

ITB BERLIN CONVENTION PROGRAM 2020



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Event Details

Google Masterclass: The Undecided: How YouTube Can Help Travel Marketers Win Undecided Customers

Date	Time	Location
March 5, 2020	13:00 - 13:45	CityCube Berlin, Cube Club

- When it comes to booking their holidays people like to take some time to research before committing to travel plans.
- It is an ongoing challenge for marketing teams to capture the attention of these undecided bookers.
- In this masterclass, you will learn how YouTube can help marketers turn prospects into customers through video ads.

Tags

[Google Marketing](#) [Video Marketing](#) [Trends](#) [Customer Behavior](#)

Speaker:

[Dr. Michalina Seekamp](#), Video for Action Lead Germany, Google

