

ONE INDUSTRY. ONE CONVENTION.

AND ALWAYS ONE STEP AHEAD.

CONVENTION WORKSHOPS

## ITB Workshops Day 1

Date	Time:	Location
March 7, 2018	11:00 - 17:45	Convention Hall 4.1, Room Regensburg

**11:00 - 11:45**

### The Influence Of Geopolitics On Tourism And The Economy

The influence of geopolitics on tourist behavior and tourism is undisputed. What findings can be drawn from user-generated content and which geopolitical influences currently have a particularly negative or positive effect on tourism? Analyzes of the TripAdvisor database show exciting findings.

**Speaker:**

[Charlie Ballard](#), Global Director Strategic Insights, TripAdvisor

**12:00 - 12:45**

### CREATE GERMANY - Experience Design For Urban Destinations

In today's "experience economy", urban experiences are the decisive factor for success in global competition among tourism destinations. Cities, regions and companies, need to identify their own topics, strengths and potential in order to derive contemporary measures and formats. With the help of international best practice examples, the experienced presenters and initiators of the Create Germany network employ vivid imagery and inspiration to show how exceptional and surprising cultural offerings, architecture, events and public spaces can make a lasting impression.

*This workshop will be held in German, simultaneous translation will not be available.*

**Speakers:**

[Sebastian Brunner](#), Brand Strategist, Experience Designer

[Robert Eysoldt](#), Strategic and Creative Consultant, Project Developer

[Sebastian Fleiter](#), Creative Consultant, Entrepreneur

**13:00 - 13:45**

### Disruptive Artificial Intelligence In Practice: Potential In The Hotel Industry

The hospitality industry offers a multitude of useful application possibilities for artificial intelligence: From the creation of individualized offers to the improvement of the guest-experience to optimizing sales and the use of hotel space. The workshop also shows what effective collaboration between artificial intelligence applications and human activity looks like, how the solutions which are currently available work and implications for the hospitality industry.

**Speaker:**

[Olaf Slater](#), Director, International Strategy & Innovation, Sabre Hospitality Solutions

**14:00 - 14:45**

### Artificial Intelligence In Practice: Personalization In Travel Distribution

Artificial Intelligence offers tremendous potential for optimizing online sales. Already anonymous internet users reveal important personal insights so that they can be offered best matching offers in real-time. The agony of choice is reduced and customer satisfaction plus sales are increased. This workshop will demonstrate cutting edge technologies and concrete examples from travel businesses applying artificial intelligence.

**Speakers:**

[John Musk](#), Product Director, Travel Republic

[Andy Owen-Jones](#), Co-Founder & CEO, bd4travel



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15:00 - 15:45

### NDC And Direct Connect: Opportunities And Challenges For Airlines And Travel Agents

IATA NDC and Direct Connect are going to bring tremendous changes to airline distribution: Totally new opportunities will open up for travel agents and airlines, but many complex questions will also arise. This workshop offers convention visitors a neutral overview and constructs a basic understanding of this important, contemporary subject.

**Speaker:**

[Prof. Dr. Stephan Bingemer](#), Business Administration and Tourism, ISM Frankfurt, former Head of Distribution Solutions, Deutsche Lufthansa AG

16:00 - 16:45

### Beyond NDC – The Evolution Of Travel Retailing And Distribution

With IATA NDC, the next generation of airline distribution has begun. In the next few years we will see a paradigm shift in flight distribution that will significantly reshape the travel value chain and transform the way billions of consumers shop, book and experience travel. Technology has made entirely new forms of “airline retailing” possible. What will retail offers in the age of NDC look like, and how will business models and customers’ booking behavior change in the future? Find out why this topic is Sabre’s top strategic priority.

**Speaker:**

[Jorge Vilches](#), Senior Vice President, Air Line of Business, Sabre Travel Network

17:00 - 17:45

### The Future Of Sharing In Europe's Metropolises: Basic Data For Policy Makers

Berlin, London, Amsterdam and Reykjavik – Airbnb is shaking up the hotel industry and “overtourism” is also having an impact on city residents’ living environment. For the first time, reliable basic data about Airbnb offers and the booking behavior of Airbnb users are available. The study data are an important decision-making tool for the hotel industry and for upcoming measures from policy makers in European metropolises.

