



Event Details

eTravel Lab Day 3

Date	Time	Location
March 6, 2020	13:30 - 17:00	Hall 7.1b, eTravel Lab

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?
Detailed event descriptions will be available here shortly.

Moderated by:

[Gerd Otto-Rieke](#), ITB eTravel-Team

Events

14:30 - 15:00

Digital Content Marketing: Strategies For Successful Distribution Campaigns

Speaker:

[Rob Holmes](#), Founder & Chief Strategist, GLP Films

Tags

[Marketing Best Practice](#)

15:00 - 15:30

Influencer - Hero Or Villain?

- Dream job: Influencer! But what makes a professional influencer?
- And how do representatives of destinations, hotel marketing managers and others in the industry recognize suitable inquiries?
- An exchange of experiences about an indispensable cooperation with influencers and representatives of the tourism industry

Moderated by:

[Melvin Boecher](#), Founder, Traveldudes

Panel guests:

[Kash Bhattacharya](#), budgettraveller.org

[Jana Kalea](#), Blogger, comfort-zone.net

15:30 - 16:00

Open Data And Its Impact On Blogging

Speakers:



ITB BERLIN CONVENTION PROGRAM 2020



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

[Catharina Fischer](#), Network partner / Consultant, Tourismzukunft
[Christoph Hampe](#), Digital Marketing Manager, Thüringen Tourismus

Tags

[Blogger](#) [Destinations](#) [Hospitality](#) [Influencer](#) [Marketing](#) [Data](#)

16:00 - 16:30

WhatsApp Marketing 2020: Marketing With The Largest Social Network

- WhatsApp Business
- Data protection
- Marketing opportunities
- Sweepstakes
- Practical examples

Speaker:

[Michael Faber](#), Marketing-Consultant, Tourismzukunft, Reisebüro Faber

Tags

[Marketing](#) [Distribution](#)

16:30 - 17:00

The Age Of Artificial Intelligence: Opportunities And Challenges For Tourism

- Application fields of artificial intelligence
- Best practice examples in tourism
- Recommended action for tourism stakeholders
- Outlook for the future

Speaker:

[Florian Bauhuber](#), Managing Director, Tourismzukunft

Tags

[Digitalization](#) [Artificial Intelligence](#)

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.