

# GBTA

GLOBAL BUSINESS TRAVEL ASSOCIATION



Building a unified data management experience between local chapters and the national association through an all access membership plan.

Local chapters of the Global Business Travel Association (GBTA) across the North American Region were using different and multiple technology platforms, making it difficult to share information. GBTA sought a cost-efficient flexible solution to their data sharing needs so they could more effectively achieve their goals at both the national and local level. Several chapters were already using StarChapter, which made it an attractive option to consider and then implement.

## Objective:

Create a standardized look and feel for all local chapters as well as improve data integration

## Determining Factors:

1. Cost
2. Collaboration
3. Existing use by chapters
4. Technical support

## Result:

A large majority of chapters are currently participating

## Keys to Success:

1. Communication
2. Unification across chapters
3. Cost-efficient software solution for national and local chapters

## Objective

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The Global Business Travel Association (GBTA) sought to integrate the chapters and GBTA membership into a cohesive system for a single purchase process, allowing for a seamless transmission of membership data from GBTA national to a specific local chapter – all while maintaining a standardized look across the platform.

## Strategy

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In the past, local GBTA chapters used 3 different software vendors, making it cumbersome to share data, especially data about membership. It took extra time and created greater possibility for data errors when reentering it into different systems. The StarChapter platform allows for membership integration between chapters and GBTA to quickly share data once it changes, without the need to “transfer” between systems. StarChapter has already been in place for some chapters, which gave national insight into its viability for the GBTA brand as a whole.

GBTA reached out to StarChapter as a reliable software solution to meet their data integration needs. Other association management software (AMS) vendors didn’t offer the same flexibility StarChapter did with regard to developing a tailor-made solution to fit exactly what GBTA was looking for in a platform. Of key importance to GBTA was that the platform was substantial and known to them through utilization by local chapters. As a cost-efficient option in terms of both price and support for GBTA and local chapters, StarChapter offered a viable and technologically sound platform.

Already existing positive experiences from GBTA chapter leaders enhanced the recognition of the benefits of StarChapter’s platform in comparison to other potential solutions.

**Favorite feature:** The real-time, two-way integration of membership data synchronization between chapters and national.

GBTA signed up for StarChapter Portfolio, a product developed especially for national leadership to gain access to real-time, aggregated results. Based on requirements and guidelines provided by GBTA, StarChapter provided a platform and designed a standard website template, including 3 pre-approved design options for local chapters using StarChapter.

## Determining Factors

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### 1 Cost

Having a streamlined and cohesive system allows for information to be shared more quickly and efficiently, saving both time and money. Without the need for multiple vendors, GBTA's monthly output for technology was reduced. By having StarChapter's system in place, GBTA chapters increased revenues through improved membership retention, event attendance, and attracting new members.

### 2 Collaboration

StarChapter collaborated with GBTA's national leadership to develop a system that fit GBTA's unique needs for data integration rather than expecting GBTA to fit inside a predetermined box.



When we were looking at other AMS vendors, StarChapter was excited by the opportunity to come outside of the initial box to develop a more tailored solution which will fit what GBTA was looking for, where other vendors were more inflexible.

– Patrick Algyer, Manager, Chapter and Committee Success  
*GBTA*

### 3 Existing use by local chapters

For GBTA, the fact that local chapters were already using StarChapter made this process easier since StarChapter was already vetted by members in the same occupation with the similar goals for participation in GBTA. Ultimately, it allowed for a seamless transition with guidance from fellow members and StarChapter customer support – creating a partnership within the GBTA brand as well as with StarChapter.

### 4 Technical support

GBTA needed a platform that would provide ongoing support and training to its staff and volunteers. They wanted to know that they were not being left to fend for themselves if problems arose, especially during board transitions. StarChapter exceeded their expectation, in that the technical support GBTA receives from StarChapter is included in their package, rather than as the hourly add-on other vendors offered.



“GREAT customer Service. I LOVE StarChapter they are always super-fast with responses.

