



ITB Deep Dive Sessions 3

Date	Time	Location
March 8, 2019	11:00 - 16:45	CityCube Berlin, Cube Club

The ITB Deep Dive Sessions satisfy the need of ITB trade visitors for an intensive professional exchange with experts in small groups. This is where valuable contacts are made and your individual questions and problems are addressed. The Deep Dive Sessions will focus on the key topics of the ITB Convention 2019.

Hosted by:

[Prof. Dr. Jürgen Schmude](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

Events

11:00 - 11:45

Social Commerce: Tips For Successful Travel Campaigns On Facebook And Instagram

Social media, such as Facebook & Instagram, is an impressive tool for marketers to drive advertising campaigns. Using best practice cases, it will be shown how these tools can be used purposefully to increase traffic and conversion. In addition, various strategies and starting points for the optimization of social advertising campaigns will be presented. Participants will receive valuable tips and tricks on Facebook Pixel, creating conversion funnels and insights for more cost-effectiveness on Facebook & Instagram Ads.

This session will be held in German, simultaneous translation will not be available.

Speakers:

[Malte Galus](#), Director Digital Advertising, konstruktiv GmbH

[Jan Starcke](#), Travel & Health Insurance Industry Lead, Facebook

Tags

[Distribution](#) [Marketing](#) [Social media](#)

12:00 - 12:45

Secrets Of Search Engine Ranking

Search Engine Optimization (SEO) is indispensable. Concrete tips for all competence levels from former Google programmer Fili Wiese: Avoiding on-page pitfalls, optimizing websites, increasing the efficiency of search bots, improving the user experience. At the end of the session: Q&A for your specific questions.

Speaker:

[Fili Wiese](#), SEO-Expert, SearchBrothers.com, Former Google Search Quality Team Member

Tags

[Destinations](#) [Marketing](#) [Search engines](#)

13:00 - 13:45

Partnerships In Sustainable Tourism: Case Studies From The Cruise Industry

Sustainability is an increasingly vital topic in travel and tourism. Nowhere is this truer than in the cruise industry, where advancing environmental protections and ensuring destinations thrive economically and culturally is front and centre. Hear leaders from the cruise industry and popular destinations, Barcelona and Santorini, discuss their real-world efforts to promote and support sustainable tourism. These civic and industry leaders

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Kurzfristige Änderungen vorbehalten.

will describe the concrete steps they've taken and the valuable partnerships they've established in their quest to ensure tourism continues to provide tangible, sustainable benefits to communities.

Moderated by:

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist

Panel guests:

[Maria Deligianni](#), Regional Representative Eastern Mediterranean, CLIA Europe

[Megan King](#), Senior Vice President, Global Strategic Communications, CLIA

[Tassos Konidaris](#), Municipal Port Fund of Thira (Santorini)

[Alfredo Serrano Chacon](#), National Director, CLIA Spain

[Joan Torrella](#), Managing Director, Turisme de Barcelona



Tags

[Cruise](#)

14:00 - 14:45

Customer Data Collection – Who Knows More? How Can Service Providers & Destinations Generate And Use Customer Data In The Future?

- In Cooperation With DIHK / German Startups Association -

In the digital market economy, platform giants are more and more ruling over user data. Service providers and destinations are losing more and more of a valuable asset: Knowledge about their customers. Customer data are no longer to be found by the people who receive the customer as a guest – instead the data are going to those who communicate services and information. What can be done to counteract this development? Are political solutions required, can we find solutions on our own or can that only be achieved working together with the platforms? Are there any lessons learned from commerce and urban or regional development that can be of help? Is direct bookability a key element? And what does the guest really want?

This session will be held in German, simultaneous translation will not be available.

Introduction speech:

[Bastian Kneissl](#), Managing Director, MountLytics

Moderated by:

[Dr. Ulrike Regele](#), Director Commerce and Tourism, Association of German Chambers of Industry and Commerce (DIHK)

Panel guests:

[Jan Hoffmann](#), Head of Corporate Development & Cooperation Management, Tourismus-Marketing Brandenburg (TMB)

[Tobias Kallinich](#), Managing Director, Smartplatz GmbH

[Yann Maurer](#), COO, Regiondo GmbH

Tags

[Data](#) [Destination management](#) [Artificial Intelligence](#) [Customer behavior](#) [Marketing](#)

15:00 - 15:45

Luxury Transportation Panel

Luxurious transport services are an important part of luxury travel. What does luxury mean in terms of road, sea and air travel, and what are the most important luxury trends? Representatives of top-end luxury carriers discuss market trends, potential and challenges.

This session will be held in German, simultaneous translation will not be available.

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Moderated by:

[Prof. Dr. Roland Conrady](#), Scientific Director of the ITB Berlin Convention, Worms University of Applied Sciences

Panel guests:

[Stephan Grandy](#), Senior Manager Global Sales Products and Programs & Lufthansa Private Jet, Lufthansa German Airlines

[Marcus Krall](#), Director New Business, PR & Marketing D.A.CH, Ocean Independence GmbH

[Dr. Jens Wohltorf](#), CEO, Blacklane

Tags

[Aviation](#) [Cruise](#) [Luxury](#) [Mobility](#)

16:00 - 16:45

“Demonstrating the Future”- The New Copernicus Climate Change Information System For European Tourism

Climate change and weather phenomena are having a massive impact on European tourism. Travel providers, however, lack reliable data for effective adaptive measures. The EU's new Copernicus Climate Change Information System provides valuable decision data for the European tourism sector. How exactly does the system work, and how can it support decisions made by destinations, tour operators, travel agents, transport companies and investors?

Introduction:

[Dr. Samuel Almond](#), Officer, ECMWF, Sectoral Information System Officer, Copernicus Climate Change Service

Introductory presentation:

[Adeline Cauchy](#), C3S European Tourism Contract Manager, TEC Conseil

Moderated by:

[Herbert Hamele](#), President, ECOTRANS

Panel guests:

[Dr. Samuel Almond](#), Officer, ECMWF, Sectoral Information System Officer, Copernicus Climate Change Service

[Victoria Barlow](#), Group Environmental Manager, Thomas Cook Group

[Ghislain Dubois](#), C3S European Tourism Lead, TEC Conseil

[Nezih Isci](#), ATC Consultants

[Prof. Geoffrey Lipman](#), Creative Disruption Architect, The SUNx Program

Tags

[Destinations](#) [Climate change](#) [Sustainability](#)