



ITB Deep Dive Sessions 1

Date
March 4, 2020

Time:
11:00 - 17:45

Location
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.

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 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, Wikingen 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?

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Kurzfristige Änderungen vorbehalten.



- 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 Deep Dive Sessions 3

Date
March 6, 2020

Time:
11:00 - 17:45

Location
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

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

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Kurzfristige Änderungen vorbehalten.



[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

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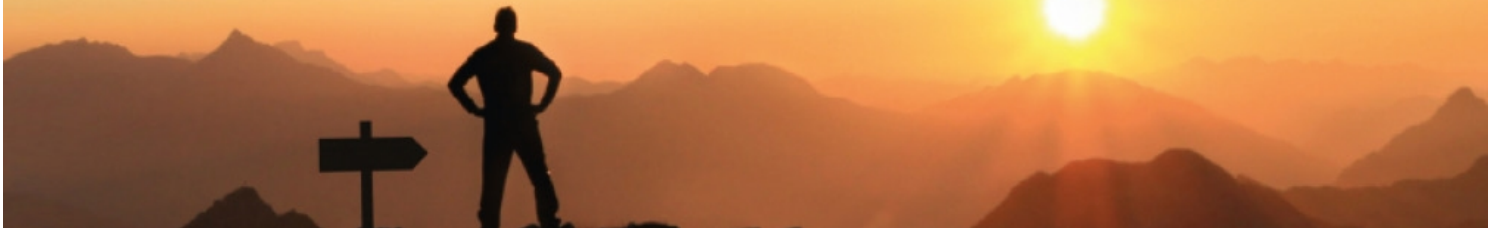
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ITB DEEP DIVE SESSIONS



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION



17:00 - 17:45

TBD

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