

ITB BERLIN CONVENTION PROGRAM 2020



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The Leading
Travel Industry
Think Tank
CONVENTION



eTravel Lab Day 1

Date	Time	Location
March 4, 2020	10:30 - 14:00	Hall 7.1b, eTravel Lab

Main focuses: data analysis as a tool, an overview of the Asian travel market, solutions for overtourism and the future of package holiday. Detailed descriptions of all individual events will be available here shortly.

Main focuses: data analysis as a tool, an overview of the Asian travel market, solutions for overtourism and the future of package holiday. Detailed descriptions of all individual events will be available here shortly.

10:30 - 11:00

Data Instead Of Surveys: How To Analyse The Travel Market In The Digital Age

- Data analysis instead of surveys: What are the travel trends in 2020?
- What do travel customers actually think about a certain destination, brand or product?
- Which marketing campaigns result in positive feelings?
- It's all in the data – if you know how to use it.

Speaker:

[Toni Stork](#), Founder, OMMAX

11:15 - 11:45

The Future Of Package Travel

- A technical view on the traditional tour operator business
- Technological developments such as dynamic packaging and shopping cart solutions
- What will the upcoming technical setup for tour operators look like in order to meet the increasingly individual needs of future travellers?
- How must the product portfolio in travel sales (OTAs, metasearch and more) develop?

Speaker:

[Jan Gerlach](#), CEO, Peakwork

12:00 - 12:30

The Unstoppable Rise Of The Asian Travelers

- Asia remains the biggest growth driver in the international tourism market
- Rising purchasing power and technology innovations have been constantly changing the way that Asian travel
- Listen to the senior executives from Asia's leading travel companies on how they tailor to the changing needs of Asian travelers

Speaker:

[Jeremy Bek](#), General Manager for Global Country Management, Rakuten Travel

[Leslie Hsu](#), Global Head of Brand, Trip.com

[Yuzhou Huang](#), Fliggy

[Ritwik Khare](#), Chief Business Officer, MakeMyTrip (India) Pvt. Ltd



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[Qiang Zhong](#), General Manager, Meituan.com, Dianping.com

12:45 - 13:15

Overtourism And Visitor Flows - An Iterative Approach

- How important are targeted data collection processes for the management of mobility systems in tourism
- Best practice example of our Sense-Plan-Act paradigm using the visitor guidance system at Schönbrunn Palace in Vienna

Speaker:

[Christian Kogler](#), Research Engineer, AIT Austrian Institute of Technology

ITB Future Day

Trip.com

Date
March 4, 2020

Time:
10:30 - 17:45

Location
CityCube Berlin, Hall A4/A5

Social and economic mega trends and their impact on strategies and business models in the travel industry.

Hosted by:

[Prof. Dr. Roland Conrady](#), Scientific Director, ITB Berlin Convention, Worms University of Applied Sciences

10:30 - 11:00

Convention Opening

Speakers:

[Prof. Dr. Roland Conrady](#), Scientific Director, ITB Berlin Convention, Worms University of Applied Sciences

11:00 - 11:45

ITB Co-Creators Keynote: WE Are Shaping The Future!

- The future of society, economy and tourism.
- Which trends, technologies and developments do you need to know and know how to combine in order to be successful in the future?
- Premiere highlight: The innovative, interactive Creators format. YOU are shaping the future with voting cards.
- Experience how the global tourism industry sees the future and wants to actively shape it.
- Vote with us and influence the future scenarios that are being demonstrated.

Speaker:

[Nils Müller](#), CEO, TrendOne

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TREND ONE

12:00 - 12:45

ITB Keynote Panel: The Future Of The Tourism Industry In Times Of Digital Disruption, Climate Emergency, And Thomas Cook & Co

- Disruptive technological developments, unmistakable climate crisis, bankruptcies like Thomas Cook, geopolitical trouble spots and threatening world recession, dramatic overtourism and much more.
- The global tourism industry in times of the perfect storm.
- What structural changes are to be expected in the European and global tourism industry?
- What will digital technologies achieve in the travel distribution of the future and how will artificial intelligence develop?
- How will people travel in the future and what role will sustainability play?

Interview guest:

[Samih Sawiris](#), CEO, Orascom Development AG

Introductory presentation:

[Caroline Bremner](#), Head of Travel Research, Euromonitor

Panel guests:

[Coley Dale](#), Senior Director for Strategic Partnerships, Trip.com Group

[Rob Ransom](#), Vice President of Strategy and Corporate Development, Booking.com

13:00 - 13:45

ITB Executive Panel: Tours, Activities & Attractions

-In Cooperation with Arival-

- Tours, Activities & Attractions as in-destination services are a strategic mega topic.
- Tourists all over the world want special experiences in their destinations, they expect tailor-made offers and are prepared to spend more money on them.
- How can this huge potential be tapped, and how can the technological challenges be overcome?
- Are we experiencing a "quantum leap" in the individualization of travel offers, and can travel providers finally go back to differentiating themselves in terms of the quality of their offers?
- This session will feature new insights from the first global study of this important sector, in partnership between Arival and ITB.

Introduction & Moderation:

[Douglas Quinby](#), Co-Founder & CEO, Arival

Panel guests:

[Wilfred Fan](#), Chief Commercial Officer, Klook



14:00 - 14:45

ITB CEO Interview: Fireside Chat With Greg Greeley, President, Airbnb Homes & Sam Shank, CEO, HotelTonight

Interview guests:

[Greg Greeley](#), President, Airbnb Homes

[Sam Shank](#), Head of Hotels, Airbnb, CEO, HotelTonight

Interviewer:

[Kevin May](#), Editor in Chief, PhocusWire

15:00 - 15:45

IPK's World Travel Monitor®: Latest World Travel Trends And Forecast 2020

-In Cooperation with IPK International-

- IPK World Travel Monitor® is the largest travel survey in the world, with data based on ca. 500,000 interviews.
- Presenting the latest forecast data on worldwide and European travel behavior.
- An indispensable basis for decision-making for the entire tourism industry.

Speaker:

[Rolf Freitag](#), CEO, IPK International

16:00 - 16:45

ITB Executive Panel: Future Air And Ground Mobility

-In Cooperation with Bitkom-

- We're already experiencing traffic collapses and massive environmental damage caused by unsustainable mobility systems today.
- Traffic systems in a state of upheaval: Flying cars and passenger drones, mobility platforms and the digital revolution, the renaissance of buses and trains - we are entering a new mobility age.
- What can urban aviation, artificial intelligence and digital platforms achieve and what are the limitations?
- What will passenger traffic look like in the future on the ground and in the air?
- What are the consequences for business and leisure tourism?
- What should countries, cities and rural areas do now to make transport systems fit for the future?

Introductory presentation:

[Andreas Perotti](#), CMO Europe, EHang

Panel guests:

[Christian Höber](#), Co-Founder & CEO, Pinkbus

[Stephan Leppler](#), CEO & Co-Founder, MotionTag

[Andreas Perotti](#), CMO Europe, EHang

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17:00 - 17:45

Outlook Keynote: Artificial Intelligence, Big Data, Robotics & Co – A Blessing Or Curse For Mankind?

- A look beyond the tourism industry at the mega trend of our time.
- Potentials and challenges for economy and society.
- What are the risks and are they manageable?
- Outlook: Digitalization in the future

Speaker:

[Dr. Manuela Lenzen](#), Freelance Science Writer, Scientist, Keynote Speaker

eTravel Stage Day 1

Date	Time:	Location
March 4, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news on payment solutions; focus on super apps and chatbots; current insights on digitisation in tourism from Switzerland and Germany. Detailed event descriptions will be available here shortly.

10:30 - 11:00

How The Website Becomes A Personal Travel Advisor

- Personalization in the travel industry (travel types, destinations, etc.)
- Playing out recommendations with personal relevance for users
- Improving user experience through geo-targeting
- Addressing new and existing customers

Presentations:

[Markus Fröhlich](#), Chief Sales Officer (CSO), trbo GmbH

11:00 - 11:30

"From The Value Of An Automated And Individual Dialogue With The Guest: Measures - Measurability - Motivation To Come Back"

- The hotel, the holiday region as a second home. This desire for guest loyalty and continuity is at the top of the agenda for hoteliers and tourism managers.
- The way to a completed booking is through the virtuoso handling of customer data. Here, the industry is faced with the challenge of handling personal data in compliance with DSGVO and developing industry-specific customer loyalty programmes.
- Which strategies can companies in the hotel and tourism industry use to sustainably increase the loyalty of their guests via marketing automation?
- The speakers will show how the tourism industry can skilfully use the knowledge from existing data, increase data quality and transform a satisfied guest into a loyal, returning guest through individualised communication.

Speaker:

[Prof. Dr. Sandra Bayer](#), Managing Director, Anker & Alpen Consulting GmbH
[Jörn Bittner](#), Senior Consultant, Consultix GmbH

11:30 - 12:00

Payments: The New Data Source

- Lecture sponsored by Wirecard (more details coming soon)

Speaker:

[Jörg Möller](#), Executive Vice President Travel & Mobility, Wirecard Technologies GmbH

12:00 - 12:30

Convert Cash Reliant, Offline Customers Through Online Channels

- Converting target groups mainly reliant on cash through state-of-the art online payment technology e.g. low income customers; safety conscious customers; students/teens; Visiting friends and relatives
- Best Practices from airlines and travel agencies using the payment technology

Speaker:

[Sebastian Seifert](#), Managing Director, Barzahlen.de / Cash Payment Solutions GmbH

12:30 - 13:00

Vacation Rental Management Has Never Been Easier – Chatbots, Your Virtual Host

- Learn how you can save time by automating communication
- It's easy to provide hassle free access to information and recommendations
- Understand how to eliminate guest frustration and improve the online ranking
- Enhance the guest stay by curating a local experience

Speaker:

[Alexander Wessels](#), Executive Director - Partnerships, SABA Hospitality Technology Solutions

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- It is about their strengths, weaknesses and challenges
- They pass on their personal learning
- On Stage: PayinTech, World Around Me and Splyt

Moderated by:

[Lisa Kinne](#), Consultant Digital Aviation & Tourism, Bitkom e.V.

Speaker:

[Jean-Rémi Kouchakij](#), co-Founder, CEO, PayinTech SAS

[Lukas Neckermann](#), Chief Strategist, Splyt

[Tarun Sainani](#), CEO, World Around Me GmbH

14:00 - 14:30

How To Engage With Your Chinese Visitors And Achieve The Best Customer Journey

- 220 million Chinese tourists will travel outside China
- How are you going to engage with your Chinese visitors and provide them a unique customer journey?
- Experiences and learnings about how you can connect to your Chinese tourists
- Get inspired on what's possible with customer journeys within WeChat

Speaker:

[Eric Mencke](#), Regional Director, WeGoEU

14:30 - 15:00

Next Level Guest Communication - Getting ready for the Future of Conversational AI in Tourism

- The state of chatbots & voice bots
- good use cases in hospitality and travel today
- outlook on how the technology will further evolve and impact the industry

Speaker:

[Olga Heuser](#), Co-Founder, CEO, DialogShift GmbH

15:00 - 15:30

Tips For More Direct Bookings Through Affiliate Partners

- What is Affiliate Marketing and which partner models are there especially for the travel industry?
- What do you need to consider when working with affiliate partners?
- Practical tips for more direct bookings and best practice examples

Speaker:

[Malte Hannig](#), Supervising Senior Affiliate Manager, xpose360 GmbH

15:30 - 16:00

N.N. (Schweiz Tourismus)

- more details coming soon

16:00 - 16:30

How Digital Are German Destinations?

