

## eTravel Stage Day 1

<b>Date</b> March 4, 2020	<b>Time:</b> 10:30 - 18:00	<b>Location</b> Hall 6.1, eTravel Stage
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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**

## 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 Kouchakji](#), co-Founder, CEO, PayinTech SAS

[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**

## Schweiz Tourismus

- more details coming soon

**16:00 - 16:30**

## How Digital Are The Destinations In German Tourism?

- 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.)
- 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: Technical And Human

- 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, Tourismuszukunft

## eTravel Stage Day 2

**Date**  
March 5, 2020

**Time:**  
10:30 - 18:00

**Location**  
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)

**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)

**13:00 - 14:00**

## 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:

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



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Kurzfristige Änderungen vorbehalten.

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

**Speaker:**

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

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

[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 in tourism - Must We Follow Every Trend?

- 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!

**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**eTravel Stage Day 3**

Date	Time:	Location
March 6, 2020	10:30 - 17:00	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.

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

**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

### Startup Track

- Every day 3 start-ups tell about themselves
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- 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

### Travel Podcast

more details coming soon

#### Moderated by:

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

#### Panel guests:

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

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

## 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

## eTravel Stage Day 4

Date	Time:	Location
March 7, 2020	11:00 - 14:00	Hall 6.1, eTravel Stage

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

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**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