

## Dr. Michael Toedt

Operating at the intersection of business and technology, Dr. Michael Toedt helps hoteliers with the software *dailypoint*™ to use the tremendous increase of data in order to become data-centric. Dr. Michael Toedt has over 25 years of experience in operations, technology and marketing. He is the author of several books – among others the German version “Big Data – Herausforderung und Chance für die Hotellerie (ISBN: 978-3-8751-5305-7) and “Data Revolution – How Big Data Will Change the Way of Doing Business” (ISBN:978-3-7375-1688-4) and his articles are published by journals on a regular basis. Dr. Toedt holds a doctoral degree in management science. He is lecturer at several universities and assistant lecturer at the University of Applied Sciences of Munich for the subject “Customer Relationship Management in Tourism”. Apart from this he speaks at various hospitality events and fairs such as ITB, HITEC, Internorga, Austrian Hotel Society ÖHV or Cornell Hotel Society.

## Kontaktdaten

Dr. Michael Toedt  
CEO  
*dailypoint*



## Veranstaltung

### [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



- 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:

Fragen zu Kongressinhalten/-organisation

ITB Berlin Kongressbüro  
c/o Multivisio GmbH  
Hanauer Landstraße 287  
60314 Frankfurt am Main

Alexandra Saless  
Freiberufliche Kongressmanagerin  
Telefon: +1 843 602-2720  
alexandra.saless@multivisio.de

Fragen an die Messe Berlin

Lisa Klimke  
Product Manager  
Messe Berlin  
Messedamm 22  
14055 Berlin  
Telefon: +49 (0)30 / 3038 2167  
Telefax: +49 (0)30 / 3038 23113  
klimke@messe-berlin.de

Wissenschaftliche Leitung ITB Berlin Kongress

Prof. Dr. Roland Conrady  
Hochschule Worms  
Erenburgerstr. 19  
67549 Worms  
Telefon: +49 (0)6241 / 509 126  
conrady@hs-worms.de

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.