- Presentation of a survey of 420 tourism organisations, carried out in 2019 in cooperation with the DTV, on the status quo of the implementation of "digitisation" in companies and destinations.
- Insights into the implementation of technology (chatbots, AR, VR, WLAN etc)
- Marketing tools (APPs, social media etc.)
- Processes (AGs, management tools, etc.)

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- Obstacles and training needs

Speaker:

[Dr. Alexander Schuler](#), Managing Director, BTE Tourismus- und Regionalberatung

16:30 - 17:00

Corporate Startup - A Successful Model For The Travel Industry?

- Advantages and disadvantages of a Corporate Startup
- Learnings from two years PiNCAMP powered by ADAC
- milestones

Speaker:

[Uwe Frers](#), Managing Director, ADAC Camping GmbH

17:00 - 17:30

Techno-disruptions and travel: The impact of platformization in the Indian tourism sector

- Study: platformization of tourism in India and the development impacts of travel platform
- Online platforms have become crucial in supporting decisions about travel-worthy destinations, changing the way consumers make travel decisions
- But within the ecosystem, there seem to be highly uneven outcomes for smaller and marginal players who are dependent on platforms

Speaker:

[Deepti Bharthu](#), Senior Research Associate, IT for Change

17:30 - 18:00

New Work: How Machines And Humans Work Together

- The future of tourism has been a network company without an office since the end of 2013.
- Which digital tools are used?
- How do you implement large projects?
- How does this work on a personal level? A concrete best-practice example of New Work with insights behind the scenes.

Speaker:

[Kristine Honig](#), Network partner / Consultant, Tourismzukunft

ITB MICE Forum

Date
March 4, 2020

Time:
10:45 - 14:45

Location
Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for MICE experts.

More information on the ITB MICE segment can also be found here: www.itb-convention.com/mice





10:45 - 11:00

Greeting

Speaker:

[Bernd Fritzges](#), CEO, VDVO Association of Event Organisers

11:00 - 11:45

Success Factor Participant Experience – For Events That Inspire Their Target Group

- What are future meeting scenarios?
- What can digital and analog interaction look like?
- What types of participants are there?
- How can event participants be involved successfully?
- What are the most important research results from the "Future Meeting Space" project?

Speaker:

[Matthias Schultze](#), Managing Director, GCB German Convention Bureau e.V.

12:00 - 12:45

CoCreate Your Event Value – But How?

- How does participation work?
- How much participation makes sense?
- How can participative formats be planned and implemented quickly and without much effort?
- How can the value and impact of events be increased?
- How can interactive formats be integrated into the booking process of the MICE portal platform?

Speakers:

[Doreen Biskup](#), Vice President, VDVO Association of Event Organisers

[Bernd Fritzges](#), CEO, VDVO Association of Event Organisers

13:00 - 13:45

Personalization And Artificial Intelligence – Inspire Your Participants!

- How can event participants be inspired over and over again?
- Which technologies are well suited to survive in the battle for participants?
- How can artificial intelligence help to use valuable participant information in such a way that they contribute to the long-term success of an event?

Speaker:

[Michael Liebmann](#), Founder & Managing Director, doo

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14:00 - 14:45

Visitor Tracking – Optimize Your Event Concept With Digital Technologies!

- Which digital methods are available to obtain data on the behavior of visitors at trade fairs and events?
- How does the customer journey at an event work?
- What are the important touch points?
- Which attractions are particularly popular and are visited the longest?
- Which offers are not used or not perceived?
- How can intelligent data evaluation contribute to the success of an event?

Speaker:

[Prof. Dr. Cornelia Zanger](#), Marketing Department, TU Chemnitz

ITB Responsible Destination Day



world of ideas

Date	Time:	Location
March 4, 2020	10:45 - 17:45	CityCube Berlin, Hall A1

Strategies and best practice examples of key tourism regions, recommendations for optimized destination management.

Hosted by:

[Dr. David Ermen](#), Managing Director, Destination Capacity

10:45 - 11:00

Greeting

Speaker:

[Dr. David Ermen](#), Managing Director, Destination Capacity

11:00 - 11:45

Keynote Panel: Re-thinking Tourism Success: Managing Destinations For Sustainable Growth

- Exclusively at ITB: the new OECD report "Tourism Trends and Policies 2020"
- Costs and benefits of tourism for destinations.
- Implications of sustainable tourism growth.
- Valuable insights into international best practice examples.
- How to spread the benefits of tourism more efficiently, enhance connectivity, mainstream sustainable policies and practices, leverage technology as a tool for destination management, and better measure the territorial dimension of tourism.

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- On the panel: tour operators from key source markets, rural and urban tourism destinations in Europe and Asia.

Introductory presentation:

[Alain Dupeyras](#), Head of Regional Development and Tourism, OECD

Moderated by:

[Dr. David Ermen](#), Managing Director, Destination Capacity

Panel guests:

[Alain Dupeyras](#), Head of Regional Development and Tourism, OECD

[Ingo Lies](#), Founder & Managing Director, Chamäleon Reisen

12:00 - 12:45

Keynote Panel: Responsible Tourism Destinations: Roadmap To A “High Ambition Scenario”

-In Cooperation with UNWTO-

- Climate Protection Goals of the UN Climate Change Conference COP 25 in Madrid. Ambitious climate protection goals also for the tourism industry.
- To what extent is global tourism affected?
- What does the UNWTO’s “high ambition scenario” on climate protection measures in global tourism look like?
- What are the highlights of the latest UNWTO study?
- Is not travelling one of the recommendations on the list?

13:00 - 13:45

Expedition Cruises: Tourism In Fragile Ecosystems

- Expedition cruises: a fast and rapidly growing market segment.
- Uniqueness, authenticity and luxury on board of small high-tech ships at an ultra-exclusive level of comfort in remote regions of the world.
- What are the operational and logistical challenges in remote regions of the world?
- How do shipping companies deal with the ecological challenges?
- How can expedition cruises be made environmentally friendly and how can luxury and sustainability be reconciled?
- Above all, will the announced armada of new ships lead to overtourism in the Arctic and Antarctic as well?

Moderated by:

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist

Panel guests:

[Ove Dimmen](#), Sales Manager, Ulstein Werft

[Mike Louagie](#), Freelance Cruise & Ferry Photographer/Writer/Consultant

[Robin West](#), Vice President of Expedition Operations & Planning, Seabourn

14:00 - 14:45

Long Distance Destinations And Sustainability - A Contradiction In Terms? „Take The Train To San Jose?“

-In Cooperation with ARGE Latin America-

- Long-haul flights: the opposite of sustainable?
- But many tourism destinations can only be reached by long-haul flights.
- Is it still possible to travel to long-haul destinations with a clear conscience?
- How can the efforts of tourism companies, international conservation organisations and sustainable countries be promoted actively by responsible tourism?
- CO2 emissions trading and compensation as a solution?
- Will the world's best sustainable destinations soon be left behind by tourism?

Moderated by:

[Andreas M. Gross](#), First Chairman, ARGE Lateinamerika

Panel guests:

[Dr. Frano Ilic](#), Public Relations Officer, Studiosus Reisen

[Stefan Schmidt](#), Member of the German Bundestag, Alliance 90/The Greens

15:00 - 15:45

Better City Life Through Smart Tourism

- How to create a competitive advantage for attractive and livable urban destinations
- The disruptive power of mobile applications, technology, big data, augmented reality and new social media bears a lot of chances for destinations and tour operators to create a new visitor experience.
- Becoming a smart urban destination requires a well thought and integrated approach.
- The World Tourism Cities Federation (WTCF) has just recently released the "Global Report on Smart Tourism in Cities" sharing the results of a comprehensive research on smart tourism in urban destinations.
- This panel aims at providing a platform for learning about the outcome and conclusions made in the WTCF research.
- At the same time, it intends to give all stakeholders a stage to share their experiences in implementing smart initiatives and use technology as a tool to create extraordinary experiences and enable visitors to better enjoy their stay in a destination.

Introductory presentation:

[Esencan Terzibasoglu](#), Special Advisor to the Secretary General, WTCF, former Director of Destination Management and Quality Programme, UNWTO

Moderated by:

[Sascha Stange](#), Deputy Director of the Liaison Department, World Tourism Cities Federation WTCF



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16:00 - 16:45

ITB Mayor Interview: The Future Of City Tourism

- City Tourism in metropolitan areas
- Sustainability and environmental protection of cities
- Smart cities and digitalization
- Concepts for avoiding and adapting to overtourism
- How to deal with the sharing economy
- Future destination management

17:00 - 17:45

ITB Ministers' Roundtable: Sustainable Destination Best Practices

- Neglecting sustainability destroys the environment and culture, the local population revolts and tourists become discouraged.
- Sustainability: the most important principle of destination planning.
- Today: considerable differences in sustainability efforts.
- Best practice countries explain their formulas for success.
- Which policy measures can be used to achieve progress in sustainability and which measures are unsuccessful?
- What economic successes do sustainability advances bring? What are the most difficult hurdles?

ITB Young Professionals Day

Date	Time:	Location
March 4, 2020	10:45 - 19:30	Hall 11.1, Young Professionals Stage

Please note: All sessions will be held in German only.

Hosted by:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

10:45 - 11:00

Greeting

Speaker:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club



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11:00 - 11:45

Keynote

12:00 - 12:45

CEO-Interview: Erfolg und Scheitern in der Tourismusbranche

Interview guest:

[Jasmin Taylor](#), former JT-Founder & CEO, now Managing Director, Seelandhaus GmbH

Interviewer:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

13:00 - 13:45

Panel 1: Welche Touristiker braucht die Reisewirtschaft 2030?

14:00 - 14:45

Panel 2: Der Kampf um Talente – Vorbilder, Erfolgsrezepte und Vorurteile

15:00 - 15:45

Tourismusstrategie des Bundes - Welche Lösungen gibt es für den Fachkräftemangel und die Tourismuslehre?

16:00 - 16:45

Smarter Tourismus: Die Zukunft des Reisens zwischen Nachhaltigkeit und Digitalisierung

17:00 - 17:45

Verleihung des DGT-ITB Wissenschaftspreises

18:00 - 19:30

Get-together von DGT-Mitgliedern

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ITB Medical Conference Day 1

Date	Time:	Location
March 4, 2020	11:00 - 15:00	Hall 21b

On Wednesday, the current, global development in the Medical Tourism niche market will be in the focus. Which opportunities and challenges arise for clinics and other Medical Tourism suppliers in the future? What does agencies have to consider about their products and services to take better care of the needs of their patients? And how could tourism media and medical online portals better support the growing Medical Tourism market?