**Speaker:**

[Dr. Jeroen A. Oskam](#), Director Research Centre, Hotelschool The Hague

## ITB Workshops Day 2



**Date**  
March 8, 2018

**Time:**  
11:00 - 17:45

**Location**  
Convention Hall 4.1, Room Regensburg

11:00 - 11:45

### Mekong Forum: Collaborative Social Commerce & User-Generated Storytelling

Born out of the need for innovative and cost effective sales and marketing initiatives to promote the six countries and its tourism destinations of the Greater Mekong Subregion (Cambodia, PR China, Lao PDR, Myanmar, Thailand & Viet Nam), the public-private partnership framework Destination Mekong, strategically aligned with the secretariat of the Tourism Working Group of the governments of the Greater Mekong Subregion, created the globally unique collaborative social commerce platform MekongMoments.com. Beta-launched at ITB Asia 2017 in Singapore, the initiative that is founded by six private and six public sector organizations, and developed by UNWTO Affiliate Member Chameleon Strategies, has gained traction with over 6,000 businesses listed and over 30,000 shared visual experiences tagged with #MekongMoments aggregated from



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social media in just three months. The platform enables any organization regardless of type and size to run their own social media campaign, and get an expandable and customizable digital presence. Learn how collaborative social commerce can transform tourism marketing in the Southeast Asia, by building capacity for businesses of any size and type, driving sales, promoting the destinations, and developing a powerful social CRM, data intelligence, and loyalty engagement platform at the same time.

**Moderated by:**

[Jens Thraenhart](#), Executive Director, Mekong Tourism Coordinating Office

**Panel guests:**

[Gerrit Krueger](#), Operations Manager, Destination Mekong

[Puppub Ongsiirikul Niddin](#), General Manager, Nam Kat Yor La Pa Resort, Lao PDR

[Dr. Ha Van Sieu](#), Vice Chair, Viet Nam National Administration of Tourism

[Visothy So](#), Undersecretary of State, Ministry of Tourism of Cambodia

[May Myat Mon Win](#), Chair, Myanmar Tourism Federation

**12:00 - 12:45**

**Artificial Intelligence In Practice: The Future of Airline Distribution**

Artificial intelligence and machine learning are optimizing airline distribution and customer service. Instead of simple price comparisons, flight offers can now be customized to users' individual requirements. In this process, user-generated content and customer evaluations are integrated into the personalized offers. Intelligent, voice-controlled flight searches conducted by Amazon's Alexa or other voicebots have already become routine, e.g. at Skyscanner. This workshop reveals the future of airline distribution.

**Speaker:**

[Filip Filipov](#), VP, Product Management, Skyscanner

**13:00 - 13:45**

**Secrets Of Search Engine Rankings 2018**

This no-hype session focuses on SEO tips that will help you move the needle in 2018. No complex theory but highly actionable recommendations. This session will have tips for all levels of experience. Join ex-Google engineer Fili Wiese to learn all about how to avoid SEO on-page pitfalls, optimize your travel website and make search bots crawl your travel website efficiently. Having programmed websites and Google internal tools, Fili Wiese is passionate about improving the user experience and the go-to guy when it comes to technical and international SEO.

**Speaker:**

[Fili Wiese](#), SEO Expert, SearchBrothers.com

**14:00 - 14:45**

**Virtual Reality For Destinations: Screenwriting, Production, Marketing**

Virtual Reality technology offers impressive potential for the marketing of tourist destinations. But what about the art of storytelling? What does it take for a simple, cost-effective production to succeed? And how do you promote it effectively? The speakers present inspiring best practice examples.

**Speakers:**

[Steven Boylan](#), CEO & Co-Founder, TimeRiftTours

[Nick Larson](#), General Manager Europe, Timelooper

[Dr. Simon J. Young](#), CEO & Co-founder, Lithodemos VR



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**Gamification And Storytelling: Gaming Apps As An Instrument For Destination Branding - Using "Schaz - Rediscover Worm's Treasures" As An Example**

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**Speakers:**

[Prof. Dr. habil. Jan Drenchner](#), Professor for Event Management, University of Applied Sciences Worms

[Sascha Kaiser](#), Managing Director, Kultur und Veranstaltungen GmbH Worms, Managing Director, Nibelungenfestspiele gGmbH Worms

16:00 - 16:45

**Turkey Forum: The Ancient City Of Troy - UNESCO World Heritage Site For 20 Years**

The World Heritage status of UNESCO usually has a strong effect on tourism. What is Troy's experience? How has tourism developed over the past 20 years? What can other World Heritage Sites learn from Troy?

**Speakers:**

[Prof. Dr. Rüstem Aslan](#), Chief Archaeologist Troy

[Armagan Aydeğer](#), Tourism Department, Çanakkale Chamber of Commerce and Industry (ÇTSO)

[Dr. Dominique Görlitz](#), Scientist & Archaeologist

17:00 - 17:45

**The Ever-Connected Consumer: Looking Beyond The Travel Industry To Anticipate How Technology Will Change Consumer Behavior**

VR, AR, AI, IoT, 5G, Blockchain, the Cloud: terms used a lot today, but their implication is less understood. Let's explore the phenomenon of the connected consumer, and how the changing interaction with technology is impacting behavior and expectations in the home and when traveling. Looking within and beyond the travel industry, this presentation provides a look at the latest innovations and innovators, and highlights how the travel industry will change over the coming years and beyond.

**Speaker:**

[Dr. Wouter Geerts](#), Consultant – Travel, Euromonitor International