

ITB Hospitality Tech Forum

Date	Time	Location
March 7, 2019	14:00 - 18:00	Hall 7.1b, eTravel Lab

The 2nd ITB Hospitality Tech Forum offers international panels discussing guest communication, upselling and revenue management. With experts from Customer Alliance, Meliá, Serenata, Cloudbeds and many more.

Hosted by:

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

Events

14:00 - 14:10

Introduction: Hospitality Tech Forum

Welcoming and opening of the Hospitality Tech Forum.

Introduction & Moderation:

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

Tags

[Hospitality Technology](#)

14:10 - 15:00

Best Cases & Panel „Guest Communication“

A look at communication technologies that support hotel staff in transmitting basic information to guests. How hotel managers can help their teams concentrate on being hosts and create employee value at the same time.

Moderated by:

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

Panel guests:

[Benjamin Devisme](#), VP Sales, Quicktext

[Marius Donhauser](#), Founder & CEO, hotelkit

[Benjamin Jost](#), CEO & Co-Founder, TrustYou

[Moritz Klusmann](#), CEO & Co-Founder, Customer Alliance

[Moritz von Petersdorff-Campen](#), Founder & Managing Director, SuitePad

Tags

[Hospitality Technology](#) [Education](#) [Artificial Intelligence](#) [Best Practice](#)

15:00 - 15:30

Rewarding Upselling For Hotels

Which upselling tools are revolutionizing the hotel tech industry? What works best, when and where? Get some ideas and best practice cases from our experts on how to generate some extra business with clever upselling strategies.

Moderated by:

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



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

Panel guests:

[Edwin Hanssen](#), Director Sales, Upgreats

[Karl Schmidtner](#), Co-Founder, UpsellGuru

[Erik Tengen](#), Co-Founder, Oaky

Tags

[Hospitality Revenue Management Sales](#)

15:30 - 16:00

How To Increase The Return On Advertising Spend

Learn how Melia Hotels streamlined their market strategy, scaled business and increased Return on Advertising Spend (ROAS) by 6.7% via Facebook Dynamic Ads for Travel.

Speakers:

[Jose Luis Aranda Riera](#), Global Digital Media Advertising Director, Meliá Hotels International

[Matthias Koch](#), Global Industry Lead Travel, Productsup

Tags

[Hospitality Marketing](#)

16:00 - 17:00

Best Cases & Panel “Revenue Management 2019”

Industry experts discuss the future processes of revenue management: Do hotels still need revenue managers or will technology take over completely?

Moderated by:

[Pontus Berner](#), Co-Founder & Managing Partner, berner+becker

[Wilhelm K. Weber](#), Partner, SHS Swiss Hospitality Solutions AG

Panel guests:

[Alexander Edström](#), CEO, Atomize

[Klaus Kohlmayr](#), Chief Evangelist, IDEaS

[Jens Munch](#), CEO, Pace

[Michael Schaeffner](#), Director DACH, Duetto

Tags

[Hospitality Technology Revenue Management Best Practice](#)

17:00 - 17:30

Panel: Customer Relationship Management Masterclass

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.

Moderated by:

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

Panel guests:

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

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

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

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

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Kurzfristige Änderungen vorbehalten.

Tags

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

17:30 - 18:00

Beyond Unconventional: Keeping Up With The Tent And Tech Next Door

The appeal of less conventional properties is shifting the way people think about travel and challenging the status quo. In this session, we examine the fundamental changes driving their demand.

Speaker:

[Adam Harris](#), Chief Executive Officer, Cloudbeds

Tags

[Hospitality](#) [Travel Behavior](#)

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