On Wednesday, the current, global development in the Medical Tourism niche market will be in the focus. Which opportunities and challenges arise for clinics and other Medical Tourism suppliers in the future? What does agencies have to consider about their products and services to take better care of the needs of their patients? And how could tourism media and medical online portals better support the growing Medical Tourism market?

ITB Deep Dive Sessions 1

Date	Time:	Location
March 4, 2020	11:00 - 17:45	CityCube Berlin, Cube Club

Intensive professional exchange with experts in small groups.

11:00 - 11:45

Visual Storytelling And Film Tourism – Mekong Tourism Forum

12:00 - 12:45

Session 2

13:00 - 13:45

Google Masterclass 1: Unskippable: Travel Videos People Just Love To Watch On YouTube

- How to capture travelers' attention.
- Find out what makes videos on YouTube stand out and how they are different from traditional TV content.
- In this masterclass, we'll share the latest insights and best practices on how to create successful content for YouTube, home to over 2 billion monthly logged-in people.



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14:00 - 14:45

Session 4

15:00 - 15:45

Enhancing Destination Resilience

Mini Master Class for Policy Makers with the Global Travel and Tourism Resilience Council

- Overview of resilience and how it is incorporated in crisis management planning
- Sustainability: how to identify risks and planning for them
- How to use data to ensure sustainable resilience
- Examples of sustainable resiliency highlighting key actions

16:00 - 16:45

Tourism Science Slam – In Cooperation With DGT And Aiest

Please note: This session is in German!

Greetings:

[Prof. Dr. Harald Pechlaner](#), Chair of Tourism, Catholic University of Eichstätt-Ingolstadt, Aiest (International Association of Scientific Experts in Tourism)

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

Moderated by:

[Dr. Julia Offe](#), Scienceslam.de

Slammer:

[Christian Benninghaus](#),

[Andreas Kötter](#),

[Kathrin Viergutz](#),

17:00 - 17:45

ITB Market Research: Tailor-made Travel Offers: Customer Requirements And Best Practice Examples - Exclusive Global Study By Statista

Please note: This session is in German!

ITB Virtual Reality Lab Day 1

Date	Time:	Location
March 4, 2020	11:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of





Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of “Virtual Reality” and “Augmented Reality” applications in the tourism and marketing segment. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

12:00 - 12:45

VR Trends im Tourismus – Status-Quo, Ausblick & Eröffnung des VR Labs

Session in German only!

- Wo steht die Tourismusbranche?
- Welche Anwendungsmöglichkeiten und Trends im Bereich AR/VR gibt es?
- Ausblick auf das Programm des VR Labs der ITB Berlin 2020

Speaker:

[Michael Faber](#), Marketing-Consultant, Tourismuszukunft, Reisebüro Faber

14:00 - 14:45

Online statt Offline: Innovative Schulungslösungen durch Virtual Realities

Session in German only!

- Quereinsteiger, Auszubildende und Migranten mit geringen Deutschkenntnissen erhalten fundiertes Basiswissen (Rezeption, Housekeeping, Küche) durch eine interaktive Lernsituation
- VR-Lernpakete mit Trainerleitfaden und Tests zur Leistungskontrolle bieten eigenständiges, standortunabhängiges und flexibles Lernen
- Praxisnahe Aufgabenstellungen und komplexe Prozesse werden durch innovative Schulungslösungen besser verstanden
- Die Lücke zwischen Theorie und Praxis wird kleiner, indem Mitarbeiter konkrete Situationen erleben und Wissen direkt anwenden können

Speaker:

[Yvonne Pauly](#), Leiterin Hotelmanagement-Akademie, Gastronomisches Bildungszentrum Koblenz e.V.

15:00 - 15:45

The Future of Travel Media Consumption

- Why and how Virtual Reality will be the future of travel media consumption.
- The fundamental goals of travel media
- What does VR make better than any form of media in human history?
- Why VR will be the centre of digital media.

Speaker:

[Josh Ellison](#), Co-founder, Jump To

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ITB Empowerment Forum 1

Date March 4, 2020	Time: 14:00 - 15:00	Location Hall 19, Palais at Funkturm (fairground)
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The Empowerment Forum 1 is a platform for Responsible Destinations: Challenges and opportunities for authentic indigenous travel experiences will be discussed – and top responsible tourism destinations will be awarded.

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

ITB Wednesday starts with the Indigenous Tourism Forum. The aim is to face the specific challenges of indigenous tourism and to identify and create an authentic, community-owned product, giving a voice to the often marginalized. The seminar wants to be a platform for exchange of ideas within international indigenous communities, who do or wish to participate in tourism, creating a different, non-centric atmosphere while delivering results to share.

On the 2nd part of the Day 1, organizational leaders, working in the field of sustainable tourism since many years, will come together to discuss best examples of how the UNWTO Sustainable Development Goals (SDGs) can be put into practice. Immediately after that sessions, those destinations which have been inspiring innovators of sustainable tourism and have convinced the jury will be announced, awarded and celebrated during the well-established Top 100 Destination Awards.

TTA Forum

Date March 4, 2020	Time: 14:00 - 18:00	Location Hall 7.1b, eTravel Lab
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How is the third-largest segment in the travel industry developing? The challenges for in-destination experiences include marketing, revenue management, software selection and much more. Panel discussions, keynotes and current cases will provide information on where the journey is heading. Detailed descriptions of all individual events will soon be available here.

14:00 - 14:10

Prologue TTA Forum

Greetings:

[Charlotte Lamp Davies](#), Founder, A Bright Approach



14:10 - 15:00

What Drives The Industry In 2020

Keynote and subsequent panel discussion with industry experts.

Keynote:

[Lukas C. Hempel](#), Managing Director, Bookingkit

Moderated by:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

Panel guests:

[Mathis Boldt](#), VP Sales and Supply, GetYourGuide

[Matthias Goeze](#), CCO, Visit Berlin

[Klaudjia Janzeli](#), Global Sales Director, Urban Adventure

15:00 - 15:30

Actions Speak Louder Than Words - In-Destination Sustainability Focus

- Keynote: Overtourism – How Local Tour Operators can Tackle Destination Challenges
- Best case presentation of Conscious Tourism International
- Best case presentation of the City of Gothenburg: How Gothenburg became the leading destination in sustainability
- Subsequent discussion with q&a

Keynote:

[Eric de la Bonnardiere](#), Co-Founder, Evaneos

Moderated by:

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

Speakers:

[Chris Wray](#), Co-Founder, Conscious Tourism Cambodia

[Stefan Gadd](#), Corporate Communication Manager, Göteborg

15:30 - 16:00

Five Tech Trends Shaping Tours & Activities in 2020

- Technology innovation is transforming tours and activities and establishing new competitive benchmarks for operators worldwide
- This presentation, leveraging new research from Arival, outlines five essential trends redefining this sector for 2020 and beyond

Speaker:

[Douglas Quinby](#), Co-Founder & CEO, Arival



16:00 - 16:30

Technology Round Table

- Competition of reservation systems
- The impact of e-commerce on the industry
- Short Best Case presentations

Moderated by:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

Panel guests:

[Chris Atkin](#), CEO, Rezdy

[Manuel Hilty](#), Co-Founder, Nezasa

[Matthias Wirz](#), Chief Growth Officer

16:30 - 17:00

Marketing: Best Case Presentations And Panel

- How do TTA companies market their services when platforms and metasearch engines are sharing the game?
- What are chances and challenges?

Speakers:

[Jan Dolezal](#), CEO, SmartGuide

[Evan Reece](#), CEO, Liftopia

[Joost Timmer](#), Managing Director, iVenture Card

17:00 - 17:30

Revenue Management: Practical Workshop

- The 8 master hints to unlock full pricing potential

Speaker:

[Lukas C. Hempel](#), Managing Director, Bookingkit

17:30 - 17:50

A Behaviour-Smart Look At Technology And Travel

- Borrowing insights from psychology this talk will take you to the crossroads where traveler behaviour meets technology. It will zoom into the ways technology modifies behavioural patterns before, during and after the trip
- A review of both, the desired and undesired effects of technology on traveler behaviour, will serve as basis for proposing some behavior-smart tactics for destinations and service providers in the industry

Speaker:

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

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ITB Business Travel Forum

Date March 4, 2020	Time: 15:00 - 17:45	Location Convention Hall 7.1a, Auditorium New York 1
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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

Companies want reliable, effective and cost-effective business travel that meets legal and security requirements. Employees expect flexible mobility offerings that are available at all times. Everyone is looking for smart, interconnected mobility that is fit for the future and conserves resources. This is why this year, the ITB Business Travel Forum by VDR is focusing on the mega topics of digitalization, smart mobility and sustainability. Door-to-door solutions for urban mobility will be presented, how the bureaucratic monster of EU reporting obligations came about and how it can be tamed, which possibilities the use of NDC (New Distribution Capability) offers and how even small changes in company travel guidelines can have major effects on the environment.

Hosted by:

[Viola Eggert](#), Senior Business Travel Manager, German Business Travel Association, VDR

15:00 - 15:05

Greeting

Speaker:

[Christoph Carnier](#), President, German Business Travel Association, VDR

15:05 - 15:45

Business Travel 2020 - Destination: „Ecologically Effective“

- VDR theme year sustainability
- Best practice: sustainable mobility in companies
- VDR's sustainability initiative "Miles to Trees"

Speakers:

[Jörg Martin](#), Managing Director, CTC Corporate Travel Consulting, Chairman, Aviation Committee, German Business Travel Association, VDR

16:00 - 16:45

Business Travel And Climate Impact - A Four-Point Program For Sustainable Business Travel

- How sustainable are companies and suppliers?
- Measure, document, reduce: Less CO2 emissions from business trips
- What are the alternatives and how do the travellers get on board?
- Integration of CO2 offsetting solutions and the role of the travel agency

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17:00 - 17:45

Graphic Vs. Cryptic: Learnings In The Area Of Change Management During The Introduction Of A Combined Booking Platform

- New data standards, new content sources: How to ensure service and reporting.
- NDC - opportunities and risks in stationary sales
- What is changing for the customers?
- Outlook - where is the journey going?

Speaker:

[Tina Roos](#), Senior Director Front & Mid Office Technology, Lufthansa City Center

eTravel Lab Day 2

Date	Time:	Location
March 5, 2020	10:30 - 13:30	Hall 7.1b, eTravel Lab

News on PSD2, current studies and new ideas for successful destination marketing offer a colourful mix of insights on the second morning in the eTravel Lab. Detailed descriptions of all individual events will soon be available here.

News on PSD2, current studies and new ideas for successful destination marketing offer a colourful mix of insights on the second morning in the eTravel Lab.

