



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.

10:30 - 10:35

Welcoming 1. "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

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

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



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

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?

Speaker:

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