

ITB BERLIN CONVENTION PROGRAM 2020



ITB
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The Leading
Travel Industry
Think Tank
CONVENTION

Event Details

CEO Keynote Interview

Date	Time	Location
March 6, 2019	11:00 - 11:45	CityCube Berlin, Auditorium A4/A5

Stephen Kaufer, Co-Founder, President and Chief Executive Officer of TripAdvisor, discusses the impressive strategic development of TripAdvisor during this keynote interview. Spanning the company's evolution from driving digitalization in travel with community-driven reviews, through to building a leadership position as the de facto hub for travel planning with a portfolio of services, Stephen will share his perspectives on what's next for the company within the changing dynamics of the travel industry.

CEO Digitalization Distribution Keynote Customer behavior Travel behavior Social media Technology Trend Tours & Activities

Interview guest:

[Stephen Kaufer](#), Co-Founder, President & CEO, TripAdvisor

Interviewer:

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

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Kurzfristige Änderungen vorbehalten.