

ITB BERLIN CONVENTION PROGRAM 2020



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The Leading
Travel Industry
Think Tank
CONVENTION

Event Details

How To Engage With Your Chinese Visitors And Achieve The Best Customer Journey

Date	Time	Location
March 4, 2020	14:00 - 14:30	Hall 6.1, eTravel Stage

- 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

Tags

[China](#) [Best Practice](#) [Customer Behavior](#)

Speaker:

[Eric Mencke](#), Regional Director, WeGoEU

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Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.