10:30 - 11:00

The State of Travel Startups and Hot Segments To Watch

- Phocuswright has featured the most promising travel innovators on its global stages, and its news brand, PhocusWire, reports on the Hot 25 startups to watch
- This session features a data presentation from the latest State of Startups research and a detailed analysis on which industry segments are most ripe for disruption
- An interactive discussion with entrepreneurs and investors follows the presentation, adding additional insight and color into the most important topics and trends in travel innovation

Speaker:

[Florence Kaci](#), Director, Business Development Europe and Africa, European Market Specialist, Phocuswright Inc

11:15 - 11:45

Destination Success Story - The Geocaching Made In Nouvelle-Aquitaine

- Best Case: How to use geocaching to support a sustainable tourism?
- With more than 720,000 players in 2018, "Terra Aventura" has won the hearts of many tourists

Presentations:

[Michel Durrieu](#), General Director Nouvelle-Aquitaine Regional Tourist Board, Nouvelle-Aquitaine Regional Tourist Board

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12:00 - 12:30

It Pays To Be Prepared: Hotel Bookings And PSD II

- PSD II revolutionizes the payment industry
- View on legal implications
- Are hotels allowed to charge guests' credit cards according to PSDII?
- Should bookings be made via wholesalers and OTAs?
- The connection between SCA and electronic registration forms

Speaker:

[Katharina Hahn](#), attorney, Spirit Legal

[Katrin Krietsch](#), attorney, Spirit legal

12:45 - 13:15

Digital Nudging 2020: Has Sustainability A Relevance For Travel Decisions?

- 7 steps to the effectiveness of sustainability in e-tourism
- Best practice on how to combine e-commerce and sustainable travel offers
- Can nudging be helpful with travel decisions?
- Recommendations based on the study "Digital Nudging in Tourism 2020"

Speakers:

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, neusta tourism

[Stefan Niemeyer](#), Senior Strategist, Assistant Lecturer Hochschulen Bremen, neusta tourism

eTravel Stage Day 2

Date	Time:	Location
March 5, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news from the hospitality tech sector. Furthermore, focus on smart mobility, startups and news on AI & voice marketing. Also examples for TikTok in the marketing mix. Detailed descriptions of all individual events will soon be available here.

10:30 - 11:00

Travelport

- Lecture sponsored by Travelport (more details coming soon)

Speaker:

[Damiano Sabatino](#), Vice President, Managing Director Account Management Europe, Travelport



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11:00 - 11:30

Cendyn

- Lecture sponsored by Cendyn (more details coming soon)

11:30 - 12:00

The New Era Of Hotel Distribution And Why Guest Knowledge Is Power

- Recognise the macro shift happening within the global hotel industry, from distribution guesswork to deep intelligence
- Learn why informed decision-making is critical to every hotel's online marketing and sales strategy
- Understand the role that factors such as pricing continue to play in every traveller's booking journey, and how hotels can gain greater success online
- Be among the first in the world to preview the latest evolution in SiteMinder's platform, which levels the playing field for hotels once more

Speaker:

[Clemens Fisch](#), Regional Director EMEA, SiteMinder

[Inga Latham](#), Chief Product Officer, SiteMinder

12:00 - 12:30

RateGain

- Lecture sponsored by RateGain (more details coming soon)

12:30 - 13:00

ALICE

- Lecture sponsored by ALICE (more details coming soon)

Speaker:

[Colin Barnett](#), Senior Regional Sales Director for EMEA, ALICE

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- It is about their strengths, weaknesses and challenges
- They pass on their personal learning
- On Stage: CheckIn, Mindsay, Questo

Moderated by:

[Dirk Rogl](#), Advisor, Strategic Communicator, Rogl Consult

Speaker:

[Antonio Bustamante](#), Founder, CEO, Chekin

[Alex Govoreanu](#), Co-founder, CEO, Questo

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[Guillaume Laporte](#), Co-founder, CEO, Mindsay

14:00 - 14:30

Socialbnb - How a Start Up wants to make travel sustainable

- Socialbnb connects tourists with social and ecological aid organisations (NGOs) around the world. In this way, the Start Up opens up a completely new group of people for tourism: What challenges arise in the cooperation with aid organisations?
- How can a tourism be created from which all sides benefit? How can the local population be better integrated into tourism so that they also profit from it and tourism is not seen as a necessary evil but as an opportunity.
- The origin of the idea of Socialbnb - How the construction of a small school in Cambodia became a worldwide tourism platform.
- Sustainability is also important in the tourism industry: How to deal with this trend? What does sustainability actually mean for a tourist? What can sustainable tourism look like?
- What role does a local and authentic experience play for young travellers and how can this target group best be reached?

Speaker:

[Alexander Haufschild](#), Chief Marketing Officer, Socialbnb

[Nils Lohmann](#), CEO, Socialbnb

14:30 - 15:00

Urban tourist mobility: How will tourists sightsee in cities after 2025?

- Electric scooters became legal in Germany in 2019. Tourists adopted them quickly, how will this change sightseeing in the coming years?
- Autonomous vehicles such as self driving cars - when are they coming and what will this mean for vehicle based sightseeing
- A look at early autonomous sightseeing vehicle designs, including those operating today or at concept stage
- Feedback from early customer experience trials. Will customers want these new vehicles?

Speaker:

[Alex Bainbridge](#), CEO & CTO, Autoura

15:30 - 16:00

TikTok – A New Craze In The Tourism Tool Box

- TikTok is the trend platform of the year for many and is considered the latest must-have app. No wonder: 5.5 million Germans already use TikTok every month and they spend about 50 minutes a day in the app.
- So is it worthwhile for tourism marketers to take a closer look at TikTok? We show how tourism players can use TikTok in their marketing mix.
- Find out by means of case studies which possibilities the app offers to reach more than Generation Z and to build up a close customer relationship.

Speaker:

[Ulrike Katz](#), Managing Director, justZARGEScommunicate!

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16:00 - 17:00

It's The Location, Stupid: The Best Habitats For Startups

- Hands-on experience from different parts of the world
- peer-reviewed pros and cons for successful ventures
- newcomers and investors share their expectations
- Q&As from the audience

Panel guests:

[Dr. Thomas Bodmer](#), CEO, Co-founder, Next Floor

[Miri Danaj](#), CEO, Cockpit Innovation hub

[Brian Marrinan](#), Co-Pilot, Propeller Shannon

[Laurent Queige](#), Director, Welcome City Lab

[Tim Schwichtenberg](#), Senior Investment Analyst, Deutsche Bahn Digital Ventures GmbH

17:00 - 17:30

Alexa, Where Are We Going?

- Short lecture about intelligent personal assistants and their importance for tourism. What can the language assistants do and what not (yet)? How reliable and helpful is the communication in natural, human language with the disruptive software?
- The hot seat: Sleeping with the Enemy Those who voluntarily bug their homes and offices give up any privacy. Or is this fear of Alexa, Cortana, Siri & Co. exaggerated? We talk turkey

Interviewer:

[Gerd Otto-Rieke](#), ITB eTravel-Team

Speaker and Interview Guest:

[Ralf Eggert](#), CEO, Travello GmbH

17:30 - 18:00

Zero Friction Future With Facebook

- Friction is one of the biggest threat to businesses today as consumer expectations continue to rise with the pace of technology
- Danger of frictional losses is increasing, as the customer journey is often very fragmented
- Learn from Facebook about their vision of a Zero Friction future and how consumers engage with travel brands on their platforms

Speaker:

[Jan Starcke](#), Travel Industry Lead, Facebook

ITB Business Travel Forum

Date	Time:	Location
March 5, 2020	10:45 - 14:45	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

Companies want reliable, effective and cost-effective business travel that meets legal and security requirements. Employees expect flexible mobility offerings that are available at all times. Everyone is looking for smart, interconnected mobility that is fit for the future and conserves resources. This is why this year, the ITB Business Travel Forum by VDR is focusing on the mega topics of digitalization, smart mobility and sustainability. Door-to-door solutions for urban mobility will be presented, how the bureaucratic monster of EU reporting obligations came about and how it can be tamed, which possibilities the use of NDC (New Distribution Capability) offers and how even small changes in company travel guidelines can have major effects on the environment.

Hosted by:

[Viola Eggert](#), Senior Business Travel Manager, German Business Travel Association, VDR

11:00 - 11:45

Door-To-Door & Beyond - Smart Mobility For Business Travelers

- Door-to-door planning of business trips
- Integration of First & Last Mile Services
- On-demand shuttles for business travelers

Speakers:

[Maximilian Kaiser](#), Business Development for Intermodal Mobility Solutions, Siemens Mobility

12:00 - 12:45

What's Next? What's Here To Stay? – Current Trends And Forecast For 2020

- Current figures on business travel by DRV and VDR
- Where are we headed? The hot topics in the business travel market of today and tomorrow
- How sustainable are German companies traveling?
- Business travel management between digitalization, security and data protection

Speakers:

[Oliver Meinicke](#), Head of Administrative Infrastructure Management / Travel & Fleet, Giesecke+Devrient

13:00 - 13:45

A1 And EU Reporting Requirements: A Bureaucratic Monster And Its Consequences

- How does the idea of freedom of movement turn into a bureaucratic pitfall?
- The consequences of the Posting of Workers Directive for companies
- Solutions for companies
- What can politics do for business travelers in EU countries?

Moderated by:

[Hans-Ingo Biehl](#), Executive Director, German Business Travel Association, VDR

Panel guests:

[Alexander Langhans](#), CEO, Visumpoint

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14:00 - 14:45

"Stay A Little Longer": How Hotel Overnight Stays Are Changing

- Revolution in extended stay accommodation for travelers
- What are the target groups in the companies?
- Quality management in the Serviced Apartments sector

Speaker:

[Eric Jan Krausch](#), CEO, Acomodeo

ITB Experts Forum Wellness



Date
March 5, 2020

Time:
10:45 - 14:50

Location
CityCube Berlin, Hall A1

Best practice examples and the latest research data.

How will the Wellness and Spa industry develop? The spa and wellness culture, as it exists today, has many and different roots. They stretch from the ancient spa and bath traditions of Germany and Central Europe, to the cleansing rituals of the Near East, and into the spiritual lectures in the Asian and Pacific area and beyond. This seemingly inexhaustible source of offers and treatments gives rise to one of the most exciting and innovative global tourism markets: The future lies in products and services providing meaning, depth and unique value. Outside the top resorts and hotel brands, the spa industry remains fragmented and has relatively modest amounts of capital available. The consequences of misreading the market can be terminal to a business. Understanding client expectations and how to generate loyalty is core to inspiring a new generation of spa and wellness clients.

New themes, topics and trends in this dynamically growing market segment are the focus of our ITB Experts Forum Wellness, which is being organized since 2004 in cooperation with ITB Berlin and the quality collaboration of Wellness-Hotels & Resorts (wellnesshotels-resorts.com).

All speakers are available for interviews after their sessions outside of the auditorium.

Hosted by:

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts

10:45 - 11:00

Greeting

Speaker:

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts



11:00 - 11:25

Tourism Health Market In Sri Lanka: Challenges Of Ayurveda

Speaker:

[Asoka Hettigoda](#), Managing Director, EMEA Online Business, Siddhalepa Ayurveda Resorts & Spas

11:25 - 11:45

Best Practice: Concepts For Active And Sustainable Lifestyle Changing Processes

- Supporting self-healing skills through:
- Natural Food - What is natural food and what does denatured food do in our body
- Natural remedies and their effects
- Biomechanical balance - What are the consequences of permanent sitting on our physical and psychological state?
- The importance of the parasympathetic nervous system - what possibilities are there to support recovery.

