



Making Money with TRM

How to \$ell Your Program and Prove Its Value



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The Reality of Travel Risk?



Chances of dying in an airplane accident = 1 in 4.7 million

Chances of dying in a terrorist attack = 1 in 9.3 million



The *Real* Reality of Travel Risk



What TRM Can Feel Like



Guiding Principles



The Potential for Various Impacts

One incident can cost more than a travel risk management program

Lost productivity and waste

Lost time, credibility and trust

Not meeting duty of care means increased liability

Potential cost

Personnel

Reputation

Financial / Legal

Disease

Data / Equipment

Operations / Productivity

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Where Do You Start?

Know your people

Identify resources

Create plan

Review

Evaluate risk

Set level of acceptable risk

Educate

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Critical TRM Elements

TRM providers

Traveler tracking tools

Pre-trip intelligence

Insurance premiums

...costing dollars

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Critical TRM Elements

Collaboration with stakeholders

Informed decision makers

Knowledgeable travelers

Common sense

...costing time

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Selling your TRM Program

- K.I.S.S.
- Know your audience
- Make use of industry resources
- Be informed and present facts
- “The Golden Circle”
- Embrace the basics (policy, procedure, training, awareness, communications)
- Have the courage to be a leader

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