

## Frank K. Pohl

Frank K. Pohl has extensive knowledge in the field of customer relationship management (CRM), digital marketing, sales, and PR in the hospitality, tourism and retail industry. His professional passion is CRM and digital marketing.

Frank held senior management positions at Center Parcs and Lindner Hotels & Resorts where he gained extensive expertise designing and implementing state of the art loyalty and guest recognition programs. Today he is advising many leading international hotel brands optimizing their CRM, digital marketing, sales and revenue strategy. At Serenata Frank supports hotels with the digital transformation by leveraging the power of big data to unlock new revenue opportunities. He also works as a professor at the IBA International University of Cooperative Education.

### About Serenata CRM

Serenata CRM is a worldwide leading provider of guest communication and CRM solutions for the hotel industry. Founded in 1996, Serenata CRM has many years of experience in the hospitality business and is a subsidiary of NextGuest Technologies, which also includes HeBS Digital as a specialist in digital marketing. Through the cooperation of both companies, Serenata CRM offers comprehensive CRM and e-marketing solutions for the hotel industry. A special focus is placed on attracting new guests by integrating all digital channels. With the integration of guest information from Property Management Systems (PMS), Central reservation Systems (CRS), websites and other systems, Serenata CRM Suite offers a 360° guest profile view. With Serenata CRM Suite, guests are contacted by a targeted, dynamic and relevant communication before, during and after their stay with the aim of long-term guest loyalty.

### Kontaktdaten

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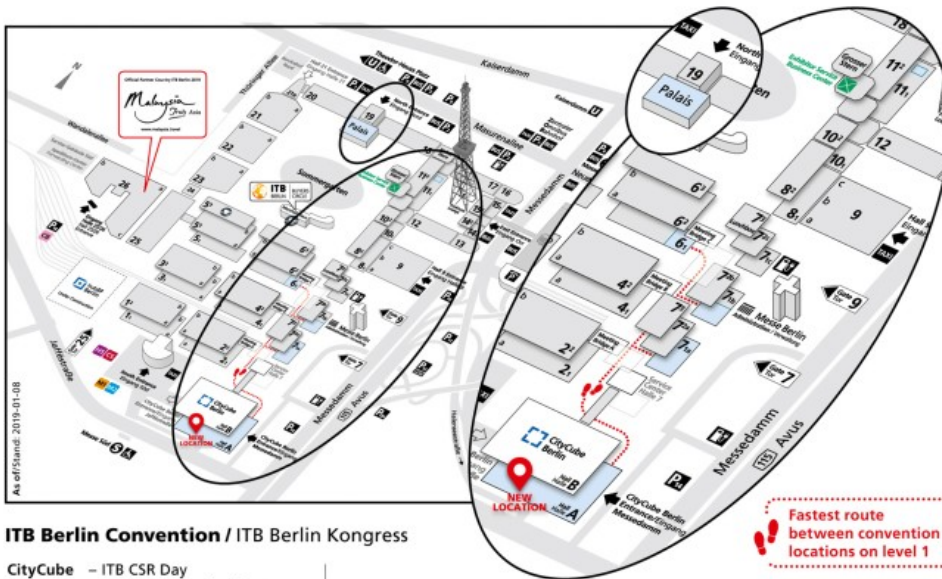


## Veranstung

### [Panel: Customer Relationship Management Masterclass](#)

Donnerstag, 7. März 2019, 17.00 - 17.30 Uhr

Halle 7.1b, eTravel Lab



## ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A**
- ITB CSR Day
  - ITB Deep Dive Sessions
  - ITB Destination Day 1
  - ITB Destination Day 2
  - ITB Experts Forum Wellness
  - ITB Future Day
  - ITB Marketing & Distribution Day
  - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

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IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.