

ITB BERLIN CONVENTION PROGRAM 2020



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

Event Details

Keynote: Digitalism & Humanity: How Digital Transformation Is Making The Human Element More And More Important

Date	Time	Location
March 6, 2019	11:00 - 11:45	Convention Hall 7.1a, Auditorium New York 1

We are living in breathtaking times in which the impossible seems to be becoming possible. We will change more in the next 30 years than we did in the last 200. When everything that can be digitalized is digitalized, the non-digitizable becomes more and more valuable: personality, relationships and meaning. We should become powerful thinkers about the future, for a valuable and meaningful human existence. We should fight for value-creating innovation. And above all, we should be agents for the people who, in times of multiple options and hyper-individualization, have a great longing for meaning, belonging and genuine relationships. And let us be visionaries who have the courage to use technology and bring benefits to people - not the other way around.

Speaker:

[Nicole Brandes](#), Intl. Management Coach, Author and Partner, Zukunftsinstitut

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.