– Kevin Dombrow, IT Board Director  
*Michigan Business Travel Association*

## Results

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GBTA has two local levels: chapters and affiliates. GBTA has determined that chapters must use StarChapter's All Access Membership program, while affiliates do not. In order for affiliates to enroll, they have to upgrade and become chapters. GBTA and StarChapter have partnered to transition chapters seamlessly and quickly, reaching 100% chapter enrollment in the program. GBTA anticipates affiliate conversion at some point.

**In just 2 years, large majority of chapters have switched to using StarChapter.**



Now when everyone is using a single platform, we can really work as a group, share content and best practices with each other and have as a group the same look and feel. This strengthens GBTA as a whole.

– Patrick Algyer, *Manager, Chapter and Committee Success*  
GBTA

**GBTA and chapters have seen only positive outcomes of working cohesively on a single platform:**

- 1 Both national and chapters can quickly and conveniently share content and best practices.
- 2 Data integration is automated, so they have the most up-to-date information in real-time.
- 3 The manual process is reduced for volunteers, giving them more time to enjoy the activities of their local chapter.
- 4 Both GBTA national and local chapters save money thanks to having one system in place across the board.
- 5 Chapters share the same look and feel, improving the GBTA branding as a whole.



Quick Responses Makes for a Happy Customer. I use StarChapter for both reports and for service requests. I have found the application easy to use to run my own reports. I also need to request PCI compliance scans through your service desk and they are always quick to respond as well as professional and have excellent follow-up.

– Dawn Smith, *Treasurer*  
*Rocky Mountain Business Travel Association*

## Keys to Success

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### 1 **Communication**

Early on, GBTA provided chapter leaders information regarding the transition to the StarChapter platform. Maintaining an open dialogue allowed for local chapters to remain aware of decisions made at the national level and showed that GBTA listened to the needs of chapter leaders. Through this, local chapters have received technical training, managed their members and events, and kept the national up-to-date in a timely manner – all in a cohesive and standardized manner.

### 2 **Unification across chapters**

Basically, bringing everyone to the same platform aims to create standardization and harmonization across the association at all levels. No matter what chapter members belonged to initially, all chapters have the same look and feel. This allows for members to feel comfortable throughout the chapter network, as they each work similarly fulfilling the objectives of the local chapter while remaining in tune with GBTA.

### 3 **Cost-efficient software solution for national and local chapters**

Introducing and utilizing StarChapter allowed GBTA to eliminate other vendors, thus lowering costs overall. A small technology fee is paid by local chapters as they become integrated into the system. The national offered flexibility through payment plans for smaller chapters to ensure that the cost isn't prohibitive.

## The Bottom Line

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By signing an exclusive vendor agreement with StarChapter, the Global Business Travel Association as a whole has benefited from providing a single technology vendor to all their chapters in the North America region. Beyond helping chapters improve performance over time, GBTA has been able to offer their chapters a stable platform with ongoing and included technical support – a platform that brings the chapters together for the success of the association.



## About GBTA

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The Global Business Travel Association (GBTA) is the world's premier business travel and meetings organization headquartered in Washington, D.C. area with operations on six continents. GBTA's 7,000-plus members manage more than \$345 billion of global business travel and meetings expenditures annually. GBTA and the GBTA Foundation deliver world-class education, events, research, advocacy and media to a growing global network of more than 28,000 travel professionals and 125,000 active contacts.

Source: [www.gbta.com](http://www.gbta.com)



## About StarChapter

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StarChapter is a member-friendly association software company serving local chapters across the United States and Canada. StarChapter's mission is to help local leaders of national associations grow their chapter's attendance, membership, and revenue and achieve lasting board productivity even when the board changes. Our software provides event registration, membership, communication, website management, web services, and eCommerce features as well as responsive website layouts, dedicated StarChapter specialists, 24/7 online support, phone support, and ongoing board training webinars.

Source: [www.starchapter.com](http://www.starchapter.com)

**Visit our website to learn more!**

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