



## ITB MICE Forum

**Date**  
March 4, 2020

**Time:**  
10:45 - 14:45

**Location**  
Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for MICE experts.

More information on the ITB MICE segment can also be found here: [www.itb-convention.com/mice](http://www.itb-convention.com/mice)

**10:45 - 11:00**

### Greeting

**Speaker:**

[Bernd Fritzges](#), CEO, VDVO Association of Event Organisers

**11:00 - 11:45**

### Success Factor Participant Experience – For Events That Inspire Their Target Group

- What are future meeting scenarios?
- What can digital and analog interaction look like?
- What types of participants are there?
- How can event participants be involved successfully?
- What are the most important research results from the "Future Meeting Space" project?

**Speaker:**

[Matthias Schultze](#), Managing Director, GCB German Convention Bureau e.V.

**12:00 - 12:45**

### CoCreate Your Event Value – But How?

- How does participation work?
- How much participation makes sense?
- How can participative formats be planned and implemented quickly and without much effort?
- How can the value and impact of events be increased?
- How can interactive formats be integrated into the booking process of the MICE portal platform?

**Speakers:**

[Doreen Biskup](#), Vice President, VDVO Association of Event Organisers

[Bernd Fritzges](#), CEO, VDVO Association of Event Organisers

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**13:00 - 13:45**

## Personalization And Artificial Intelligence – Inspire Your Participants!

- How can event participants be inspired over and over again?
- Which technologies are well suited to survive in the battle for participants?
- How can artificial intelligence help to use valuable participant information in such a way that they contribute to the long-term success of an event?

**Speaker:**

[Michael Liebmann](#), Founder & Managing Director, doo

**14:00 - 14:45**

## Visitor Tracking – Optimize Your Event Concept With Digital Technologies!

- Which digital methods are available to obtain data on the behavior of visitors at trade fairs and events?
- How does the customer journey at an event work?
- What are the important touch points?
- Which attractions are particularly popular and are visited the longest?
- Which offers are not used or not perceived?
- How can intelligent data evaluation contribute to the success of an event?

**Speaker:**

[Prof. Dr. Cornelia Zanger](#), Marketing Department, TU Chemnitz

## ITB MICE Forum

Date	Time:	Location
March 5, 2020	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for MICE experts.

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**15:00 - 15:45**

## New Work – What's The Point?

- The times when we were able to do the "job by the book" and were successful by management and process optimization alone are long gone - the times when the brilliant manager had to decide everything because he knew what was best are long gone as well.
- Why this is so and how companies have to work today in order to remain successful in the long term & sustainably, Friederike Euwens will explain to you in her lecture "New Work - what's the point?"

**Speaker:**

[Friederike Euwens](#), New Work Facilitator



**16:00 - 16:45**

## Agile Event Management – More Us. More Impact. More WOW.

- Why is an agile approach to event management necessary?
- Agile values
- Agile principles
- Agile hacks
- Agile teams

**Speaker:**

[Colja Dams](#), CEO, VOK DAMS

**17:00 - 17:45**

## When Crises Weld Together – Crisis Management Program Of visitBerlin Convention Partner

- In crisis situations, how can different trades work together in the best possible way?
- How does a city implement a professional crisis management program in the event of terrorist attacks, natural disasters and other cases of force majeure?
- How can the necessary resources be secured across companies?

**Speaker:**

[Bernd Wiedemann](#), Member of the Board, visitBerlin Convention Partner

## ITB International MICE Forum

Date	Time:	Location
March 6, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

**Hosted by:**

[Caleb Parker](#), Founder & Director, Bold

**10:45 - 11:00**

## Greeting

**Speakers:**

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO

[Caleb Parker](#), Founder & Director, Bold





**11:00 - 11:45**

## **New Work: Successful Event Planning With Remote Event Stakeholders**

- How the trend of "new work" is impacting the event industry
- What online collaborative tools are available to support event planners and their stakeholders to coordinate their events remotely?
- How can event planners and their stakeholders build trust online with their suppliers when coordinating events remotely?
- How secure is the data shared on online collaborative tools?
- How important is a familiarization trip pre-event for seamless event planning, and whether familiarization trips can be replaced with accessing information online?
- How can event planners retain and share their knowledge from a familiarization trip or a past event with their team members, is there a way of storing such valuable knowledge?
- How can suppliers support event planners with remote event planning (e.g. - website, blog articles, case studies, video testimonials etc.)?

### **Moderated by:**

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO

### **Panel guests:**

[Doreen Biskup](#), Vice President, VDVO Association of Event Organisers

[Caleb Parker](#), Founder & Director, Bold

**12:00 - 12:45**

## **Influencer Events: From Creating Instagrammable Moments To Delivering ROI**

- What is the difference between press vs influencer trip or event?
- What are the objectives of an influencer event?
- How can brands capture the attention of the busy, in demand influencers, is this possible only with monetary rewards?
- How can brands measure the ROI of an influencer event?
- How can brands create instagrammable moments at an event or trip for the influencers to share on social media?
- How necessary is briefing pre event or trip and what such briefing will include?
- Speakers will share tips for a successful influencer collaboration

### **Moderated by:**

[Caleb Parker](#), Founder & Director, Bold

### **Panel guests:**

[Florian Hill](#), CEO & Ideator, HillWIRED

[Lisa Reinshagen](#), MICE PR Director, Lieb Management

[Han Talbot](#), Project Manager, Traverse

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**13:00 - 13:45**

## Extending Event Lifecycle Beyond The Physical Event

- What are the key reasons for extending event life cycle of an event?
- What is an event lifecycle and how to create content for each stage of the customer journey?
- How to find the right balance between sharing educational content and doing event promotion?
- Who within the organization can coordinate the extension of event line cycle: Event manager, marketing teams, community manager?
- How to analyze and apply the data collected pre and post event into the physical event and use it as feedback?
- What is online community management and how it applies to extending event life cycle?
- What are the best practices and possible strategies for extending an event life cycle?

### Moderated by:

[Caleb Parker](#), Founder & Director, Bold

### Panel guests:

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO

[Sabrina Meyers](#), Director, Orchid Lily Events

[Dr. James Morgan](#), Principal Lecturer in Event Design and Technology, University of Westminster, Founder, Event Tech Lab

**14:00 - 14:45**

## Creating "Micro Moments" To Boost Attendee Engagement At Events

- Micro is defined as 'extremely small'. How can event planners relate this growing trend to the events industry?
- What 'micro' has to do with changing attendee needs and expectations from an event?
- At what stages of the event can micro moments boost attendee engagement, are these pre, during or after the event, and how?
- Can organizers integrate micro moments throughout the entire customer journey or only at the physical event to boost attendee engagement?
- How can event professionals create a series of micro-experiences at their events to maintain high attendee engagement at all times?
- Examples of micro moments will be shared

### Speaker:

[Kevin Jackson](#), Director of Ideas and Innovation, The Experience is the Marketing

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