your executive before about their likes and dislikes. It may take some trial and error, but with a little effort, you'll be able to distinguish yourself as a true Power Assistant.



"If you aren't clear on what is or isn't your responsibility, it's up to you to do the detective work."





Put It All Together

We've thrown a lot of information at you in this guide, so if you're feeling overwhelmed, don't worry. You don't have to be a star business traveler manager from day one — you just have to commit to continually improving the support you provide your executive over time.

Start by identifying what you feel are your greatest immediate needs, and implement strategies designed to counteract them. For example:

- If you're a new assistant, your top priority might be learning your role within the context of your executive and organization. Focus on nailing down the basics before worrying about implementing additional programs, such as enhanced travel safety briefs.
- If you've been in your role for a while, but still don't feel like you have the kind of executive buy-in needed to be seen as a strategic partner, revisit the travel management responsibilities shared throughout this guide. Are there any additional tasks you could take on to further prove your value?
- If you've already built a strong business travel management program for your executive, look for opportunities to empower their productivity even further or to educate them on safe travel practices. You don't have to hammer them over the head with rules and requirements. One assistant we spoke to shared how she would sneak suggestions — such as cautions about using hotel wifi or about carrying a personal safety alarm while traveling — into “small moments” and other casual encounters where they flowed naturally into the conversation.

The most effective business travel managers are those who never see their jobs as “done.” Adopting this attitude of continual improvement — whether regarding business travel management or any other aspect of your job — is what being a Power Assistant is all about.

ACKNOWLEDGEMENTS

We are deeply grateful to the executive assistants — both named and anonymous — who shared their experiences and expertise in support of this guide.

Bonnie Low-Kramen

An experienced world traveler, Bonnie is a celebrity personal assistant turned entrepreneur and business owner who now employs an executive assistant. For 25 years, Bonnie worked with Oscar winning actress Olympia Dukakis so she fully understands the minutiae of travel. In 2011, Bonnie left this dream job to take on a new one of traveling the world teaching and speaking and now she has worked in 14 countries. One of the most respected leaders in the administrative profession, Bonnie is at the center of the movement to end workplace bullying and to close the wage gap between women and men. Bonnie is the bestselling author of “Be the Ultimate Assistant” and her workshop has been named as a “Top 7 Executive Assistant Conferences to Attend in 2019.”

Bonnie can be reached at:

Website: www.betheultimateassistant.com

Facebook: <https://www.facebook.com/UltimateAssistant>

Twitter: <https://twitter.com/BonnieLowKramen>

LinkedIn: <https://www.linkedin.com/in/bonnielowkramen>

Amy Le

Amy M. Le is an emerging author working on her debut historical fiction novel titled “Snow in Vietnam.” She started her executive support profession at Microsoft Corporation in 2005 partnering with the Corporate Vice President of the Worldwide Partner Group. After 5 1/2 years there, she was recruited back to T-Mobile US, Inc. to support the new SVP, Channel Management. When T-Mobile became a public company in 2013, Amy became the first Specialist of Executive Board Services, where she partnered with the Board of Directors and the Senior Leadership Team to provide high-level management of all governance logistics. After four years in that role, her passion for writing took her out of the corporate world and immersed her into the literary world. Originally a Seattleite, Amy now lives in Edmond, Oklahoma with her husband, son, two dogs, a cat, and a leopard gecko.

Amy can be reached at:

Website: <http://www.amy-m-le.com>

Facebook: <https://www.facebook.com/authoramymle>

Twitter: https://twitter.com/amy_m_le

LinkedIn: <https://www.linkedin.com/in/amymle/>

ABOUT SAVOYA

The world's most discerning travelers and their teams turn to Savoya for secure, end-to-end ground travel solutions. With industry-leading safety protocols, high-touch service delivered reliably across every market, and a world-class Client Care Command Center to ensure excellence from booking to billing, Savoya has inspired confidence on over one million successful trips around the globe.



To learn more about Savoya's executive ground transportation solutions, contact us now, send an email to inquire@savoia.com or call 866.916.3081.

savoia.com

