



## DETAILED PROGRAM



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WE WILL BE LIVE STREAMING MANY SESSIONS  
THROUGH OUR WEBSITE:  
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AFTER THE CONVENTION SELECTED VIDEOS  
WILL BE AVAILABLE IN OUR ELIBRARY:  
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USE OUR OFFICIAL HASHTAG #ITBCON19 TO JOIN  
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AND VIDEOS, FOLLOW @ITBBERLIN FOR THE LATEST INDUSTRY  
NEWS AND QUICK UPDATES.



GERMAN SESSIONS AT ITB BERLIN CONVENTION WILL BE  
TRANSLATED TO ENGLISH.  
SINCE MOST OF YOU PROBABLY ALREADY TRAVEL WITH  
HEADPHONES WE KINDLY ASK YOU TO USE  
YOUR OWN EARPHONES IF YOU WANT TO  
LISTEN TO A SESSION. THAT WILL HELP US IMMENSELY TO  
REDUCE WATSE.

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# ITB BERLIN CONVENTION PROGRAM 2020



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## eTravel Lab Day 1

Date	Time:	Location
March 4, 2020	10:30 - 14:00	Hall 7.1b, eTravel Lab

Main focuses: data analysis as a tool, an overview of the Asian travel market, solutions for overtourism and the future of package holiday. Detailed descriptions of all individual events will be available here shortly.

## ITB Future Day

Date	Time:	Location
March 4, 2020	10:30 - 17:45	CityCube Berlin, Auditorium A4/A5

**10:30 - 11:00**  
**Convention Opening**

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**11:00 - 11:45**  
**ITB Keynote**

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**12:00 - 12:45**  
**ITB Executive Panel**

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**13:00 - 13:45**  
**ITB Executive Panel: Tours, Activities & Attractions**

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**14:00 - 14:45**  
**ITB CEO Interview**

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**15:00 - 15:45**  
**IPK's World Travel Monitor®: Latest World Travel Trends And Forecast 2020**

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**16:00 - 16:45**

**Panel**

**17:00 - 17:45**

**Outlook Keynote: Artificial Intelligence, Big Data, Robotics & Co – A Blessing Or Curse For Mankind?**

- A look beyond the tourism industry at the mega trend of our time.
- Potentials and challenges for economy and society.
- What are the risks and are they manageable?
- Outlook: Digitalization in the future

## eTravel Stage Day 1

Date	Time:	Location
March 4, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news on payment solutions; focus on super apps and chatbots; current insights on digitisation in tourism from Switzerland and Germany. Detailed event descriptions will be available here shortly.

## ITB MICE Forum

Date	Time:	Location
March 4, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

**10:45 - 11:00**

**Greeting**

**11:00 - 11:45**

**Success Factor Participant Experience – For Events That Inspire Their Target Group**

- What are future meeting scenarios?
- What can digital and analog interaction look like?
- What types of participants are there?
- How can event participants be involved successfully?
- What are the most important research results from the "Future Meeting Space" project?

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**12:00 - 12:45**

## CoCreate Your Event Value – But How?

- How does participation work?
- How much participation makes sense?
- How can participative formats be planned and implemented quickly and without much effort?
- How can the value and impact of events be increased?
- How can interactive formats be integrated into the booking process of the MICE portal platform?

**13:00 - 13:45**

## Personalization And Artificial Intelligence – Inspire Your Participants!

- How can event participants be inspired over and over again?
- Which technologies are well suited to survive in the battle for participants?
- How can artificial intelligence help to use valuable participant information in such a way that they contribute to the long-term success of an event?

**14:00 - 14:45**

**TBD**

## ITB Responsible Destination Day

Date	Time:	Location
March 4, 2020	10:45 - 17:45	CityCube Berlin, Auditorium A1

**10:45 - 11:00**

**Greeting**

**11:00 - 11:45**

**Keynote**

**12:00 - 12:45**

## Keynote Panel: Responsible Tourism Destinations: Roadmap To A “High Ambition Scenario”

-in cooperation with UNWTO-

- Climate Protection Goals of the UN Climate Change Conference COP 25 in Madrid. Ambitious climate protection goals also for the tourism industry.
- To what extent is global tourism affected?
- What does the UNWTO's "high ambition scenario" on climate protection measures in global tourism look like?
- What are the highlights of the latest UNWTO study?
- Is not travelling one of the recommendations on the list?

