

## Charlotte Lamp Davies

Charlotte founded the management consultancy A Bright Approach in 2018 having previously worked in several executive roles in sales, marketing, PR and events managements in London.

Charlotte is able to draw on a varied and successful 25-year global career. She possesses an entrepreneurial mind and maintains a strong interest in new technologies.

A Bright Approach provides local and global companies with expert insight into sales, marketing, PR and events management. From shaping the corporate road map for her clients to speaking and moderating at major industry events, Charlotte utilises her experience and industry knowledge to bring relevant parties together. Charlotte speaks fluent Danish, German, English and Swedish.

She has worked globally in sectors such as software technology, publishing, search marketing and oil and petrochemical. This gives her strong cultural insights and an unparalleled range of hands-on experience from Europe, the Middle East, North America and Asia. A Bright Approach works with clients such as ITB Berlin, Phocuswright, Travel Technology Europe, DataArt, Nezasa, AltexSoft and wbe.travel to mention a few.

Since 2007 Charlotte has been heavily involved in the travel and hospitality industry. To further her understanding of technology she joined technology company DataArt as a consultant in 2012 paving the way to establish A Bright Approach. Charlotte is a frequent speaker and moderator at industry and private events and has recently joined the mentoring programme at Oxford Brookes University in UK.

## Contact data

### Charlotte Lamp Davies

Founder  
A Bright Approach



## Event

### [Prologue TTA Forum](#)

Wednesday, March 4, 2020, 14.00 - 14.10  
Hall 7.1b, eTravel Lab

### [Marketing In-Destination Services: Best Case Presentations And Panel](#)

Wednesday, March 4, 2020, 16.30 - 17.00



# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

Hall 7.1b, eTravel Lab

## [Wrap Up TTA Forum](#)

Wednesday, March 4, 2020, 17.50 - 18.00

Hall 7.1b, eTravel Lab

## [Greeting](#)

Thursday, March 5, 2020, 10.45 - 11.00

CityCube Berlin, Hall A4/A5

## [ITB Marketing & Distribution Day](#)

Thursday, March 5, 2020, 10.45 - 17.45

CityCube Berlin, Hall A4/A5

## [ITB CEO Interview: The Future Of Travel Distribution: Personalization, Retailing, Platforms](#)

Thursday, March 5, 2020, 11.00 - 11.45

CityCube Berlin, Hall A4/A5

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EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.