Speaker:

[Sven Huckenbeck](#), Group Spa Director, Ensana Health Spa Hotels

12:00 - 12:25

Wellness Trends: Terms And Figures – An Up To Date Overview 2020

Speaker:

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts

12:25 - 12:45

Wellness Real Estate Development

- There is currently a \$ 134.3 billion wellness real estate industry worldwide
- What are the special features of this branch of industry?
- Ingo Schweder provides a basic understanding of the peculiarities of the development process of wellness real estate and the need for a specific approach

Speaker:

[Ingo Schweder](#), CEO, GOCO Hospitality

13:00 - 13:25

Wellness For Whom, Where And What – Research Volume #2 (4WR#2)

- 4WR2020 research was published in 2012 predicting major changes and developments in the wellness market
- 4WR#2 revisits the predictions and forecasts from 2012: products, markets, development
- Introduction of the findings of the new study 4WR#2: Wellness 2030
- It is rather exciting to see how the predictions materialized or not and checking what may happen in the next 5-10 years

Speaker:

[Dr. László Puszko](#), CEO & Co-Founder, Health Tourism Worldwide

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13:25 - 13:45

Mental Wellness: A Further Step To A Holistic Lifestyle Concept

- The drastic increase in mental health problems could cost approximately \$ 16 trillion worldwide by 2030
- Which sensible measures can help people on the one hand and reduce costs on the other?
- What opportunities do wellness retreats offer with focus programs on the following topics: mental health, stress acceptance and dealing with anxiety
- Which of the available alternative healing methods can gain importance in the wellness hotel industry?

Speaker:

[Fabian Modena](#), Manager Market Research, Horwath HTL Health & Wellness

14:00 - 14:25

From Local Wellness Resources To Regional And Country Wellness Brand: The Evolvement Of Wellness Tourism In Costa Rica

- Assessment of regional assets and resources
- Working with strong national brand: extension of current brand pillars or creating competing brand propositions?
- Wellness services vs. wellness tourism
- Wellness for markets of different maturity and understandings

Speaker:

[Adalberto Rodriguez-Fallas](#), Marketing Executive, Costa Rica Tourism Office

14:30 - 14:50

Best Practice: MentalSpa Resort Fritsch am Berg

- Mental wellness - according to the theory - already successfully implemented in practice:
- What concepts and requirements does a wellness hotel need to be able to offer mental wellness?
- Which guests are attracted to the MentalSpa concept with its OASE health model © and why does it work?
- Fritsch am Berg is a leading specialist in this promising area since 2015.

Speaker:

[Diana Sicher-Fritsch](#), Life Coach & Mental Coach, MentalSpa Resort Fritsch am Berg

ITB Marketing & Distribution Day

Date
March 5, 2020

Time:
10:45 - 17:45

Location
CityCube Berlin, Hall A4/A5

Expertise for the development of marketing and distribution strategies.

Hosted by:

[Charlotte Lamp Davies](#), Founder, A Bright Approach



10:45 - 11:00

Greeting

Speaker:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

11:00 - 11:45

ITB CEO Interview: The Future Of Travel Distribution: Personalization, Retailing, Platforms

- The future of the global travel industry.
- Evolving consumer expectations.
- How Sabre is creating the new marketplace for personalized travel.
- Opportunities through intelligent retailing and new distribution channels.

Interview guest:

[Sean Menke](#), CEO, Sabre

12:00 - 12:45

ITB CEO Interview: Operating In Unprecedented Times

- TUI's CEO has been orchestrating a major pivot for years.
- The transformation saw this legacy tour operator become a deeply vertically integrated travel business with significant assets in multiple supplier categories.
- In the wake of Thomas Cook's demise, a new wave of opportunities and challenges now require a renewed emphasis.
- Back for a second year at ITB, Fritz Joussem and Philip Wolf's conversation on stage should not be missed.

Interview guest:

[Friedrich Joussem](#), CEO, TUI Group

Interviewer:

[Philip C. Wolf](#), Founder, Phocuswright, Serial Board Director

13:00 - 13:45

ITB CEO Interview: Trends And Challenges In The Global Cruise Market

Interview guest:

[Pierfrancesco Vago](#), Executive Chairman, MSC Cruises

Interviewer:

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist



14:00 - 14:45

ITB Executive Interview: AWS + Travel

- What do Expedia, Airbnb, Korean Air, Qantas, Best Western and Choice Hotels all have in common? They're all building their business on AWS.
- Amazon's growth trajectory has resulted in the creation of enormous digital and infrastructure assets, most notably Amazon Web Services (AWS) and many travel and hospitality companies are leveraging AWS to help enhance their customer experiences and increase operational efficiency
- David Peller leads global teams across the Travel, Hospitality, Transportation and Logistics Industries.
- His insight and experience will make this session a conference highlight.

Interview guest:

[David Peller](#), Global Head, Travel and Hospitality, Amazon Web Services

Interviewer:

[Philip C. Wolf](#), Founder, Phocuswright, Serial Board Director

15:00 - 15:45

Global Luxury Customers And Sustainability: Exclusive Empirical Study By Travelzoo & ITB

- Latest results from the new global Travelzoo/ITB study
- Customer attitudes on sustainability and climate protection
- Importance of sustainability and climate protection in luxury travel
- Customer readiness for limiting trips, price increases and changes in travel.

Moderated by:

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd.

Speaker:

[Sharry Sun](#), Global Head of Brand, Travelzoo

16:00 - 16:45

ITB Hospitality Executive Panel: Luxury And Sustainability: Contradiction Or Prerequisite?

- Strategies and trends in the global hotel business.
- The hotel product of the future and the role of the mega trend sustainability.
- What does the hotel guest of tomorrow expect? How can competitive advantages be achieved?
- Where is the luxury segment heading?
- Luxury and sustainability: contradictions or a mandatory prerequisite in tomorrow's luxury hotel industry?

Moderated by:

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd.

Panel guests:

[Marc Dardenne](#), COO Europe Luxury Brands, AccorHotels

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

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17:00 - 17:45

The Future Of Luxury In Post-Hedonic Societies

- A change in the understanding of luxury: from owning luxury items to luxury experiences to sensual luxury.
- Current study results: 7 trends shaping the global luxury segment.
- Change in the demands of top-end customers.
- Learning from others: How do classic luxury providers in other sectors position themselves?
- What does the change in the understanding of luxury mean for tourism destinations, hotels and travel distribution?
- Outlook: How will luxury behavior develop in the coming years?

Introductory presentation:

[Kirsten Feld-Türkis](#), Associate Partner, Keylens

[Dr. Jörg Meurer](#), Managing Partner & Owner, Keylens

Moderated by:

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd.

Panel guests:

[Timo Albiez](#), Deputy Director, Schweizerische Hotelfachschule Luzern

[Kirsten Feld-Türkis](#), Associate Partner, Keylens

[Linda Mutesi](#), Tourism Marketing Manager, Rwanda Development Board

[René Roseburg](#), Managing Partner & CEO, The Passionist Traveller

ITB Medical Conference Day 2

Date	Time:	Location
March 5, 2020	11:00 - 15:00	Hall 21b

Today, we have a special look on clinics and agencies. Best practices will give a first hand overview. Specialized clinics with diverse medical areas of expertise in different parts of the world often offers better or cheaper medical treatments. How does funding agencies can be involved here? And what is about the influence of medical agencies and the clinics themselves to influence the market?

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ITB Deep Dive Sessions 2

Date	Time:	Location
March 5, 2020	11:00 - 17:45	CityCube Berlin, Cube Club

Intensive professional exchange with experts in small groups.



11:00 - 11:45

Keynote Panel: Sustainability As An Experience: Experience Authenticity Locally

- A positive spin on sustainability: experience and enthusiasm instead of renunciation and avoidance.
- Pilot project Mauritius: How is innovative product development carried out so that sustainability inspires tourists?
- Exemplary cooperation between tour operators, the hotel industry, destination agencies and politicians in the destination, using Mauritius as an example.

11:55 - 12:45

Zwischenrufe/Interjections: No Time For Excuses!

Please note: This session is in German!

13:00 - 13:45

Google Masterclass 2: The Undecided: How YouTube Can Help Travel marketers Win Undecided Customers

- When it comes to booking their holidays people like to take some time to research before committing to travel plans.
- It is an ongoing challenge for marketing teams to capture the attention of these undecided bookers.
- In this masterclass, you will learn how YouTube can help marketers turn prospects into customers through video ads.

14:00 - 14:45

Oman

15:00 - 15:45

Russia

16:00 - 16:45

Stop The Flood Of Plastic

Time to act is now: How governments and tourism industry can stop plastic leakage into the sea

-In Cooperation with WWF-

Introductory presentation:

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

Moderated by:

[Nicola Koschel](#), Freelance Sustainable Tourism Consultant

Panel guests:

[Sebastià Sansó i Jaume](#), Director General for Environmental Education, Environment and Waste Policy, Balearic Islands

[Christian Schröder](#), Quality & Sustainability Manager, Wikinger Reisen

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

17:00 - 17:45

Plastic-Free Holidays: Opportunities, Challenges, Best Practices

-in Cooperation with Futouris-

- The awareness of the problem of marine pollution from plastic waste has reached the tourism industry.
- In Futouris' current industry project, member companies, the Balearic government and local partners are working together to reduce plastic waste in tourism.
- How do processes need to be changed so that less waste is generated and not just shifted from plastic to other materials?
- Are alternative solutions for the currently used disposable plastic products really more sustainable?
- How can employees and guests be actively involved in the programs to motivate them to make their own contribution?

Introductory presentation & Moderation:

[Prof. Dr. Harald Zeiss](#), Chairman of the Executive Board, Futouris

Panel guests:

[Mike Brauner](#), Senior Manager Sustainability, TUI Group

[Jo Hendrickx](#), Founder & CEO, Travel Without Plastic

[Hansjörg Kunze](#), Vice President Communication & Sustainability, AIDA Cruises

ITB Virtual Reality Lab Day 2

Date	Time:	Location
March 5, 2020	11:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications for tourism and marketing. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

13:00 - 13:45

Virtual Reality Training For The Travel Market – Huge Step Forward In Fulfilling Digital Transformation

- How powerful e-learning technology motivates travel employees through learning and engagement.
- Showcasing 360 real-life scenarios and situations.
- Fulfilling sustainability goals in a cost-effectivite way

Speaker:

[Daniel Wishnia](#), Chief Digital Transformation Officer, Aroundtown SA

14:00 - 14:45

Virtual Helsinki - Rethinking Destination Experience

- Rapidly Changing Customer Behavior as a Game Changer
- Virtual Reality in Sustainable Destination Management
- Key Elements of Virtual Reality – Elevated Experiences, Accessibility, Empathy and Equality

Speaker:

[Vappu Mänty](#), Director, Communications and PR, Helsinki Marketing

[Laura Olin](#), COO & Partner, ZOAN

16:00 - 16:45

Managing Overtourism with Next-Generation Guides

- Overtourism suffocates historical centers of popular European cities.
- The situation is getting worse every year as more people travel and most of them Google out the same top 10 places to visit. Mayors and DMOs are desperate and even consider restricting access.
- Fortunately, technology can help. Personalization based on big data analysis and AI recommends different top places to visit for every tourist based on their interests. Engaging content enriched by AR experiences makes places outside of the city center appealing for tourists to explore. Guiding tourists smartly can reduce overtourism by 30% while improving satisfaction.