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**13:00 - 13:45**

## **Expedition Cruises: Tourism In Fragile Ecosystems**

- Expedition cruises: a fast and rapidly growing market segment.
- Uniqueness, authenticity and luxury on board of small high-tech ships at an ultra-exclusive level of comfort in remote regions of the world.
- What are the operational and logistical challenges in remote regions of the world?
- How do shipping companies deal with the ecological challenges?
- How can expedition cruises be made environmentally friendly and how can luxury and sustainability be reconciled?
- Above all, will the announced armada of new ships lead to overtourism in the Arctic and Antarctic as well?

**14:00 - 14:45**

## **Latin America Forum: Long Distance Destinations And Sustainability - A Contradiction In Terms?**

- Long-haul flights: the opposite of sustainable?
- But many tourism destinations can only be reached by long-haul flights.
- Is it still possible to travel to long-haul destinations with a clear conscience?
- How can the efforts of tourism companies, international conservation organisations and sustainable countries be promoted actively by responsible tourism?
- CO2 emissions trading and compensation as a solution?
- Will the world's best sustainable destinations soon be left behind by tourism?

**15:00 - 15:45**

## **Smart Cities**

- Smart Cities: higher quality of life for citizens and city tourists.
- Digital solutions to avoid traffic collapse and environmental pollution.
- Intelligent visitor control through Visitor Flow Management.
- Highlights of the "2019 European Capital of Smart Tourism competition" of the EU.
- European and worldwide best practice examples show the way.

**16:00 - 16:45**

## **Panel**

**17:00 - 17:45**

## **ITB Ministers' Roundtable: Sustainable Destination Best Practices**

- Neglecting sustainability destroys the environment and culture, the local population revolts and tourists become discouraged.
- Sustainability: the most important principle of destination planning.
- Today: considerable differences in sustainability efforts.
- Best practice countries explain their formulas for success.
- Which policy measures can be used to achieve progress in sustainability and which measures are unsuccessful?
- What economic successes do sustainability advances bring? What are the most difficult hurdles?

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## ITB Young Professionals Day

Date	Time:	Location
March 4, 2020	10:45 - 17:45	Hall 11.1, Young Professionals Stage

## ITB Medical Conference Day 1

Date	Time:	Location
March 4, 2020	11:00 - 15:00	Hall 21b

## ITB Deep Dive Sessions 1

Date	Time:	Location
March 4, 2020	11:00 - 17:45	CityCube Berlin, Cube Club

## ITB Virtual Reality Lab Day 1

Date	Time:	Location
March 4, 2020	11:00 - 17:45	Hall 10.2

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual and augmented reality applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications in the tourism and marketing segment. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

## ITB Empowerment Forum 1

Date	Time:	Location
March 4, 2020	14:00 - 15:00	Hall 19, Palais at Funkturm (fairground)

The Empowerment Forum 1 is a platform for Responsible Destinations: Challenges and opportunities for authentic indigenous travel experiences will be discussed – and top responsible tourism destinations will be awarded.

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## TTA Forum

Date	Time:	Location
March 4, 2020	14:00 - 18:00	Hall 7.1b, eTravel Lab

How is the third-largest segment in the travel industry developing? The challenges for in-destination experiences include marketing, revenue management, software selection and much more. Panel discussions, keynotes and current cases will provide information on where the journey is heading. Detailed descriptions of all individual events will soon be available here.

## ITB Business Travel Forum

Date	Time:	Location
March 4, 2020	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 1

## eTravel Lab Day 2

Date	Time:	Location
March 5, 2020	10:30 - 14:00	Hall 6.1, eTravel Stage

News on PSD2, current Phocuswright studies and new ideas for successful destination marketing offer a colourful mix of insights on the second morning in the eTravel Lab. Detailed descriptions of all individual events will soon be available here.

## eTravel Stage Day 2

Date	Time:	Location
March 5, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news from the hospitality tech sector. Furthermore, focus on smart mobility, startups and news on AI & voice marketing. Also examples for TikTok in the marketing mix. Detailed descriptions of all individual events will soon be available here.

