

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Event Details

### ITB CEO Interview: The Future Of Travel Distribution: Personalization, Retailing, Platforms

Date	Time	Location
March 5, 2020	11:00 - 11:45	CityCube Berlin, Hall A4/A5

- The future of the global travel industry.
- Evolving consumer expectations.
- How Sabre is creating the new marketplace for personalized travel.
- Opportunities through intelligent retailing and new distribution channels.

CEO Digitalization Distribution Customer Behavior Personalization Platforms Travel Behavior Technology

#### Interview guest:

[Sean Menke](#), CEO, Sabre

#### Interviewer:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

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EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.