Speaker:

[Jan Dolezal](#), CEO, SmartGuide

11:00 - 11:45

Unleashing the Full Potential of Digital Reality Experiences for Tourism Marketing

- How to empower tourism marketing with augmented reality experiences
- How to boost Social Media communications with augmented reality
- Latest augmented and mixed reality use cases in tourism marketing

Speaker:

[Daniel Sack](#), CEO, 361/DRX

ITB Empowerment Forum 2

Date	Time:	Location
March 5, 2020	11:00 - 18:00	Hall 19, Palais at Funkturm (fairground)

The Empowerment Forum 2 is a platform for Equality & Responsibility: The focus will be on diversity issues, on gender equality, on awarding outstanding LGBT+ pioneers, awarding women in travel as well as community-based tourism initiatives.

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as



many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

A great part of ITB Thursday is focusing on diversity and gender equality; the day begins with a closer look at LGBT+ Tourism: A booming segment with many destinations benefitting from the growth – some of them even suffering from “overtourism”. The panel will discuss the reasons and look for sustainable solutions. Afterwards, the ITB LGBT+ Pioneer Award will for the 3rd time hand out a prize to a personality who has been an outstanding contributor to establish LGBT+ tourism as an equal travel segment.

A slot discussing Gender Equality in Tourism will be the next. A range of high-level women speakers will examine the subject out of a female perspective. A special emphasis will be put on identifying which obstacles prevent women from becoming leaders in travel technology. Going to the next level, in the following session special female leaders in tourism will be recognized with the 5th ITB-IIPT Celebrating Her Awards. The rest of the day is dedicated to the best practices of community-based tourism: The winners of the renown international ToDo! Awards of the German Studienkreis für Tourismus, will be announced. Additionally, a special prize highlighting activists for Human Rights in Tourism will be honored in the same set-up, followed by a reception.

13:00 - 14:00

3rd EDITION: GENDER EQUALITY IN TOURISM: Female Leadership in Travel Technology – why not?

- Which obstacles prevent women from becoming leaders in travel technology?
- What is necessary to make women confident that they are capable of tackling tech jobs in the tourism industry?
- What kind of support is really necessary to overcome the gender gap?
- Which tips can successful female industry leaders give to their peers?
- Which best business practices can be named and how to handle regional differences?

Welcome note & Introduction:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

14:00 - 15:00

Celebrating Her awards

- The Celebrating Her awards, now in their 5th edition, seek to honour and felicitate exceptional women from the field of travel & tourism who have not only empowered themselves but continue to empower others and who can be held up as role models.

Co-Moderation:

[Anita Mendiratta](#), Founder & President, Anita Mendiratta & Associates

[Prof. Kiran Yadav](#), Vice President, IIPT India

Moderated by:

[Ajay Prakash](#), President, International Institute for Peace Through Tourism - India

Panel guests:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

16:30 - 18:00

TO DO Award 2020 Award Ceremony

- International contest since 1995. The prize is awarded for tourism related projects which respect the interests of the local population during planning and implementation.
- Additionally, the TO DO Award Human Rights in Tourism is awarded for the fourth time, under the patronage of the German Commission for UNESCO.

Press Contact:

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Hospitality Tech Forum

Date	Time:	Location
March 5, 2020	13:30 - 18:00	Hall 7.1b, eTravel Lab

What is driving the hospitality industry and what are challenges and opportunities arising from the digital transformation? Learn more at events on revenue management, marketing, sustainability and the future of the hotel industry. Detailed description of all individual events will be available here shortly.

13:30 - 14:00

Smart Hotel – Technological Future Scenarios In Current Practice

Warm-Up Hospitality Tech Forum

- Insights to technological scenarios and cognitive environments in the Big Picture
- Examples of smart hotels from the pioneers
- How to integrate smart solutions?
- Evaluation of technologies and how to deal with current hurdles?

Speaker:

[Prof. Dr.-Ing. Vanessa Borkmann](#), Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO

14:00 - 14:10

Introduction: Hospitality Tech Forum

Hosted by Hospitality Industry Club

Introduction & Moderation:

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

14:10 - 15:00

Revenue Management: Keynote, Best Cases And Panel

- Keynote by Profiter: High costs and low sustainability of online distribution. How inventory management AI can help
- Best case presentations followed by a panel discussion:
- The future of pricing in the hotel industry
- What is the future role of a revenue manager?
- What can revenue management solutions achieve today and where do hoteliers need experience and local knowledge?
- How is the online distribution mix developing?

Keynote:



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[Osvaldo Mauro](#), CEO, Profiter

Moderated by:

[Wilko Weber](#), Vice President Global Revenue and Digital Strategy, Kempinski

Speaker:

[Siim Karu](#), Chief Revenue Officer, A&O Hostels

[Jens Munch](#), CEO, Pace

[Sigrid Ruppe-Senn](#), CEO, Interalp Touristik GmbH

[Stan van Roij](#), Vice President - Hospitality, Infor

15:00 - 15:30

Sustainability Trends In Hospitality

- Can the Fridays for Future hype be used for the industry?
- Is there a stronger awareness among the guests?
- How can sustainability be addressed in sales and marketing?

Speakers:

[Franziska Altenrath](#), Co-founder, TUTAKA

[Suzann Heinemann](#), Managing Director, GREENSIGN

[Moritz Hintze](#), Gründer, bookitgreen

[Uta Janbeck](#), Hotel Management, Janbeck`s FAIRhaus

[Moritz von Petersdorff-Campen](#), CEO, Suitepad

15:30 - 16:00

The Future Of Hotel Online Distribution

- Are direct bookings increasing or not?
- What happens to OTAs if metasearch engines offer bookings as well?
- How do hotels and hotel groups need to prepare?

Moderated by:

[Ben Stephenson](#), CEO, Impala

Panel guests:

[Ben Jost](#), CEO, TrustYou

[Ramin Lale-Khani](#), Managing Director, Poppenbütteler Hof GmbH

[Petra Sowada](#), Sales Director, relexa Hotel GmbH

[Iris Steinmetz](#), VP of Product and Partnerships, SnapShot

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16:00 - 17:00

Re-Building Hotel Brands: Best Case Presentations And Panel

- What do you have to consider when repositioning a traditional hotel brand?
- What are the pitfalls of brand restructuring?
- What needs to be considered when communicating with employees?

Moderated by:

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

Speakers:

[Heiko Buchta](#), Hotel Manager, Platzl Hotel

[Lars Dünker](#), Derag Hotels

[Moritz Klusmann](#), CEO, Customer Alliance

[Alexander Schuster](#), Head of Digital, 25hours Hotel Company

[Michael Toedt](#), Co-founder, dailypoint™

17:00 - 18:00

Hospitality 2025

- How do processes in the hotel industry change due to the use of new technologies?
- Will there still be a need for personnel in the future?
- How will the expectations of different target groups change?
- Which hotel product is the promising model for holidays, which for business trips?

Moderated by:

[David Turnbull](#), Hospitality Entrepreneur & Advisor, Board Member, techtalk.travel

Speakers:

[Ian Di Tullio](#), SVP of Guest Services, ACCOR

[Stefan Matthiessen](#), Chief Brand Officer, Konzept Hotels

[Simone Puerto](#), CEO, Travel Singularity

[Christian Schwarz Lausten](#), EMEA Lead, Airbnb for Work

ITB MICE Forum

Date	Time:	Location
March 5, 2020	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for MICE experts.

More information on the ITB MICE segment can also be found here: www.itb-convention.com/mice

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15:00 - 15:45

TBD

16:00 - 16:45

Agile Event Management – More Us. More Impact. More WOW.

- Why is an agile approach to event management necessary?
- Agile values
- Agile principles
- Agile hacks
- Agile teams

Speaker:

[Colja Dams](#), CEO, VOK DAMS

17:00 - 17:45

When Crises Weld Together – Crisis Management Program Of visitBerlin Convention Partner

- In crisis situations, how can different trades work together in the best possible way?
- How does a city implement a professional crisis management program in the event of terrorist attacks, natural disasters and other cases of force majeure?
- How can the necessary resources be secured across companies?

Speaker:

[Bernd Wiedemann](#), Member of the Board, visitBerlin Convention Partner

ITB Tourism for Sustainable Development Day



Federal Ministry
for Economic Cooperation
and Development

Date
March 5, 2020

Time:
15:00 - 17:55

Location
CityCube Berlin, Hall A1

Hosted by:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

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15:00 - 15:05

Opening

15:05 - 15:25

Keynote

Speaker:

[Norbert Barthle](#), Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)

15:25 - 15:45

Dialogue With Our Partners

16:00 - 16:45

Panel 1: Stronger Together! – Multi-Stakeholder Initiatives In Tourism

17:00 - 17:45

Panel 2: Women's Entrepreneurship In Tourism

17:45 - 17:55

Wrap Up

Data Talks

Date

March 6, 2020

Time:

10:30 - 13:30

Location

Hall 7.1b, eTravel Lab

Main focus on data and innovations in the travel tech sector and what the customer gets out of it: AI and machine learning, data usability and platforms, predictive personalization and seamless travel.

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10:30 - 10:35

Welcoming "Data Talks"

Welcome and Moderation:

[Bernd Nawrath](#),

10:35 - 11:00

Data-Driven Business Models – Limited?

- Introductory dialogue on business models and how they work
- How to create added value with data

Interview guest:

[Lisa Kinne](#), Consultant Digital Aviation & Tourism, Bitkom e.V.

Interviewer:

[Bernd Nawrath](#),

11:00 - 11:20

Multi-Platform-Network In Travel – Digital Enablers And Travel Of The Future

- The "Multi-Platform-Network approach" illustrates the aim to take Amadeus' core assets along the journey, introduce new platforms and connecting them systematically to create the digital operating system of travel.
- The goal is to create a digital seamless travel experience for the traveler by enabling the travel industry through a connected ecosystem of technology platforms and a partnership eco-system leading to a self-enforcing network effect mechanism.

Speaker:

[Monika Wiederhold](#), Managing Director, Amadeus Germany GmbH

11:20 - 11:40

Next Buzzword Or Survival Strategy? From Digitization To Datafication

- Peakwork shows the relevant trends in data warehousing, data analysis and evaluation
- How can retrospective data analysis be used to predict future trends and develop new data-driven products and services?

Keynote:

[Joao Gonzaga](#), Chief Product und Technology Officer, Peakwork

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11:45 - 12:30

Highly Recommended – Best Practice Panel On “Personalization“

- Short presentations and panel discussion
- Bosys, Best Case presentation
- Silversurfer, Best Case presentation
- Skyscanner: Best Case presentation “The journey from meta to marketplace on mobile”

Moderated by:

[Bernd Nawrath](#),

Speakers:

[Jörg Bünning](#), Managing Director, BOSYS SOFTWARE GmbH

[Catriona King](#), Commercial Director, Skyscanner

[Oliver Nökel](#), General Manager, silversurfer7 GmbH, NumBirds GmbH

12:30 - 12:50

The Platformation Of Travel

- What has been the impact of platforms on the customer experience?
- What opportunities will it deliver to the travel industry?
- Where are we on the way to platformation and what can we expect for the future?