## ITB Business Travel Forum

Date	Time:	Location
March 5, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

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## ITB Experts Forum Wellness

<b>Date</b> March 5, 2020	<b>Time:</b> 10:45 - 14:45	<b>Location</b> CityCube Berlin, Auditorium A1
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## ITB Marketing & Distribution Day

<b>Date</b> March 5, 2020	<b>Time:</b> 10:45 - 17:45	<b>Location</b> CityCube Berlin, Auditorium A4/A5
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**10:45 - 11:00**

**Greeting**

**11:00 - 11:45**

**ITB CEO Keynote: The Future Of Travel Distribution: Personalization, Retailing, Platforms**

- The future of the global travel industry.
- Evolving consumer expectations.
- How Sabre is creating the new marketplace for personalized travel.
- Opportunities through intelligent retailing and new distribution channels.

**12:00 - 12:45**

**ITB CEO Interview: Operating In Unprecedented Times**

- TUI's CEO has been orchestrating a major pivot for years.
- The transformation saw this legacy tour operator become a deeply vertically integrated travel business with significant assets in multiple supplier categories.
- In the wake of Thomas Cook's demise, a new wave of opportunities and challenges now require a renewed emphasis.
- Back for a second year at ITB, Fritz Jousen and Philip Wolf's conversation on stage should not be missed.

**13:00 - 13:45**

**ITB CEO Interview**

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**14:00 - 14:45**

## ITB Executive Interview: Amazon + Travel

- Amazon's accomplishments as a next-generation retailer are unprecedented.
- This growth trajectory has also resulted in the creation of enormous digital and infrastructure assets, most notably Amazon Web Services (AWS).
- David Peller — formerly with Google and Booking.com — leads global teams across the Travel, Hospitality, Transportation and Logistics Industries.
- His insight and experience will make this session a conference highlight.

**15:00 - 15:45**

## Global Luxury Customers And Sustainability: Exclusive Empirical Study By Travelzoo & ITB

- Latest results from the new global Travelzoo/ITB study
- Customer attitudes on sustainability and climate protection
- Importance of sustainability and climate protection in luxury travel
- Customer readiness for limiting trips, price increases and changes in travel.

**16:00 - 16:45**

## ITB Hospitality Executive Panel: Luxury And Sustainability: Contradiction Or Prerequisite?

- Strategies and trends in the global hotel business.
- The hotel product of the future and the role of the mega trend sustainability.
- What does the hotel guest of tomorrow expect? How can competitive advantages be achieved?
- Where is the luxury segment heading?
- Luxury and sustainability: contradictions or a mandatory prerequisite in tomorrow's luxury hotel industry?

**17:00 - 17:45**

## The Future Of Luxury In Post-Hedonic Societies

- A change in the understanding of luxury: from owning luxury items to luxury experiences to sensual luxury.
- Current study results: 7 trends shaping the global luxury segment.
- Change in the demands of top-end customers.
- Learning from others: How do classic luxury providers in other sectors position themselves?
- What does the change in the understanding of luxury mean for tourism destinations, hotels and travel distribution?
- Outlook: How will luxury behavior develop in the coming years?

## ITB Medical Conference Day 2

**Date**  
March 5, 2020

**Time:**  
11:00 - 15:00

**Location**  
Hall 21b

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## ITB Deep Dive Sessions 2

Date	Time:	Location
March 5, 2020	11:00 - 17:45	CityCube Berlin, Cube Club

## ITB Virtual Reality Lab Day 2

Date	Time:	Location
March 5, 2020	11:00 - 17:45	Hall 10.2

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual and augmented reality applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of “Virtual Reality” and “Augmented Reality” applications for tourism and marketing. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

## ITB Empowerment Forum 2

Date	Time:	Location
March 5, 2020	11:00 - 18:00	Hall 19, Palais at Funkturm (fairground)

The Empowerment Forum 2 is a platform for Equality & Responsibility: The focus will be on diversity issues, on gender equality, on awarding outstanding LGBT+ pioneers, awarding women in travel as well as community-based tourism initiatives.

## Hospitality Tech Forum

Date	Time:	Location
March 5, 2020	14:00 - 18:00	Hall 7.1b, eTravel Lab

What is driving the hospitality industry and what are challenges and opportunities arising from the digital transformation? Learn more at events on revenue management, marketing, sustainability and the future of the hotel industry. Detailed description of all individual events will be available here shortly.

