

ITB BERLIN CONVENTION PROGRAM 2020



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

Event Details

Google Masterclass: Unskippable: Travel Videos People Just Love To Watch On YouTube

Date	Time	Location
March 4, 2020	13:00 - 13:45	CityCube Berlin, Cube Club

- How to capture travelers' attention.
- Find out what makes videos on YouTube stand out and how they are different from traditional TV content.
- In this masterclass, we'll share the latest insights and best practices on how to create successful content for YouTube, home to over 2 billion monthly logged-in people.

Tags

[Google Marketing](#) [Video Marketing](#) [Best Practice](#) [Social Media](#) [Trends](#)

Speaker:

[Julika Gohla](#), Video Lead Creative, Google

