



## Event Details

### Instagram, Influencers & Co: The Underestimated Challenge For Destinations

Date	Time	Location
March 6, 2020	16:00 - 16:45	CityCube Berlin, Hall A4/A5

- Through Instagram and Facebook dynamic experiences that engage with travelers can be created.
- Photos and videos are used to tell the visual story of a destination.
- Social advertising platforms add context to images through Instagram Stories, video, or geo-tagging locations.
- Travelers are provided with a more unique, inspirational experience as they dream.
- Learn how to drive engagement and how to turn this inspiration into bookings.
- What role do Influencers play?

#### Tags

[Best Practice](#) [Destination Management](#) [Digitalization](#) [Influencer](#) [Instagram](#) [Customer Behavior](#) [Marketing](#) [Mobile](#) [Social Media](#) [Video Marketing](#)

#### Introductory presentation & Moderation:

[Stephen Dutton](#), Senior Research Analyst, Euromonitor

#### Panel guests:

[Kassie Churchill](#), Director of International Marketing, Visit California

[Natalie Lefevre](#), Social Media & Digital Marketing Consultant, Travel Influencer

[Lauren Teague](#), Digital Native, Strategist, Speaker