

# ITB BUSINESS TRAVEL FORUM



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
**CONVENTION**

## ITB Business Travel Forum

**Date**  
March 4, 2020

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

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

Valuable know-how for travel and event managers.

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

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

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

# ITB BUSINESS TRAVEL FORUM



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
**CONVENTION**

**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

## 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](http://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

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



**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

**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