ITB MICE FORUM

ITB MICE Forum

Date	Time:	Location
March 4, 2020	10:45 - 14:45	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

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

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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

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 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

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

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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

Official Partner Country
ITB Berlin 2020

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Co-Host ITB Berlin Convention 2020

WTCF
世界旅游城市联合会
World Tourism Cities Federation

Hochschule
Worms
University of Applied Sciences

EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN
Kurzfristige Änderungen vorbehalten.

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?

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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