



Leadership Exchange

Dear Leadership Exchange Members,

Welcome! Thank you for accepting our invitation to the Leadership Exchange. We are so pleased to have you join us for this exciting initiative and are truly honored to have this esteemed group together with GoldSpring.

As we reflect on all the events of the last year, many things stand out, most notably, the opportunity we've had to serve and support you. We are truly grateful. Thank you.

We also have a renewed enthusiasm for the imminent revitalization of our travel and meeting programs that will allow all of us to get back to doing what we do best. This renaissance will bring new challenges and dynamics that will test all of us as we navigate through them.

With this in mind, the Leadership Exchange is a group of diverse travel and meeting buyers made up of approximately 25 industry thought leaders, accomplished experts and pioneering executives. The goal is to provide a place where members can quickly solicit and share information, ideas and answers on issues large and small as we collectively chart our return to travel in the coming months.

Our Leadership Exchange requires minimal time commitment and offers the following networking and industry insight opportunities:

- Advance notice of shared information GoldSpring generates on trending and topical subjects
- Access to our quarterly updates with the opportunity to interact along with other team members with GoldSpring leadership in Q&A sessions
- Group email exchange / forum to quickly share information and gain insights via sharp minds interacting with one another yielding new ideas
- Opportunities to participate as you see fit on our industry panels and webinars to elevate your personal brand and profile in the industry

In return, we'd appreciate your response to regular questions on topics via email as they arise. As always, we will provide you with a short summary of the responses on all information solicited and in advance of anything else being published.

Below we have included our first Insight in Advance. As well, immediately following this email you will see our first Exchange Survey:

- **Insight in Advance:** As mentioned in our invitation, we will be providing insights from GoldSpring to members of the Exchange ahead of distribution to the marketplace -- and at times exclusively to the Exchange. Attached you will find our first Insight in Advance which is the complete report from our **Business Traveler Sentiment Survey**. The full results of this survey are typically shared only with participating companies, but to say welcome and thank you, we would like to share this with you now.
- **Exchange Survey:** Also mentioned in our invitation, and to keep the insights flowing, we have short survey questions for this group. Our first survey will follow this email, and we will share the results with you very soon.

We truly appreciate your participation in the Leadership Exchange, and we will be sharing more insights with you very soon.

Warm regards,

Your GoldSpring Team

info@goldspringconsulting.com