Speaker:

[Tom Fecke](#), Director Strategic Sales EMEA, Sabre

12:50 - 13:05

Ready For The Future? The Most Promising Trends In Travel Tech

- Which trends will affect the travel industry?
- How will AI improve your travel experience?
- What does that mean for the airline world?

Speaker:

[Olivier Krüger](#), CEO, Lufthansa Systems

eTravel Stage Day 3

Date

March 6, 2020

Time:

10:30 - 17:00

Location

Hall 6.1, eTravel Stage

Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c. Detailed descriptions of all individual events will soon be available here.

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Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c

10:30 - 11:00

Mobile Check-in And Self-check-in. Meet Your Customer And Kill Your Intermediary

- The Check-in process. Past, present and future.
- The Guest experience. How a good first impression really counts.
- The Mobile Check-in. How to meet the most different needs, everywhere, following a smooth and compliant practice.

Speaker:

[David Senar Julia](#), Passportscan

11:00 - 11:30

How Tour Operators Provide Paperless Trip Information To Travellers

- Manage trip details / routes in the cloud
- Have your own navigation app to protect your precious data
- Provide your customers with customised trip information on their smartphones
- Decrease your costs to prepare and manage trip guidebooks
- Why protecting your data will protect your business

Speaker:

[Jochen Schneider](#), CEO, Schneider Geo GmbH

11:30 - 12:00

Product Launch: Unveiling Fair Trade Travel

- Decentralized tools for end travellers and travel businesses
- Fixing travel distribution with aggregated direct bookings

Speaker:

[Maksim Izmaylov](#), CEO & Founder, Winding Tree

12:00 - 12:30

EasyGDS - An Online Travel Agency Booking Platform

- Developed to address the needs of Travel Agents.
- Providing travel agent with everything they need to go online within a short period of time.
- Covering the full range of travel products including flights, hotels, car rentals, tours & activities and airport transfers.
- Travel Agents will make a total profit from each transaction.
- Saas model with no hidden costs

Speaker:

[Sean Leong](#), Business Development Manager, GoQuo

12:30 - 13:00

Smart Tourism - Digital Visitor's Tax And Registration Form

- Increase of incentives for visitor's tax honesty (Convenient payment via app, linking with benefits, consideration of discounts, annual spa tickets, groups)
- Simplified processing for landlords (simple processing of the registration form - directly by the guest)
- Local tax management for the municipality (Daily guest recording, automatic provision of visitor's tax data, simplified controls)
- Additional low-cost, low-scatter loss sales channel for the regional economy

Speaker:

[Björn Leif Faltis](#), Projectmanagement, Guide 2 GmbH

[Dr. G. Michael Faltis](#), Managing Director, Guide 2 GmbH

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- It is about their strengths, weaknesses and challenges
- They pass on their personal learning
- On Stage: Mamis Travel Guide, Tatuka and N.N.

Moderated by:

[Michael Buller](#), Board of Directors, Verband Internet Reisevertrieb e.V.

Speaker:

[Alexandra Herget](#), Co-Founder, TUTAKA oHG

[Laetitia Hörnler](#), CEO, mamis travelguide

14:00 - 15:00

Listen Up! Podcast As Part Of The Ecommerce Strategy

- What are the advantages of podcasts?
- Earned, paid, owned. How do I find out if podcasts are worthwhile in my marketing mix?
- Experience: How do you ensure sufficient information and entertainment value

Moderated by:

[Daniel Sprügel](#), Founder, Maniac Studios

Panel guests:

[Adrian Klie](#), Podcaster, Welttournee - der Reisepodcast

[Christoph Streicher](#), Podcaster, Welttournee - der Reisepodcast

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15:00 - 15:30

Using Brand Serps To Optimise Your Digital Ecosystem

- What is a brand SERP? (Hint: it is what appears when someone Googles your brand name?)
- Why your brand SERP is essential to your bottom line
- What is your Digital Ecosystem? (Hint: it is vast and vital)
- How your digital ecosystem affects your core business
- How to use Brand SERPs to optimise your Digital Ecosystem
- How this will boost your digital strategy and improve your bottom line

Speaker:

[Jason Barnard](#), Kalicube

15:30 - 16:00

Generating Visitors For Mega Events - How Data And Digital Marketing Can Help Expo2020 In Dubai To Achieve 25million Visits

- more information coming soon

Speaker:

[Ivan Kusalic](#), Chief Technology Officer, travel audience, an Amadeus Company

16:00 - 17:00

AR / VR Lab goes eTravel World

more details coming soon

Speaker:

[Josh Ellison](#), Co-founder, Jump To

[Michael Lehnert](#), Director Sales and Marketing, SENSAPÉ

[Philip Marz](#), Marketing Lead Pokémon GO EMEA, Niantic Germany GmbH

ITB CSR Day

Studiosus

Date
March 6, 2020

Time:
10:45 - 14:45

Location
CityCube Berlin, Hall A1

Potential and best practice examples of sustainable tourism.



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Hosted by:

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

10:45 - 11:00

Greeting

Speakers:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

11:00 - 11:45

Keynote: Climate Change, Global Warming, Weather Extremes: Status Quo And Constraints To Action

- A hot summer and concerning climate reports: To continue on will lead into the abyss.
- How can we still prevent the climate emergency?
- Which measures to contain global warming and climate change are effective?
- Which policy measures are unavoidable and to be expected?
- To what extent is the global tourism industry affected?
- Hans Joachim Schellnhuber, the world's leading climate researcher, explains the status quo and the need for action.

Speaker:

[Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber](#), Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)

12:00 - 12:45

The Hot Seat: Tourism Between Fridays for Future And Flight Shaming

- Goals and objectives of the Fridays for Future movement.
- What should happen in tourism?
- Can we still travel as we are used to?
- What do tourism providers like airlines do and is that enough?
- The positions of Fridays for Future and tourism providers: Are they irreconcilable or can compromises be found?

Moderated by:

[Prof. Dr. Roland Conrady](#), Scientific Director, ITB Berlin Convention, Worms University of Applied Sciences

[Eike Otto](#), Consultant for Tourism and Regional Development, sustainable-tourism.com

Panel guests:

[Dr. Dietrich Brockhagen](#), Executive Director, atmosfair

[Quang Anh Paasch](#), Spokesman of the Berlin section, Fridays for Future

[Franziska Wessel](#), Fridays for Future

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13:00 - 13:45

Studiosus Talk: Sustainable Tourism And Climate Change: It Makes Sense To Travel! But Does It Really?

- Sustainability in the triangle of ecology, economy and social responsibility
- Can we still continue to travel in the wake of climate change?
- What would be the consequences of not traveling?
- Is carbon offsetting the solution?
- Which SDGs (Sustainable Development Goals) can tourism contribute to?
- What responsibilities do tour operators have?
- Is greed really good when it comes to traveling?

Moderated by:

[Dinah Deckstein](#), Journalist, Der Spiegel

Panel guests:

[Helena Marschall](#), Climate Activist, Fridays for Future

[Antje Monshausen](#), Head of Tourism Watch, Bread for the World

[Philipp Laage](#), Journalist & Author

[Peter Mario Kubsch](#), Managing Director, Studiosus

14:00 - 14:45

Panel

ITB International MICE Forum

Date	Time:	Location
March 6, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

Hosted by:

[Caleb Parker](#), Founder & Director, Bold

10:45 - 11:00

Greeting

Speaker:

[Caleb Parker](#), Founder & Director, Bold

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11:00 - 11:45

New Work: Successful Event Planning With Remote Event Stakeholders

- How the trend of "new work" is impacting the event industry
- What online collaborative tools are available to support event planners and their stakeholders to coordinate their events remotely?
- How can event planners and their stakeholders build trust online with their suppliers when coordinating events remotely?
- How secure is the data shared on online collaborative tools?
- How important is a familiarization trip pre-event for seamless event planning, and whether familiarization trips can be replaced with accessing information online?
- How can event planners retain and share their knowledge from a familiarization trip or a past event with their team members, is there a way of storing such valuable knowledge?
- How can suppliers support event planners with remote event planning (e.g. - website, blog articles, case studies, video testimonials etc.)?

12:00 - 12:45

Influencer Events: From Creating Instagrammable Moments To Delivering ROI

- What is the difference between press vs influencer trip or event?
- What are the objectives of an influencer event?
- How can brands capture the attention of the busy, in demand influencers, is this possible only with monetary rewards?
- How can brands measure the ROI of an influencer event?
- How can brands create instagrammable moments at an event or trip for the influencers to share on social media?
- How necessary is briefing pre event or trip and what such briefing will include?
- Speakers will share tips for a successful influencer collaboration

Moderated by:

[Caleb Parker](#), Founder & Director, Bold

Panel guests:

[Lisa Reinshagen](#), MICE PR Director, Lieb Management

13:00 - 13:45

Extending Event Lifecycle Beyond The Physical Event

- What are the key reasons for extending event life cycle of an event?
- What is an event lifecycle and how to create content for each stage of the customer journey?
- How to find the right balance between sharing educational content and doing event promotion?
- Who within the organization can coordinate the extension of event line cycle: Event manager, marketing teams, community manager?
- How to analyze and apply the data collected pre and post event into the physical event and use it as feedback?
- What is online community management and how it applies to extending event life cycle?
- What are the best practices and possible strategies for extending an event life cycle?

14:00 - 14:45

Creating "Micro Moments" To Boost Attendee Engagement At Events

- Micro is defined as 'extremely small'. How can event planners relate this growing trend to the events industry?
- What 'micro' has to do with changing attendee needs and expectations from an event?
- At what stages of the event can micro moments boost attendee engagement, are these pre, during or after the event, and how?
- Can organizers integrate micro moments throughout the entire customer journey or only at the physical event to boost attendee engagement?
- How can event professionals create a series of micro-experiences at their events to maintain high attendee engagement at all times?
- Examples of micro moments will be shared

Speaker:

[Kevin Jackson](#), Director of Ideas and Innovation, The Experience is the Marketing

ITB Destination Day

Date	Time:	Location
March 6, 2020	10:45 - 17:45	CityCube Berlin, Hall A4/A5

Strategies and best practice examples of key tourism regions; recommendations for optimized destination management.

Hosted by:

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner

10:45 - 11:00

Greeting

Speaker:

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner

11:00 - 11:45

Travel Experiences Of The Future: Tailored, Data-Based, Relevant

- Standardized mass products: increasingly banal and interchangeable.
- Expectations of the modern customer: tailored travel offers, enriching experiences, personal experiences.
- Success factors: innovative technologies, intelligent use of customer data, deep customer insights.
- Best practices for unique travel experiences and relevant travel offers.
- In the future: Will the destination still play a role or will experiences dominate the travel decision?

Panel guests:

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network

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Kurzfristige Änderungen vorbehalten.

