

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Event Details

### Personalization And Artificial Intelligence – Inspire Your Participants!

Date	Time	Location
March 4, 2020	13:00 - 13:45	Convention Hall 7.1a, Auditorium New York 1

- 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?

### Tags

[Artificial Intelligence](#) [Digitalization](#) [Event Management](#) [MICE](#)

### Speaker:

[Michael Liebmann](#), Founder & Managing Director, doo