## ITB MICE Forum

Date	Time:	Location
March 5, 2020	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 1

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**15:00 - 15:45**

**TBD**

**16:00 - 16:45**

## **Agile Event Management – More Us. More Impact. More WOW.**

- Why is an agile approach to event management necessary?
- Agile values
- Agile principles
- Agile hacks
- Agile teams

**17:00 - 17:45**

## **When Crises Weld Together – Crisis Management Program Of visitBerlin Convention Partner**

- In crisis situations, how can different trades work together in the best possible way?
- How does a city implement a professional crisis management program in the event of terrorist attacks, natural disasters and other cases of force majeure?
- How can the necessary resources be secured across companies?

## **ITB Tourism for Sustainable Development Day**



Federal Ministry  
for Economic Cooperation  
and Development

Date	Time:	Location
March 5, 2020	15:00 - 17:45	CityCube Berlin, Auditorium A1

## **DATA Forum**

Date	Time:	Location
March 6, 2020	10:30 - 13:30	Hall 7.1b, eTravel Lab

Main focus on data and innovations in the travel tech sector and what the customer gets out of it: AI and machine learning, data usability and platforms, predictive personalization and seamless travel.

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## eTravel Stage Day 3

<b>Date</b> March 6, 2020	<b>Time:</b> 10:30 - 17:00	<b>Location</b> Hall 6.1, eTravel Stage
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Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c. Detailed descriptions of all individual events will soon be available here.

## ITB CSR Day

# Studiosus

<b>Date</b> March 6, 2020	<b>Time:</b> 10:45 - 14:45	<b>Location</b> CityCube Berlin, Auditorium A1
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**10:45 - 11:00**

**Greeting**

**11:00 - 11:45**

**Keynote: Climate Change, Global Warming, Weather Extremes: Status Quo And Constraints To Action**

- A hot summer and concerning climate reports: To continue on will lead into the abyss.
- How can we still prevent the climate emergency?
- Which measures to contain global warming and climate change are effective?
- Which policy measures are unavoidable and to be expected?
- To what extent is the global tourism industry affected?
- Hans Joachim Schellnhuber, the world's leading climate researcher, explains the status quo and the need for action.

**12:00 - 12:45**

**The Hot Seat: Tourism Between Fridays for Future And Flight Shaming**

- Goals and objectives of the Fridays for Future movement.
- What should happen in tourism?
- Can we still travel as we are used to?
- What do tourism providers like airlines do and is that enough?
- The positions of Fridays for Future and tourism providers: Are they irreconcilable or can compromises be found?

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**13:00 - 13:45**

## Studiosus Talk: Tourism And Climate Change: Traveling Is Useful! How Useful Is It Really?

- Can we still continue to travel in the wake of climate change?
- What would be the consequences of not traveling?
- Is carbon offsetting the solution?
- Which SDGs (Sustainable Development Goals) can tourism contribute to?
- What responsibilities do tour operators have?
- Is greed really good when it comes to traveling?

**14:00 - 14:45**

**Panel**

## ITB International MICE Forum

Date	Time:	Location
March 6, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

## ITB Destination Day

Date	Time:	Location
March 6, 2020	10:45 - 17:45	CityCube Berlin, Auditorium A4/A5

**10:45 - 11:00**

**Greeting**

**11:00 - 11:45**

**Panel**

**12:00 - 12:45**

## Chinese Social Media: How To Attract Chinese Outbound Tourists

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**13:00 - 13:45**

**Panel**

**14:00 - 14:45**

**Panel**

**15:00 - 15:45**

**Panel**

**16:00 - 16:45**

### **Instagram, Influencers & Co: The Underestimated Challenge For Destinations**

- Through Instagram and Facebook dynamic experiences that engage with travelers can be created.
- Photos and videos are used to tell the visual story of a destination.
- Social advertising platforms add context to images through Instagram Stories, video, or geo-tagging locations.
- Travelers are provided with a more unique, inspirational experience as they dream.
- Learn how to drive engagement and how to turn this inspiration into bookings.
- What role do Influencers play?

## **ITB Empowerment Forum 3**

<b>Date</b>	<b>Time:</b>	<b>Location</b>
March 6, 2020	11:00 - 14:00	Hall 19, Palais at Funkturm (fairground)

The Empowerment Forum 3 is a platform for Animal Welfare and Engagement: Crucial subjects related to ethical animal treatment in tourism as well as the support of women initiatives & women entrepreneurship in tourism will be debated.

