

Event Details

Panel: Customer Relationship Management Masterclass

Date	Time	Location
March 7, 2019	17:00 - 17:30	Hall 7.1b, eTravel Lab

Do you know what data you need for customer relationship management (CRM)? When to send what content to whom? How does the General Data Protection Regulation (GDPR) influence a hotels' business? Don't miss out when CRM experts share their key secret sauce on how to convert better.

Tags

[Hospitality](#) [Technology](#) [CRM](#) [Data](#) [Privacy](#)

Moderated by:

[Daniel Zelling](#), Founder, Hospitality Industry Club, Managing Director, opensmijle

Panel guests:

[Patrick Oldenburg](#), Director of Sales Central Europe, Revinat

[Frank K. Pohl](#), Director CRM Consulting, Serenata CRM

[Dr. Michael Toedt](#), CEO, dailypoint

[Maximilian Waldmann](#), CEO & Founder, conichi