12:00 - 12:45

Chinese Social Media: How To Attract Chinese Outbound Tourists

- Chinese Social Media and their influence on the travel industry.
- How to promote destinations on Wechat, Weibo, IQIYI, Tik Tok (Douyin) and others.
- The big shift from search advertising to content advertising and influencer marketing.

Moderated by:

[Richard Matuzevich](#), Senior Manager, Liaison Department, World Tourism Cities Federation WTCF

Panel guests:

[Tian Li](#), Culture and Travel Producer & Editor in Chief, iQIYI Travel

[Dr. Fang Meng](#), WTCF Expert & Associate Professor, School of Hotel, Restaurant & Tourism Management, University of South Carolina



13:00 - 13:45

The Future Of Destination Marketing: Youtube And Video Marketing

14:00 - 14:45

Panel

15:00 - 15:45

Innovating Cultural Heritage Tourism Products

Strengthening the contribution toward sustainable tourism development - in cooperation with Official Partner Country ITB Berlin 2020 Oman

- Strong and mutually beneficial inter-relations between culture/heritage and tourism.
- Innovations in cultural heritage tourism.
- Overcoming challenges like the sustainable management of cultural heritage tourism products.
- Preparing cultural heritage tourism products for a mixed audience.
- Creating enjoyable and educating cultural tourism experiences.

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16:00 - 16:45

Instagram, Influencers & Co: The Underestimated Challenge For Destinations

- Through Instagram and Facebook dynamic experiences that engage with travelers can be created.
- Photos and videos are used to tell the visual story of a destination.
- Social advertising platforms add context to images through Instagram Stories, video, or geo-tagging locations.
- Travelers are provided with a more unique, inspirational experience as they dream.
- Learn how to drive engagement and how to turn this inspiration into bookings.
- What role do Influencers play?

Introductory presentation & Moderation:

[Stephen Dutton](#), Senior Research Analyst, Euromonitor

Panel guests:

[Charlotte Frost](#), Global Media Director, Culture Trip

[Natalie Lefevre](#), Travel Influencer Journalist

[Lauren Teague](#), Digital Native, Strategist, Speaker

17:00 - 17:45

Creative Tourism - The New Multi-Tool Of The Tourism Industry

- How can creative tourism help solve externalities of the tourism industry, as well as create a value chain for the territories?
- Practical cases from destinations around the world will highlight the role of creative tourism in enhancing unseasonality, intangible heritage recovery, community empowerment, social cohesion, resilience and economic growth, among other areas.
- A session to feel inspired!

Speaker:

[Couret Caroline](#), Director & Founder, CreativeTourismNetwork®

ITB Empowerment Forum 3

Date	Time:	Location
March 6, 2020	11:00 - 14:00	Hall 19, Palais at Funkturm (fairground)

The Empowerment Forum 3 is a platform for Animal Welfare and Engagement: Crucial subjects related to ethical animal treatment in tourism as well as the support of women initiatives & women entrepreneurship in tourism will be debated.

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

ITB Friday confronts the audience with the necessity to take animal rights in tourism more seriously. This year's session addresses especially touristic experiences which include dolphins and other sea mammals: Which practices are irresponsible, which alternative products do exist or can be developed, how can we do better?

The second highlight of Day3 is the Female Social Entrepreneurship Workshop bringing together women from all over the world who are -or want to become- social entrepreneurs in tourism to exchange their experiences and how to do better. To empower these women further we will invite female



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mentors helping with words and deeds.

The last event of Day3 will be the ceremony of the renown ITB Book Awards, celebrating authors and publishers of tourism-relevant books and print products for the German market, including guidebooks for ITB's 2020 Guest Country Oman.

ITB Medical Conference Day 3

Date	Time:	Location
March 6, 2020	11:00 - 15:00	Hall 21b

The growing Medical Wellness market will be focussed on Friday. Our experts will analyse the differences between the traditional health wellness offers and special Medical Wellness treatments, today. What are the key points for tourism suppliers and the hospitality industry, if they want to join this trend? How does they have to adjust their products and services to serve the demand of this lucrative niche market? Best practices and concrete recommendations for establishing and marketing those Medical Wellness offers will give a first hand overview.

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ITB Deep Dive Sessions 3

Date	Time:	Location
March 6, 2020	11:00 - 17:45	CityCube Berlin, Cube Club

Intensive professional exchange with experts in small groups.

11:00 - 11:45

Thumbstopping: The Case To Make More Content That Moves, Sings, And Smiles

Key Insights:

- Unpack the Four C's of Communication and how they manifest into three desirable results that benefits brands and audiences together.
- Create content that adds value to your audiences – rather than adding to the noise of social media feeds.
- Video and voice are today's dominate mediums for messaging, yet they are underutilized by most brands and agencies.

Takeaways:

- How to use different types of content to capture attention and drive engagement with your audience.
- Understand the differences between social media posts and stories, or snaps and TikToks, and when to use them.
- Know which mobile apps and tools you can start using immediately to create videos, voice, and personalized content.

Speaker:

[Lauren Teague](#), Digital Native, Strategist, Speaker

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12:00 - 12:45

Voice Commerce: Selling Travel And Hotel Rooms Via Amazon Alexa And Google Assistant

- Language as the human-computer interface of the future.
- What is the potential in the travel industry?
- How voice commerce works in hotel room bookings.
- What are the advantages? And how do we create customer acceptance?
- Lessons learned from Prizeotel.
- Tips for a target-oriented dialogue design.

Moderated by:

[Steffen Hohl](#), Managing Director, Yeahmazing

Panel guests:

[Dr. Aljoscha Burchardt](#), Deputy Site Director, German Research Center for Artificial Intelligence

[Tim Kahle](#), CEO & Co-Founder, 169 Labs

[Constantin Rehberg](#), Chief Digital Officer, Prizeotel

13:00 - 13:45

Google Algorithms Vs. Google Penalties Explained

- Former senior Search Quality Googler and SEO expert Kaspar Szymanski explains why there are no algorithmic penalties, why travel sites fail in search and how to avoid Google SERP disasters.
- Learn about the difference between Google algorithms and Google penalties.
- How do they interlock and impact travel websites?
- And how to deal with perceived and real threats stemming from both?
- Open audience Q&A at the end: all Google Search and SEO questions are answered live!

Speaker:

[Kaspar Szymanski](#), SEO Expert, former Google Search Quality Team Member, SearchBrothers.com

14:00 - 14:45

ITB Market Research: Fridays for Future = Future of Travel? Travel Behavior Of Millennials And Product Development In Tourism

Please note: This session is in German!

15:00 - 15:45

TBD

16:00 - 16:45

ITB Market Research: Future of Travel 2040?

- As the climate emergency unfolds and the 2030 deadline for the Sustainable Development Goals passes, Euromonitor International asks what will the future of travel be in 2040?
- Join us to fast forward to the future to consider the potential impact of drivers like geopolitics, demographics, technology, sustainability and consumer values on destinations and travel brands.
- Assessing the impact of megatrends also helps to take a long term view of potential disruptors to the status quo.
- What will consumers of 2040 look for in travel experiences? How will the path to purchase change and where should suppliers focus their efforts? How will lodging, transport, distribution and payments change in terms of customer experience and service delivery?
- Euromonitor International will pose these bold questions to help steer a path through the unknown by focusing on what is more certain.

Speaker:

[Caroline Bremner](#), Head of Travel Research, Euromonitor

17:00 - 17:45

TBD

ITB Virtual Reality Lab Day 3

Date	Time:	Location
March 6, 2020	11:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications for tourism and marketing. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

13:00 - 13:45

VR und AR für die Digitalisierung in der Tourismusbranche - Chance für mehr Nachhaltigkeit

Session in German only!

- Wirtschaftskraft von AR und VR Deutschland/Europa/Weltweit
- Welche Chancen stecken in VR/AR für Reiseunternehmen für neue Geschäftsmodelle
- Welche Chancen stecken in VR/AR für Reiseunternehmen für mehr Nachhaltigkeit?
- Diskussion: Welche nächsten Schritte sind für Unternehmen notwendig?

Speaker:

[Elle Langer](#), Board Member, Virtual Reality Berlin-Brandenburg e.V.

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eTravel Lab Day 3

Date	Time:	Location
March 6, 2020	13:30 - 17:00	Hall 7.1b, eTravel Lab

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?

Detailed event descriptions will be available here shortly.

14:00 - 14:30

Google Masterclass: Catch Me If You Can. Connecting With The Right Traveller At The Right Moment On YouTube

- Powered by Google, YouTube can target travelers based on origins, destinations and their preferences.
- In this masterclass, we will give an overview of how you can leverage the full value of video advertising to make your brand known and considered.

Speaker:

[Steffen Hutmacher](#), Video Sales Lead, Google

14:30 - 15:00

Digital Content Marketing: Strategies For Successful Distribution Campaigns

Speaker:

[Rob Holmes](#), Founder & Chief Strategist, GLP Films

15:00 - 15:30

Influencer - Good Or Bad?

- Dream job: Influencer! But what makes a professional influencer?
- And how do representatives of destinations, hotel marketing managers and others in the industry recognize suitable inquiries?
- An exchange of experiences about an indispensable cooperation with influencers and representatives of the tourism industry
- Participants will follow shortly

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eTravel Stage Day 4

Date March 7, 2020	Time: 11:00 - 14:00	Location Hall 6.1, eTravel Stage
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Sessions held in German without translation

11:00 - 12:00

Digital Marketing Automation

- Basics Digital customer acquisition - What is important when you want to inspire people online? How can a way online from the prospect to the customer look like?
- Inventory - Which processes exist in the companies of the participants that can be automated and scaled with simple means
- Setting up an email tool - How do you set up an email tool to automate and scale processes in your organization?
- Inbound Marketing - How can you automatically introduce new prospects to your company and get them to contact your company?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

12:00 - 13:00

Digital Customer Acquisition

- Stocktaking - What could have been better done online in the past?
- Fine-tuning of the message & target group - Who can you reach best and easiest online?
- Reaching out - How can you make relevant users take notice of you and become your fans in no time?
- Revenue-generating measures - Which "next steps" are the most sensible for you to incorporate revenue in the short, medium and long term?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

13:00 - 14:00

Social Media Marketing

- Which social media channels are useful in the tourism sector to gain more awareness and homepage?
- The channels Facebook, Instagram, Pinterest and Blog are specifically addressed.
- What are the optimal social media contents?
- Which social media channels make individual sense for my offer?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

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ITB Hotelcamp

Date
March 7, 2020

Time:
11:00 - 14:00

Location
Hall 7.1b, eTravel Lab

The **ITB Hotelcamp** powered by the *Hospitality Industry Club* is an open workshop in a Barcamp-Style. For the second year, hoteliers discuss current technical challenges with experts and providers of hotel software.

The most important thing is that you are in a good mood and enjoy communicating. In the best case you have a current topic, which occupies you and your colleagues. Questions, ideas, suggestions: all topics are allowed, as long as they help you leave this event with more knowledge. So write it down and bring it with you. Otherwise – go with the flow – with us, it's a relaxed flow, so wear the clothes you feel comfortable in.

[Link to the registration](#)

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