

## ITB Business Travel Forum

**VDR** Verband Deutsches  
ReiseManagement e.V.

**Date**  
March 6, 2019

**Time:**  
15:00 - 17:45

**Location**  
Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for travel and event managers.

More information about the ITB Business Travel segment can also be found here: [www.itb-convention.com/businesstravel](http://www.itb-convention.com/businesstravel)

This year's focus: **Smart mobility concepts of the future**

With predictive analysis and the use of artificial intelligence, business travel processes become more efficient and companies more effective. The Business Travel Forum provides insights into practical applications and concepts of market leaders and start-ups. Learn how innovative approaches are revolutionizing business mobility. In addition to what is technically feasible, the focus will also be on the concrete benefits for travelers. Our keywords are: innovative sharing concepts, urban change, traveler centricity and mixed reality.

**15:00 - 15:05**

### Welcome

**Greetings:**

[Hans-Ingo Biehl](#), Executive Director & Member of Presidential Committee, VDR e.V.

**15:00 - 15:45**

### A Holistic View Of Mobility Concepts & Alternatives

Entrepreneurial competitive advantages through a holistic view of mobility. Where are the challenges in this dynamic field?

**Speaker:**

[Prof. Dr.-Ing André Bruns](#), Professor, RheinMain University of Applied Science

**16:00 - 16:45**

### Innovative Sharing Concepts Will Change The Business Travel Market In The Long Term

Business Travel will change lastingly through forward-looking sharing concepts and only open-minded companies can create added value for their employees and increase satisfaction.

**Speaker:**

[Jörg Mayer](#), Founder & CEO, CityLoop Travel GmbH

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**17:00 - 17:45**

## Urban Mobility In Transition

A traffic collapse threatens many cities, therefore a rethinking of urban mobility is necessary. One key is the Sharing Economy. What does this change mean for the business traveler?

**Speaker:**

[Alexander Mönch](#), General Manager, mytaxi Germany

## ITB Business Travel Forum

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Date	Time:	Location
March 7, 2019	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

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**10:45 - 11:00**

## Welcome

**Greetings:**

[Hans-Ingo Biehl](#), Executive Director & Member of Presidential Committee, VDR e.V.

**11:00 - 11:45**

## Mixed Reality Meets Business Travel – How Mixed Reality Is Already Creating Added Value Today

For several years now, the VDR has been working on holography, augmented/mixed reality and exploring the medium and long term impact on business mobility. Will we travel less but more consciously in the near future? Find out what is already possible today and what will be possible in the near future.

**Moderated by:**

[Christian Rosenbaum](#), Manager Strategic Relations, i:FAO Group

**Panel guests:**

[Dennis Ahrens](#), Business Solution Manager Business Innovation & Mixed Reality, Zühlke Engineering GmbH

[Jürgen Loschelder](#), Head of global Travel Management, thyssenkrupp AG

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**12:00 - 12:45**

## **Traveler Centricity: Who's Traveling?**

The different behavior of travelers and how to use it for a strategic travel management.

**Speaker:**

[Katharina Turlo](#), Senior Director Program Management Central Europe, CWT Carlson Wagonlit Travel

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**13:00 - 13:45**

## **Sharing Economy: Experience With Airbnb For Work Of Travel Managers From Three Countries**

The participants in this discussion have all included Airbnb for Work in their travel programs and share their experiences. Who uses alternative accommodations for what kind of trip? How can Airbnb for Work be integrated into existing programs? What were the hurdles to implementation? Look forward to an enlightening discussion with room for your questions.

**Speaker:**

[Christopher Bergau](#), Market Manager, Airbnb for Work

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**14:00 - 14:45**

## **GBTA Corporate Travel Industry Trends**

Based on GBTA research this session will provide an outlook for the business travel industry and overview of the latest trends and insights.

**Speaker:**

[Catherine Logan](#), Regional Vice President – EMEA, GBTA

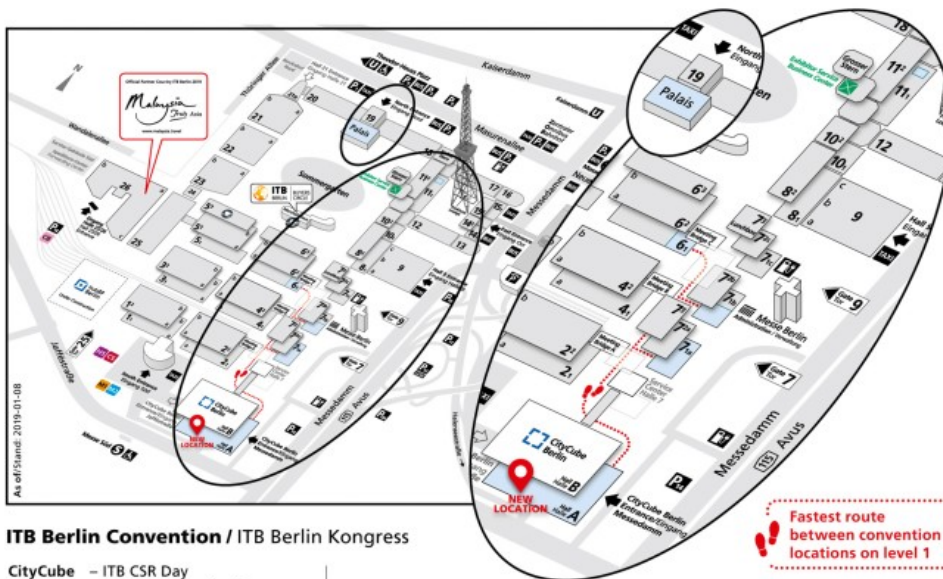
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## ITB Berlin Convention / ITB Berlin Kongress



- 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

## Contact

Please contact us for concerns or questions:

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