## **ITB Medical Conference Day 3**

<b>Date</b>	<b>Time:</b>	<b>Location</b>
March 6, 2020	11:00 - 15:00	Hall 21b

## **ITB Deep Dive Sessions 3**

<b>Date</b>	<b>Time:</b>	<b>Location</b>
March 6, 2020	11:00 - 17:45	CityCube Berlin, Cube Club

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## ITB Virtual Reality Lab Day 3

Date	Time:	Location
March 6, 2020	11:00 - 17:45	Hall 10.2

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual and augmented reality applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications for tourism and marketing. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

## eTravel Lab Day 3

Date	Time:	Location
March 6, 2020	13:30 - 18:00	Hall 7.1b, eTravel Lab

Main focus in the afternoon: video marketing and social media. Bloggers, influencers, storytellers - who is a professional brand partner, who is not. Detailed description of all individual events will soon be available here.

## eTravel Stage Day 4

Date	Time:	Location
March 7, 2020	11:00 - 14:00	Hall 6.1, eTravel Stage

Sessions held in German without translation

## ITB Hotelcamp

Date	Time:	Location
March 7, 2020	11:00 - 14:00	Hall 7.1b, eTravel Lab

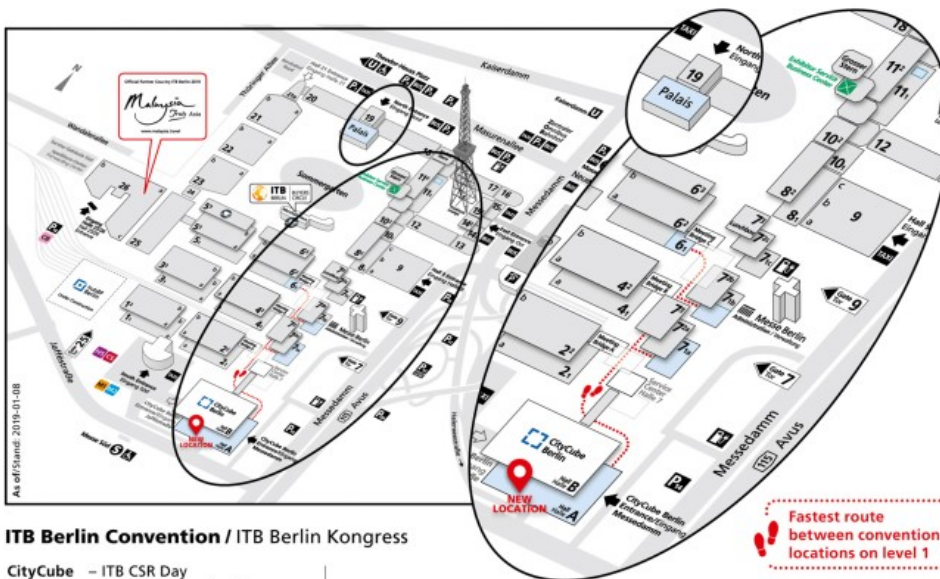


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## ITB Berlin Convention / ITB Berlin Kongress

### CityCube

#### Hall A



- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

- 6.1** – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR  
– ITB Business Travel Forum  
– ITB MICE Forum  
– ITB MICE Hub

- 7.1b** – eTravel World:  
eTravel Lab, TTA Forum,  
ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

- Palais** – ITB Convention Awards

## Contact

Please contact us for concerns or questions:

### Convention Organisation

ITB Berlin Convention Office  
c/o Multivisio GmbH  
Hanauer Landstraße 287  
60314 Frankfurt/M. Germany

Alexandra Saless  
Freelance Convention Manager  
Cell: +1 843 602-2720  
alexandra.saless@multivisio.de

### Contact Person Messe Berlin

Lisa Klimke  
Product Manager  
Messe Berlin  
Messedamm 22  
14055 Berlin Germany  
Phone: +49 (0)30 / 3038 2167  
Fax: +49 (0)30 / 3038 2113  
klimke@messe-berlin.de

### Scientific Management ITB Berlin Convention

Prof. Dr. Roland Conrady  
Hochschule Worms  
Erenburgerstr. 19  
67549 Worms Germany  
Phone: +49 (0)6241 / 509 126  
conrady@hs-worms.de

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