



### ITB Young Professionals Day

Date	Time:	Location
March 7, 2018	10:45 - 17:45	Hall 11.1, Young Professionals Stage

**Hosted by:**

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

**10:45 - 11:00**

**Welcome**

**Speaker:**

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

**11:00 - 11:45**

**Keynote Panel: Which Tourism Graduates Will The Tourism Industry Need In 2020?**

Qualified recruits are of the utmost importance for the competitiveness of the global tourism industry. What demands are tourism companies making on the managers of tomorrow? Experts offer students and others interested in studying an indispensable overview.

**Moderated by:**

[Prof. Dr. Anita Zehrer](#), Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck

**Panel guests:**

[Dr. Heike Döll-König](#), Managing Director, Tourismus NRW e.V.

[Werner Sülberg](#), Vice-President Corporate Development/Market Research, DER Touristik GmbH

[Prof. Dr. Antje Wolf](#), Tourism and Event Management, Research Dean, EBC University of Applied Sciences Hamburg

**12:00 - 12:45**

**Keynote Speech: Purpose, Happiness And Connection: Guarantees For Professional Success In The Tourism Industry?!**

Professional success doesn't occur automatically after completing professional training or a university degree. The passionate pursuit of objectives and carefully woven personal networks are also essential factors. Bruce Poon Tip, a company founder with worldwide success, shows ways to achieve successful personal development and uses examples to illustrate their impact on professional success in the global tourism industry.

**Speaker:**

[Bruce Poon Tip](#), Founder, G Adventures

**13:00 - 13:45**

**Keynote: Born's Snappy Remarks For And About Young Tourism Professionals And The War For Talents**

Former TUI Chairman and seasoned tourism manager Karl Born explains the young professionals what is really important to succeed in the global travel industry.

**Interviewer:**

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

**Keynote Speaker & Interview guest:**

[Karl Born](#), former TUI Chairman



Official Partner Country  
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE – INCLUDED IN YOUR ITB TICKET

Program is subject to change.



14:00 - 14:45

### Key Qualifications Of Future Tourism Professionals: “Is Coding The New English?”

Products and business processes in the tourism industry are undergoing massive changes as a result of digitalization. A much higher level of technological expertise is expected from today's tourism students. What know-how profile will tourism graduates need in the future in order to increase their “employability”? Michael Buller will also offer valuable tips for the further development of tourism degree programs and curricula.

**Speaker:**

[Michael Buller](#), Chairman, Verband Internet Reisevertrieb e.V. (VIR)

15:00 - 15:45

### Tips For Students Studying Abroad And Working In International Teams

Having a stay in a foreign country is often an essential component of a successful university degree. How does one choose the right university and country? Where can one get the most important tips for studying abroad? And last but not least: Where can one get financial support? Later on, professional work often takes place in international teams. What is important here? What is of particular importance to tourism industry employers? How do international teams become successful?

**Interview guests:**

[Claudia Nikolai](#), Senior Consultant, Multiconsult Srl

[Angela Waerd](#), Manager Human Resources & People Development, Flyline Tele Sales & Services GmbH Bremen

**Interviewer:**

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

16:00 - 16:45

### Think Big! Expansion And Internationalization In The Travel Industry - Tips For Young Tourism Professionals

The travel industry is part of global competition and thus an attractive field of work for young professionals. If you want to get far, you must think big - and not be afraid of change! Analyzing international contexts and bundling them into suitable measures and coordinating them is the art of the highest order. How can this be done successfully? The CEO of holiday pirates, David Armstrong, will elaborate.

**Speaker:**

[David Armstrong](#), Chief Executive Officer, HolidayPirates GmbH

17:00 - 17:45

### Presentation Of The DGT-ITB Science Award

The German Society of Tourism Research (DGT) and ITB Berlin present awards for excellent thesis papers: The best dissertation, the best paper by a young talent, the best paper about sustainability in the tourism industry, and the best paper about the digitalization of the tourism industry.

**Moderated by:**

[Prof. Dr. Anita Zehrer](#), Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck

18:00 - 19:30

### Get-Together - DGT Members

Following the award ceremony of this year's ITB Science Award from DGT, a get-together for their members will take place at the DGT stand.

**Welcome:**

[Prof. Dr. Anita Zehrer](#), Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck



Official Partner Country  
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE –  
INCLUDED IN YOUR ITB TICKET

Program is subject to change.