



## eTravel Lab Day 3

Date	Time	Location
March 6, 2020	13:30 - 17:00	Hall 7.1b, eTravel Lab

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?

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Detailed event descriptions will be available here shortly.

### Moderated by:

[Gerd Otto-Rieke](#), ITB eTravel-Team

### Events

**14:00 - 14:30**

#### Google Masterclass: Catch Me If You Can. Connecting With The Right Traveller At The Right Moment On YouTube

- Powered by Google, YouTube can target travelers based on origins, destinations and their preferences
- In this masterclass, we will give an overview of how you can leverage the full value of video advertising to make your brand known and considered

#### Speaker:

[Steffen Hutmacher](#), Video Sales Lead, Google

#### Tags

[Marketing](#) [Video Marketing](#)

**14:30 - 15:00**

#### Digital Content Marketing: Strategies For Successful Distribution Campaigns

#### Speaker:

[Rob Holmes](#), Founder & Chief Strategist, GLP Films

#### Tags

[Marketing](#) [Best Practice](#)

**15:00 - 15:30**

#### Influencer - Hero Or Villain?

- Dream job: Influencer! But what makes a professional influencer?
- And how do representatives of destinations, hotel marketing managers and others in the industry recognize suitable inquiries?
- An exchange of experiences about an indispensable cooperation with influencers and representatives of the tourism industry

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Kurzfristige Änderungen vorbehalten.



**Moderated by:**

[Melvin Boecher](#), Founder, TravelDudes

**Panel guests:**

[Jana Kalea](#), Blogger, comfort-zone.net

[Gemma Suñer](#), Online Marketing Manager, Costa Brava Girona Tourist Board

**15:30 - 16:00**

## Open Data And Its Impact On Blogging

**Speakers:**

[Catharina Fischer](#), Network partner / Consultant, Tourismzukunft

[Christoph Hampe](#), Digital Marketing Manager, Thüringen Tourismus

**Tags**

[Blogger](#) [Destinations](#) [Hospitality](#) [Influencer](#) [Marketing](#) [Data](#)

**16:00 - 16:30**

## WhatsApp Marketing 2020: Marketing With The Largest Social Network

- WhatsApp Business
- Data protection
- Marketing opportunities
- Sweepstakes
- Practical examples

**Speaker:**

[Michael Faber](#), Marketing-Consultant, Tourismzukunft, Reisebüro Faber

**Tags**

[Marketing](#) [Distribution](#)

**16:30 - 17:00**

## The Age Of Artificial Intelligence: Opportunities And Challenges For Tourism

- Application fields of artificial intelligence
- Best practice examples in tourism
- Recommended action for tourism stakeholders
- Outlook for the future

**Speaker:**

[Florian Bauhuber](#), Managing Director, Tourismzukunft

**Tags**

[Digitalization](#) [Artificial Intelligence](#)

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