

ITB BERLIN CONVENTION PROGRAM 2020



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CONVENTION

Event Details

Protect Me From What I Want: The Digital Diet

Date	Time	Location
March 7, 2019	16:00 - 16:45	Convention Hall 7.1a, Auditorium New York 1

Mr. Mamczur will point out conflicting trends in digitalization. During his presentation, he will show why it is important to think long and hard about how to communicate issues, rather than thoughtlessly following every digital trend. He will illustrate the relevance of physical and authentic real networking within the exhibition industry by demonstrating industry-specific applications.

Speaker:

[Guido Mamczur](#), Brand Strategist, Visiting Professor and Author, Managing Director, D'art Design Gruppe GmbH

