

## Event Details

### ITB International MICE Forum

Date	Time	Location
March 6, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

### Tags

[Best Practice Experiences](#) [Event Management](#) [Influencer](#) [Social Media](#) [MICE](#) [New Work](#) [Individualization](#)

### Hosted by:

[Caleb Parker](#), Founder & Director, Bold

### Events

**10:45 - 11:00**

#### Greeting

##### Speakers:

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO

[Caleb Parker](#), Founder & Director, Bold

**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.)?

##### Moderated by:

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO

##### Panel guests:

[Doreen Biskup](#), Vice President, VDVO Association of Event Organisers

[Caleb Parker](#), Founder & Director, Bold

**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?

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EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



- 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:**

[Florian Hill](#), CEO & Ideator, HillWIRED

[Lisa Reinshagen](#), MICE PR Director, Lieb Management

[Han Talbot](#), Project Manager, Traverse

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## 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?

**Moderated by:**

[Caleb Parker](#), Founder & Director, Bold

**Panel guests:**

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO

[Sabrina Meyers](#), Director, Orchid Lily Events

[Dr. James Morgan](#), Principal Lecturer in Event Design and Technology, University of Westminster, Founder, Event Tech Lab

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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